

Retail Media Allocation Framework

By Russ Dieringer // June 12, 2024 // Research, Webinars, Workshop

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Retail media options have grown significantly since 2021, introducing a number of challenges related to differences in capabilities, reporting standards, and scale opportunities among retailers.

During today's live session, we heard from Ross Walker and Damiano Ciarrocchi on how they navigate brands through these complexities. The session provided insights for leaders inside consumer brands who find optimizing media spend across diverse retail networks challenging.

Ross and Damiano emphasized the importance of a strategic approach, where brands start by aligning granular internal goals with each retailer's unique media capabilities.

The Presentation Agenda Included:

1. Critique of brands using percentage of sales as the only determinant in budget allocation
2. Comparison of retail media network capabilities
3. Case study on how retailers stacked up across different retail media metrics
4. Instructions on how to apply a granular approach to allocation

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