

What Retail Media Leaders Do Differently – Webinar Recap

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TL;DR: *Stratably and The Digital Shelf Institute reveal the top insights and action items from their benchmark study on how brands do retail media.*

2 minute read



How Brands “Do” Retail Media in 2025
How to Effectively Structure, Resource, Fund, and Measure Retail Media

FEB 11
12pm EST

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Retail media is rapidly transforming how consumer brands engage with consumers and retailers, with nearly half of brands reporting retail media is a top priority within their overall marketing strategy.

But navigating the opportunity isn't straightforward.

Retail media blurs the lines between retail and media, creating unique organizational challenges. From structuring teams and allocating budgets to managing external partnerships and measuring performance, many critical questions remain unanswered.

In today's webinar, we shared insights from our second annual [How Brands "Do" Retail Media study](#), conducted in partnership with the Digital Shelf Institute. We explored the evolving landscape of retail media within consumer brand organizations by combining quantitative analysis from 92 manufacturers with qualitative insights from 20+ interviews and share group participants around the topic.

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