

# Retail Media is Getting All the Love

By Claire McBride // August 12, 2024 // Benchmarks, Briefings, Research

August 12, 2024

*1 minute read*

Yesterday, I read 17 emails on new developments in retail media, and 0 on product detail page content.

This isn't a one off either.

**The digital ecosystem is obsessed with retail media.**

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