



Elevating Retail Media:

Harnessing the Power of Email
for Branding, Performance,
and Future-Proofing



Table of contents

- **Introduction**
- **Trend 1:** Experimenting with email ads before third-party cookies disappear
- **Trend 2:** Building logged-in audiences with email newsletters
- **Trend 3:** Pulling strategies from the D2C brand playbook
- **Trend 4:** Creating a reliable source of first-party data
- **Trend 5:** Expanding retail media services
- **Trend 6:** Meeting people throughout the customer journey
- **Conclusion**

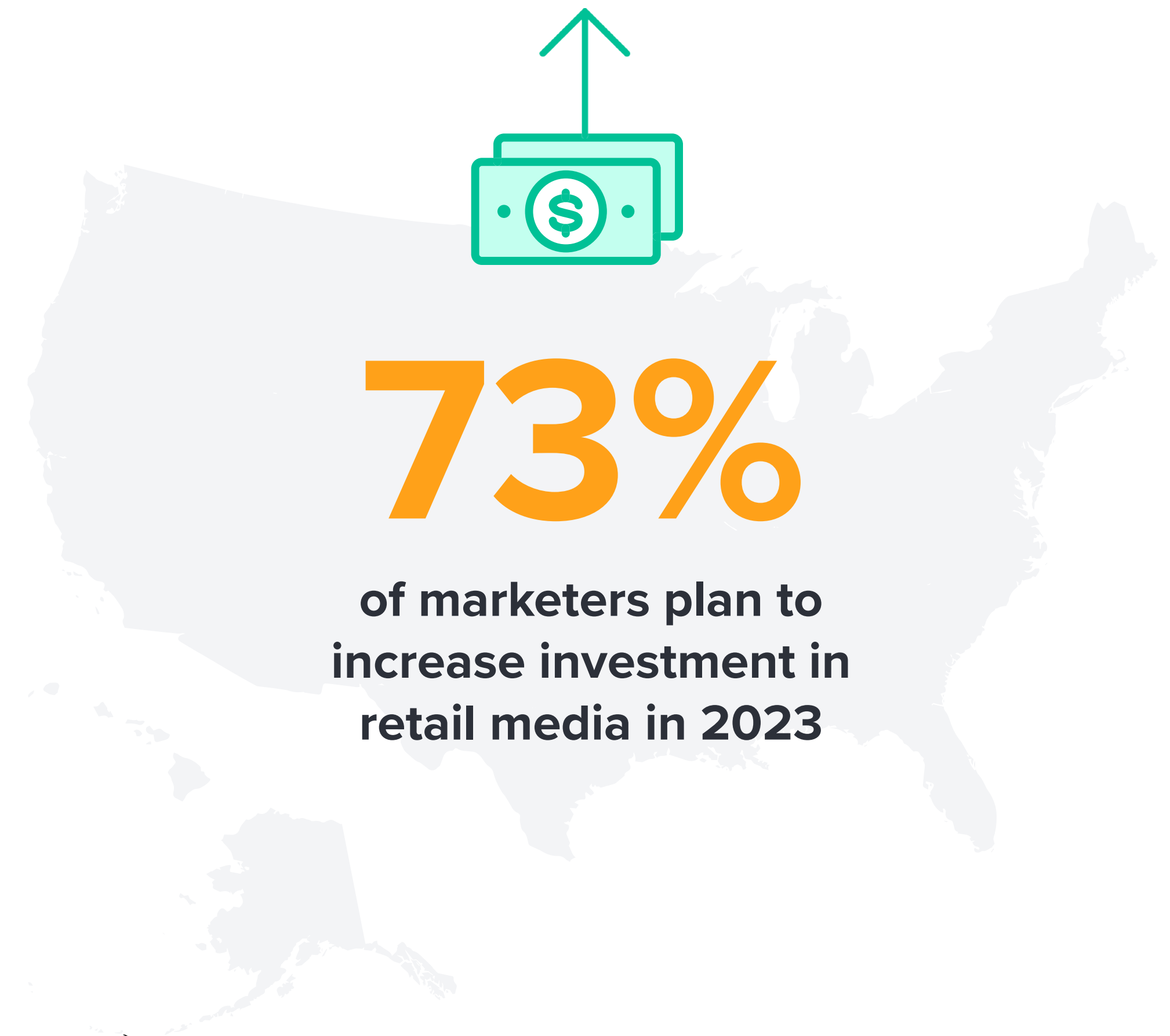


Introduction

Retail media is growing at a rapid pace as major retailers fill their online media properties with ads from their own demand and from third-party sellers. That's why retail media is quickly expanding its definition to include commerce, travel, and other types of brands. For brand publishers, a retail media model opens up additional revenue streams. And for advertisers, retail media inventory represents valuable opportunities to drive growth. Reaching customers while they're already shopping and considering purchasing increases engagement and sales.

