## Retail Media Leaders Invest More in Test & Learn

By Russ Dieringer // April 2, 2025 // Benchmarks, Research

## THIS IS A GATED ARTICLE JUST FOR MEMBERS

## Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

**Retailer forecasts** 

Invites to live events

And More!



Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

Join Today Already have an account? Login Now