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How (Leading) Brands ”Do” Retail Media

By Russ Dieringer // February 10, 2025 // Benchmarks, Research

A benchmark analysis of 92 large-to-mid-sized consumer brands, uncovering what separates Leaders from Laggards

TL;DR: *Retail media leaders outperform their peers by investing in larger, dedicated teams, fostering cross-department collaboration, centralizing leadership, activating more networks strategically, and adopting advanced KPIs that balance short-term sales with long-term growth.*

1 minute read

Retail media has become a vital part of brand strategy, but spending more isn’t enough to win. The real competitive edge comes from within—how brands structure their teams, align budgets, collaborate cross-functionally, and measure success.

This report is not just another benchmark. We’ve segmented the data between Leaders—brands outperforming their peers and prioritizing retail media—and Laggards, revealing the organizational decisions that drive sustainable success, including:

- **Leadership:** Who leads retail media inside successful organizations and how they set strategy.
- **Cross-Functional Collaboration:** Why the best-performing brands integrate across multiple departments.
- **Budgeting Strategies:** How leaders fund advanced retail media formats like streaming and offsite display.
- **Measurement Frameworks:** The KPIs that leaders prioritize.

If you’re responsible for driving results in retail media, this report will enable you to benchmark your organization, identify gaps, and unlock new growth opportunities.

Log in now to access the full report or contact us to learn how Stratably can transform your approach to retail media.

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