

The Top 10 Forces Driving Retail Media Growth by the Numbers



Ecommerce sales grew **50% to \$870 billion** during the pandemic.

US CENSUS

62%

say access to first-party data is the top motivation to work with retail media networks, an **88% increase over 2020.**

EMARKETER

36%

of marketers offer off-site media

in their retail media networks, often partnering with DSPs, SSPs and curation partners to execute.

EMARKETER



Media agencies say open web retail media outperforms walled garden campaigns in relevance to the **actual purchase (58%), sales growth (53%) and audience targeting (51%).**

CRITEO

25% of retailers reported receiving more than **\$100 million in revenue** from their media networks in 2021.

FORRESTER

25%

With third-party cookies phasing out, more brands will use retail media to gain insights on consumer behavior, sparking **a 31.4% jump in spend.**

EMARKETER



44%

of marketers track sales growth with retail data, which is increasingly important as browser changes impact the ability to gauge ad exposure and connect data across channels.

THE TRADE DESK

94%

of consumers prefer transparent brands

a boon for retail media advertising as it relies on opted-in first-party consumer data.

FORBES

Retail media's ability to enable data-driven marketing at scale can **improve marketing efficiency by 10 to 20%.**

MCKINSEY

43%

Retail media advertising scrubs the digital media supply chain of opacity, providing more transparent reporting that **43% of CPGs say they want from partners.**

TOTALRETAIL