



Harnessing the Rapid Growth of Retail Media



Following the rapid rise of online transactions during the pandemic, online platforms provide an opportunity to create brand new revenue streams. This is a welcome opportunity for retailers, who are facing significant pressure on their margins as a result of ongoing inflation.

Ecommerce platforms are highly valuable to advertisers and brands looking to target engaged, relevant audiences. Defying a global economic downturn, retail media is forecast to increase revenues by 25% this year, according to analysis by media investment firm GroupM. Within four years it's thought it'll represent 16% of total digital ad revenues.

Join this webinar to discover how your organization can take advantage of retail media. You will learn:

- How retail media has evolved in the last few years.
- The value of first party data in advertising today.
- How retailers are taking advantage of this opportunity to monetise online platforms.
- Practical advice for understanding how to take advantage of the retail media boom.