That's why, according to eMarketer, U.S. [retail media ad spend is expected to grow by more than one-quarter](#) this year, surpassing \$51 billion. As LiveIntent found, [63% of marketers rank retail media advertising as more effective](#) than other digital channels, and 73% plan to increase investment in 2023.

Still, as this innovative method of advertising grows, many brands are facing a common problem: a lack of retail media inventory to choose from. In fact, 40% of advertisers are frustrated by the scale of retail media and the limited amount of premium inventory. Many are also eager to expand past typical "ads-on-site" placements from the biggest retail media networks into more innovative channels.



The solution

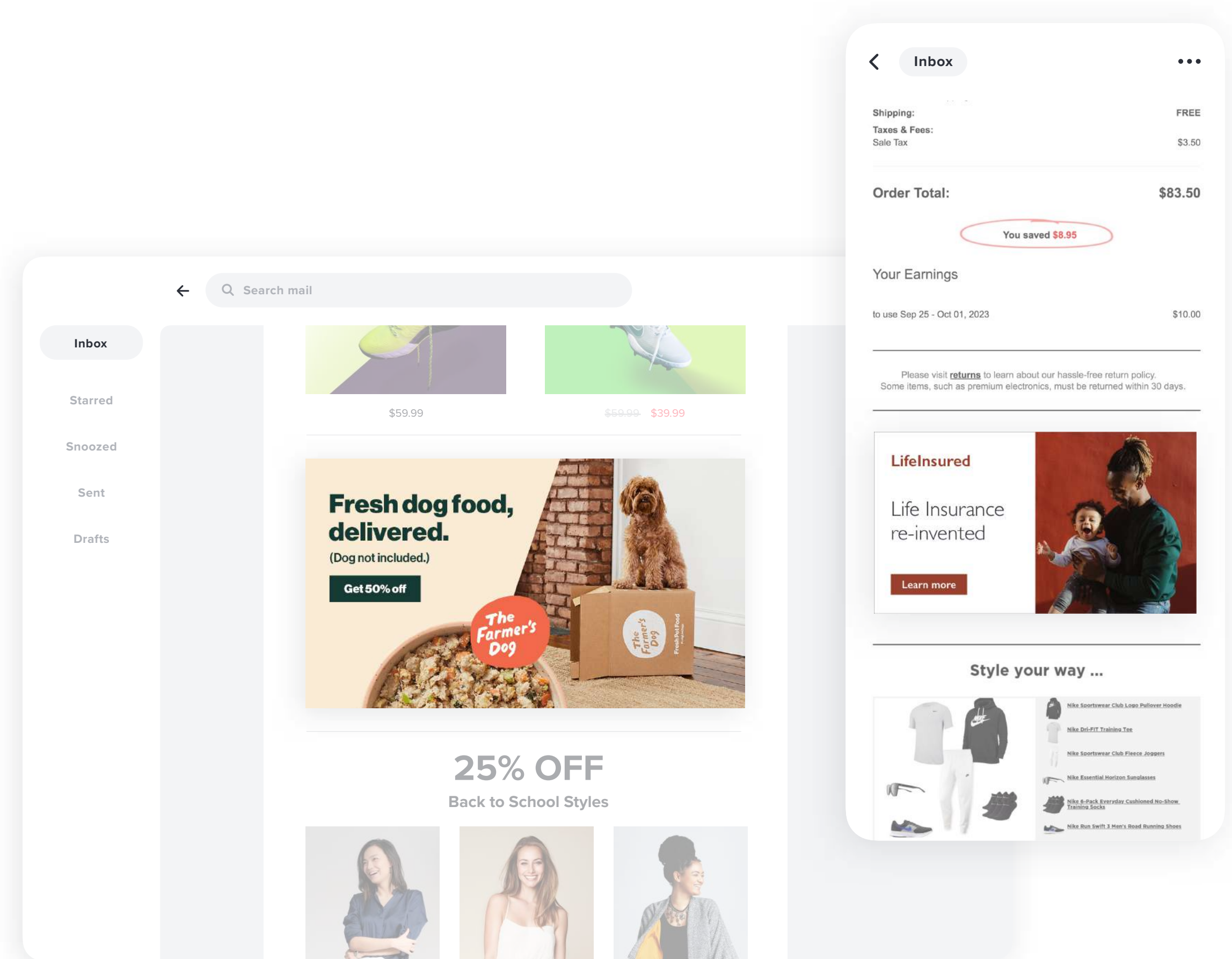
It's time to move beyond just website and app inventory, and start launching retail media ads on one of the most engaging, direct, and logged-in channels available: email.

