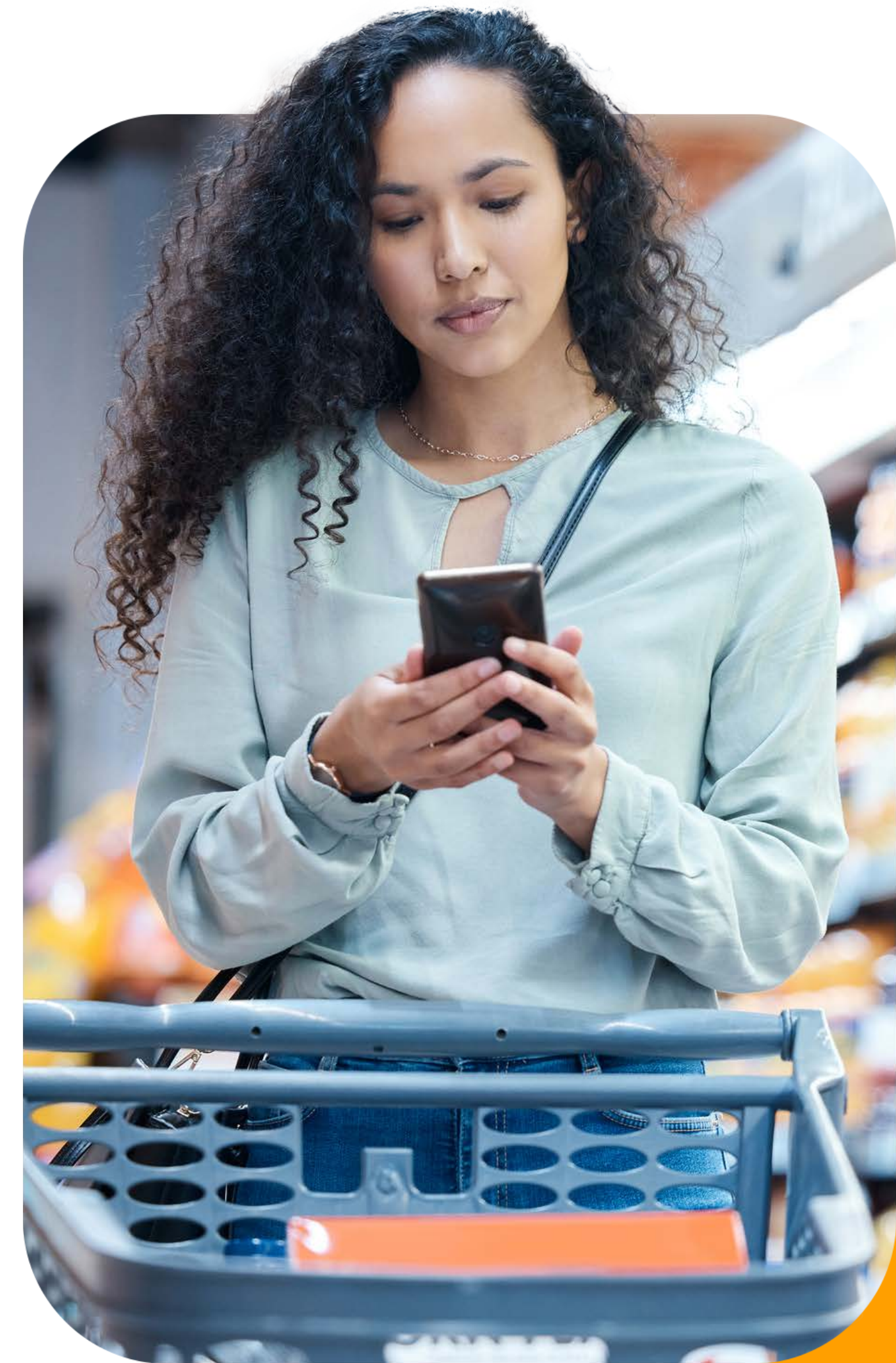




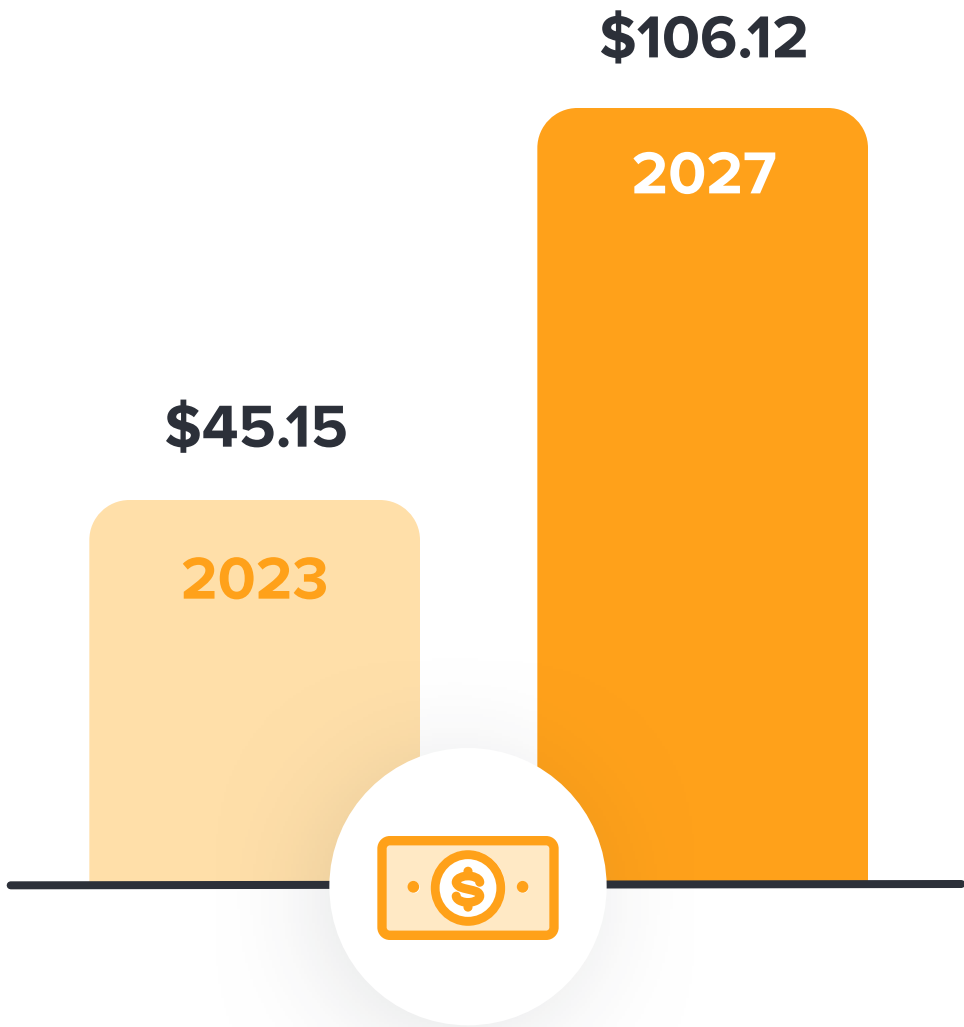
WHITE PAPER

Empowering Brand Publishers in the Age of Retail Media



Retail media is growing rapidly. It has already proven to be a powerful tool for today’s publishers and advertisers. As eMarketer reported,

U.S. retail media ad spend is expected to more than double by 2027, reaching \$106.12 billion and accounting for more than a quarter of US digital ad spend.



It’s easy to understand how advertisers, traditional publishers and retail media networks (RMNs) can benefit from this growth, especially in a world without third-party cookies. But the rapid expansion of retail media and its transformative impact on advertising strategies leaves brand publishers at a pivotal juncture. The notion that RMNs should be narrowly defined solely as retailers is ending. Companies in travel, automotive, financial services, and more are launching their own “RMN” offering. Brand publishers with a large, direct to consumer content offering and first-party data now have an unprecedented opportunity to capitalize on the advancements made by RMNs and the demand for them exhibited by advertisers.

This report, based on a survey of over 200 U.S. marketers, explores the correlation between retail media networks and brand publishers, highlighting the strategies and best practices that can empower brand publishers to follow suit and thrive in the era of retail media.



