Where Brands Stand Today with Retail Media Measurement

By Claire McBride // September 16, 2024 // Benchmarks, Briefings, Research

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TL;DR: *Retail media measurement is in its infancy, characterized by fragmentation and lack of performance metric standardization. Brands struggle with integrating retail media data with other marketing channels, making performance comparisons difficult. To improve, brands need cleaner data, standardized metrics, and better strategic and analytic integration across channels.*

4 *minute read*

74% of brands are planning to spend more of their digital marketing budget on retail media.

It's become a crucial component of the digital marketing landscape, offering brands the ability to leverage retailers' first party data and reach shoppers both within retail environments and on the open web.

However, the current state of retail media measurement reveals several challenges and areas for improvement.

The following article shares benchmarking data on the current state of retail media measurement. Note, there *are* limits to what we can prescribe for solutions, as some of the challenges are inherent to the newness of the industry. But we've added questions at the end to help you apply the article to your business and generate conversations with your team.

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