According to LiveIntent, 61% of advertisers want retailers to open up their email newsletters and alerts for advertising. When asked about their retail media wish lists, 58% said they want ads within the digital receipts that are emailed to customers and 55% want ads within the email newsletters of retailers.

That's where this eBook can help.

Email is emerging as a powerful retail media ad channel. As brands look beyond traditional retail media platforms, we're exploring 6 trends to help you understand and harness the power of email for branding, performance, and future-proofing your business.

Let's get started.



Trend 1:

Experimenting with email ads before third-party cookies disappear

To start, we're seeing more brands — including retailers — experiment with ads in emails in order to shield themselves from the upcoming deprecation of third-party cookies. As our survey found, 70% of advertisers believe retail media networks will be crucial as the third-party cookie goes away.

This is because advertisers have relied on these third-party cookies for years to target and measure ads across the web. The advertisers who relied on third-party cookies are now challenged to completely change the way they launch and track their campaigns. That means they need inventory that's logged in and measurable beyond the limits of third-party cookies — and outside of saturated platforms like Meta, Google, and Amazon.

That's where email comes into play. As a direct-to-consumer channel, email uses first-party data — like the email address — as its fulcrum for identity and targeting. Since each email address is tied to a unique individual, and because email is used across devices, channels, and platforms (you need an email address to log in to YouTube and to sign up for Amazon Prime) brands can more easily measure and target their email ads without depending on third-party cookies.

It's no surprise, then, that advertisers are actively buying ads in email. In doing so, they're also experimenting with a range of email-supported ad formats like native, display, and direct response ads. [Native ads](#), in particular, are proving to be effective for both brands and publishers since they blend in with their surrounding content and help create more seamless consumer experiences.