Diversified revenue streams

The data suggests that retail media is on the cusp of a significant growth phase. Advertisers are already recognizing its value and seeing results from their campaigns.



60%

reported having a general understanding of RMNs, while **40%** reported having a detailed understanding.



54%

saw significant improvement in sales or customer engagement due to retail media advertising.



92%

would consider investing in retail media advertising in the future.

As Mike Pisula, VP of Product Development at LiveIntent, said, "Retail media is booming because retailers have first-party email data, logged-in users on web and app, and offer closed-loop measurement."

Now, brand publishers of all stripes can join Retail Media pioneers, because these brand publishers have built-in audiences of logged-in users and can use their first-party data to sell premium ad inventory across channels. Essentially, brand publishers can join the ranks and diversify their revenue streams and build a media network of their own.



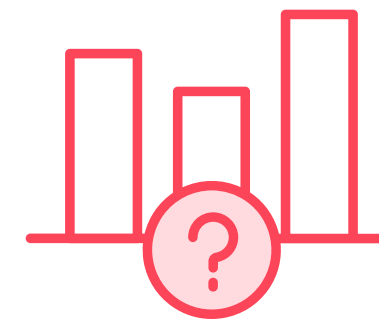
Value of logged-in environments

Advertisers are turning to RMNs to help diversify their marketing mixes and expand their reach. However, they're still looking to Retail Media Networks to evolve to better meet key campaign needs:



61%

want inventory that is logged-in and addressable.



