

Retail Media Team Size and Hiring Plans Inside Brands

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Brands want to get more sophisticated when it comes to retail media.

But will they be able to?

The answer largely depends on the growth of their retail media team. Anecdotally, eCommerce and marketing leaders commonly cite retail media capacity constraints as the primary reason why they can't implement more advanced strategies, conduct more test and learns on retail media, and expand to more networks.

Technology can help scale the team further, and advanced measurement capabilities are needed too, but so are the actual hands-on keyboards making retail media happen.

We benchmarked 72 consumer brands to understand the size of their current retail media teams and hiring plans for this year.

Leaders like you can utilize this data to understand how your team capacity stacks up to peers, and we recommend sharing it with your senior leadership team to buttress your arguments for greater hiring.

Alternatively, if you have larger than average teams, then consider if you're getting the most out of the team. For instance, ask questions like:

- Have you improved retail media budget flexibility?
- Does your media performance compare favorably to industry performance?
- Are you activating on (or testing) a greater number of networks than your peers?

Let's dive in...

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