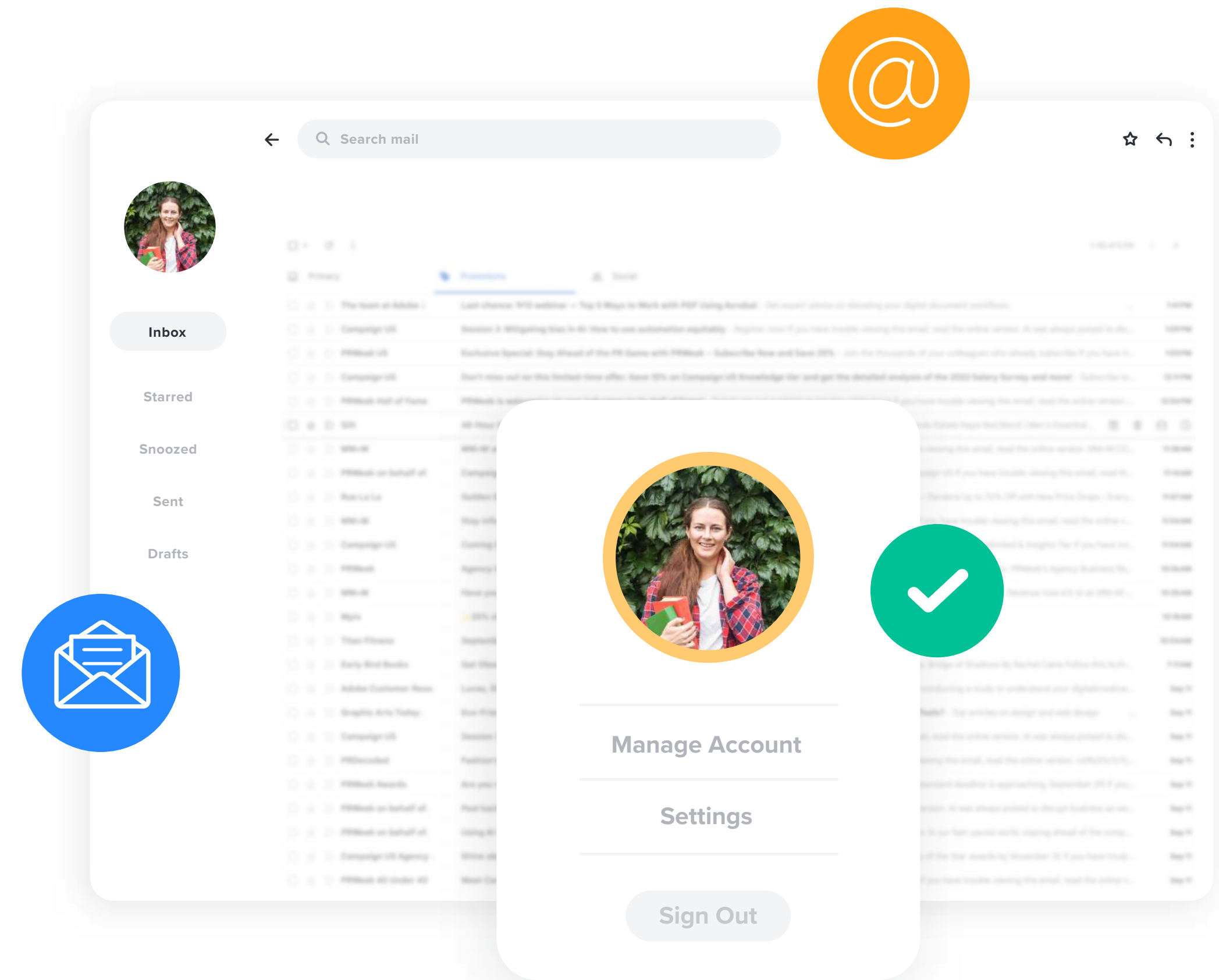


Trend 2:

Building logged-in audiences with email newsletters

Many retail media channels have been slow to open up the much-needed email channel of logged-in users to advertisers who want to reach them. As our survey found, 44% of advertisers are frustrated with retail media due to the lack of logged-in inventory. A retail media networks report from McKinsey also revealed that advertisers are struggling with [a lack of data sharing and poor reporting](#) from these platforms. Why? One reason is that many people can browse retail media networks without logging in.

Do you know which channel consumers have to log into? Email. That's why it is the key to building logged-in audiences in email and beyond. Since users are signed in, brands can tie their ad clicks and page views back to the original email, improving measurement, targeting, and retargeting. Email is also an opt-in channel, so brands know they're reaching people who explicitly asked to receive this content — yielding more captive and engaged audiences.



Trend 3:

Pulling strategies from the D2C brand playbook

Few advertisers understand the power of email better than direct-to-consumer (D2C) brands. After all, D2C brands live and die based on their email programs. They rely on their CRM to identify, understand, market to, and retarget their customers.

In fact, D2Cs have borrowed their best strategies from successful publishers. For instance, many publishers have gauged that it's important to deliver must-read email content that's consistent, compelling, and readable in its own right. Morning Brew, for example, is an [email-only publisher that grew from \\$3 million to \\$13 million](#) in one year with just a newsletter offering. Similarly, The New York Times runs roughly [80 different types of curated, personalized newsletters](#) for readers of many interests and preferences.

[D2C brands took those lessons and are doubling down on email](#) to build direct relationships with their customers and create communities based on their values and missions. That's why, as big retailers build out their own email operations, they're pulling strategies from nimble and successful marketers at D2C brands. Retailers are learning that email can be used to send educational and entertaining content right to people's inboxes. Promotion is best wrapped in content that appeals to a reader, and it's a formula being repeated across email practitioners, no matter their vertical. As retailers grow and reimagine their email practices, we will likely see them looking to learn more from publishers' or D2C brands' email newsletter teams.



Trend 4: Creating a reliable source of first-party data

[Identity](#) has been a hot topic for both advertisers and publishers over the last few years — again — as they prepare for the demise of the third-party cookie. While many identity solutions are being tested and launched, there's one surefire way to future-proof your brand against this major change: create a reliable source of first-party data using the email channel.

After all, retailers know that email is the workhorse of their CRM. Email provides a strong foundation for interoperable data. And the email address is basically a digital passport: a flexible data point that people use to log into apps, sites, devices, and platforms across the web.

By investing in the email channel, advertisers won't just open up an entirely new revenue and engagement channel; they'll also create a fount of data for future campaign optimization and engagement. Email helps advertisers build a living, breathing source of first-party intelligence that these advertisers can use to continuously drive sales and improve addressability and personalization on their own, without having to rely on walled gardens. As George Montagu, FT Strategies' head of insights, reported, [68% of "very profitable" publishers recorded logged-in audiences](#) of over 7.5%.

That's why it's past time for retail media platforms to offer email as an ad channel. As our survey found, 70% of advertisers believe retail ad networks have a hidden — but vital — benefit to retailers: email programs can help these very same retailers deliver the crucial first-party data the retail brands need to identify and authenticate customers who visit their own site. An email program isn't just the next frontier of retail media; it's also the key to delivering resolution for retailers who send emails.