44%

mentioned difficulty measuring campaign effectiveness.

Advertisers want more than just on site ads.



64%

of advertisers are eager for video inventory



57%

want connected TV/streaming ads



56%

are interested in off-site media



54%

want email-based newsletters, alerts and receipts.

While retail media offers significant potential, there are challenges to overcome. As Pisula said, "Marketers have clearly expressed that retail media inventory is too limited, especially given the high performance of retail media." Most notably, advertisers are seeking more ad inventory in logged-in environments, so they can better target customers and track campaign performance.



This is where brand publishers have the biggest opportunity. Many brand publishers have already built their own logged-in networks of email subscribers. Now, they can monetize those newsletters with ads within the newsletters to attract new ad partners and increase revenue as logged-in environments, (i.e. email and mobile apps), are becoming increasingly crucial for brands:

**66%**

consider logged-in environments very important.

**52%**

anticipate a slight increase in dollars to access logged-in media.

**74%**

plan to invest more in retailers' logged-in media channels compared to last year.

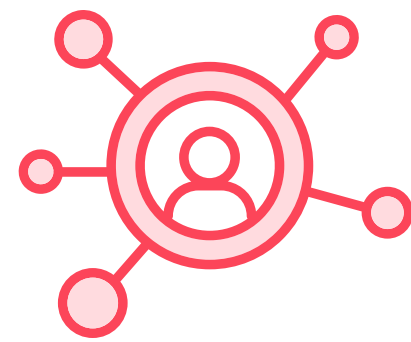
As Jason Kleinman, VP of Enterprise Sales at LiveIntent, noted, "Retailers who are able to lean into their existing logged-in media channels, or explore new ones, are sitting on the precipice of rocketship growth."

The same can be said for brand publishers. Publishers can open up their logged-in channels to advertisers, helping brands reach built-in audiences of users with targeted, relevant content.



First-party data

As they prepare to navigate a cookieless world, marketers are turning to RMNs to help access and activate their first-party data:



96%

consider first-party data crucial to their overall advertising strategies.



84%

are more interested in advertising in retail media due to the deprecation of third-party cookies.

The importance of first-party data is undeniable, especially with the deprecation of the third-party cookie. Retail Media Networks and brand publishers, like the walled gardens, are rich in first-party data and are now bringing those opportunities to advertisers. That's why the logged in first-party data that retail media networks and brand publishers have amassed will prove invaluable to the future of advertising across all channels, for retailers, media companies and brand publishers.



Conclusion

Retail media is poised for significant growth, driven by its effectiveness, the potential of logged-in environments, and the increasing importance of the advantages leveraged by first-party data advantages. As the digital ad landscape evolves, brand publishers can learn from the strategies and successes of RMNs, and diversify their revenue streams. Brand Publishers can deliver ad inventory powered by first-party data, offering advertisers valuable opportunities to connect with their audiences in meaningful, measurable ways as they are present and paying attention.

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NEW PEPPERONI
DELUXE
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Shipping: FREE
Taxes & Fees: \$3.50
Sale Tax

Order Total: \$83.50

You saved \$8.95

Your Earnings \$10.00

Please visit [returns](#) to learn about our hassle-free return policy. Some items, such as premium electronics, must be returned within 30 days.

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Maximizing publisher potential with LiveIntent

In today's digital landscape, brand publishers are seeking innovative ways to drive revenue and enhance user experiences. LiveIntent offers tailored solutions for both, leveraging the power of first-party data and email newsletters. Brand publishers can transform their email newsletters from mere vehicles to communicate sales, offers, and receipts to significant revenue sources. By opening up their email newsletter and alerts to first and third-party demand, publishers can offer advertisers the chance to engage logged-in audiences in brand-safe environments, delivering a coveted environment for advertisers desperate to reach users who are performant and measurable.

With the deprecation of third-party cookies, advertisers will long for environments where the audiences are logged-in, known, and measurable. Brand Publishers who bring advertisers a logged-in email environment meet that need head on and will reap the results.

Additionally, the first-party data derived from a healthy email program can be leveraged for addressability and resolution across their properties as the third party cookie goes away. And through these first-party data insights, brand publishers can deliver curated advertising experiences that ultimately improve the customer experience.

About LiveIntent

LiveIntent, one of the world's largest people-based marketing platforms, connects **2,500 publishing and advertising brands** with over **240MM verified people every month** across all types of media. With the anonymized email address at the center of its industry-leading identity graph, LiveIntent provides brands with solutions that help them monetize, acquire, and retain real people, even where cookies don't work. LiveIntent enriches a brand's data, making it possible for them to deepen their understanding of their audiences, and more effectively market to people wherever they are present and paying attention. LiveIntent is home to over 200 people worldwide with offices in New York, Berlin, and Copenhagen.

