Measuring Holistic Incremental ROI Across (Retail) Media and Trade

By Russ Dieringer // May 23, 2024 //

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What impact do individual retail media networks have on incremental sales?

How does retail media compare to other forms of media and trade when it comes to growing revenue?

These core questions confound retail media managers, digital marketers, eCommerce leaders, and the C-Suite given the rise of eCommerce and retail media networks.

Join Russ Dieringer as he welcomes Meghan Corroon, Cofounder & CEO of Clerdata, and Amanda Milling, Cofounder & Chief Growth Officer of Clerdata, a data science company at the leading edge of neutral incrementality measurement to dive into how causal data science techniques can now measure and drive incremental ROI.

The session will include insights on:

- Leveraging incremental ROI to improve marketing and retail media efficiency
- Understanding and measuring halo effects of different media channels
- Comparing the impact of retail media versus other media channels
- Evaluating in-store activations versus retail media efforts
- Reallocating budgets based on data insights

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This webinar is designed for those working in eCommerce, retail media, brand marketing, shopper marketing, finance, and the C-Suite that want to learn how they can get the most out of their scarce marketing dollars.

All Signal, No Noise Format

- 30 minutes of prepared remarks
- 20 minutes of Q&A

See the Recap & Replay

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