70% of advertisers believe retail media networks will be crucial as the third-party cookie goes away.



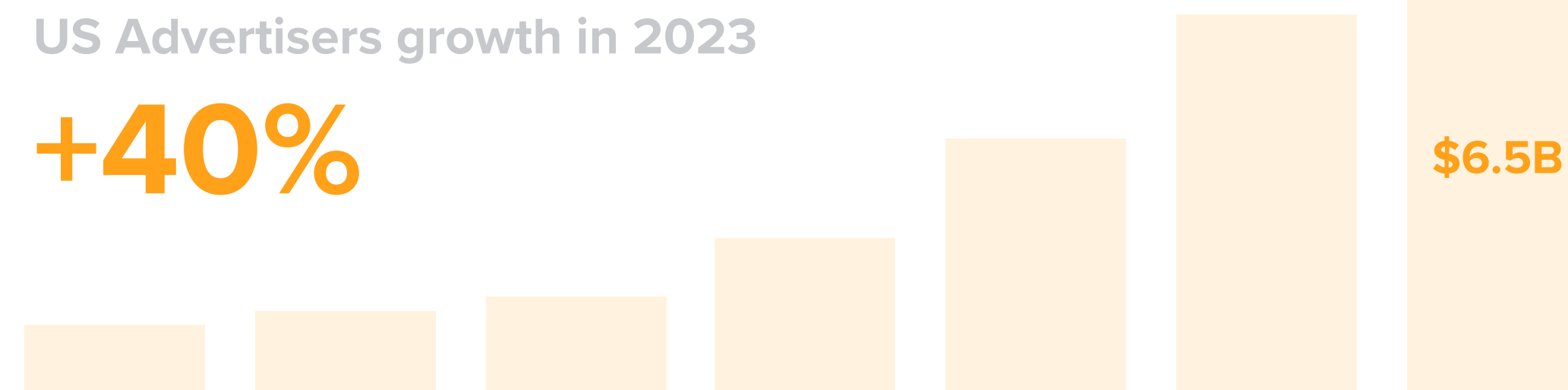
Trend 5: Expanding retail media services

As our survey found, retail digital media companies are having trouble delivering the inventory to match the robust demand they are getting from advertisers who want to reach people as they engage with retail media network properties. With email newsletters, these retailers can seamlessly expand their retail media ad offerings and open up new avenues for driving revenue.

The retailer can use their on-site placements, but they can also expand with complementary retail media inventory including email newsletters, alerts, and receipts that the company sends to subscribers and customers. As eMarketer reported, [retail media's off-site digital ad revenues](#) are reaching an important inflection point and continuing to rise. eMarketer also predicts that [off-site retail media ad spend](#) from U.S. advertisers will grow by almost 40% in 2023 — reaching \$6.54 billion. In fact, retail media spend off-site is expected to surpass influencer and digital audio ad spend in the next two years.

That's where LiveIntent comes in. Our platform helps retail media publishers extend their efforts beyond their website and sell inventory within emails — either from the retailer's own brand or from other brands and publishers that the retailer's subscribers are reading (after all: a subscriber to a retailer likely also reads local newsletters, sports newsletters, food and drink newsletters, etc.). LiveIntent's predictive engine powered by AI connects the advertiser with the most performant inventory, delivering results.

In fact, retailers are LiveIntent's fastest-growing type of publisher. We've proven that we can transform email from a cost center for all types of publishers — including retailers and brands — into a profit center that drives results.



Trend 6:

Meeting people throughout the customer journey

Brands understand that the customer journey is not linear. Customers access [multiple channels and touch points before completing a purchase](#), making it increasingly difficult for advertisers to monitor, control, and streamline the path to purchase. As a result, [customer acquisition costs \(CACs\)](#) have been dramatically rising for years.

To try and meet customers quickly across touch points, brands have been turning to smart messaging and chatbots. But they can also use email ads to reach them in brand-safe environments where customers are engaged and have opened an email.

For example, retail media companies can deliver emails thanking people for subscribing, sharing educational content, recommending relevant products, reminding customers about abandoned shopping carts, following up about orders, and retargeting buyers with more information about their purchases. Within these emails, they can deliver excess demand the retailers are getting on-site, meeting their advertisers' needs.

Email remains one of the most valuable advertising channels because of its many use cases and direct relationship to customers. Email offers a wide array of opportunities to drive performance and engagement within retail media — during every step of the customer journey.

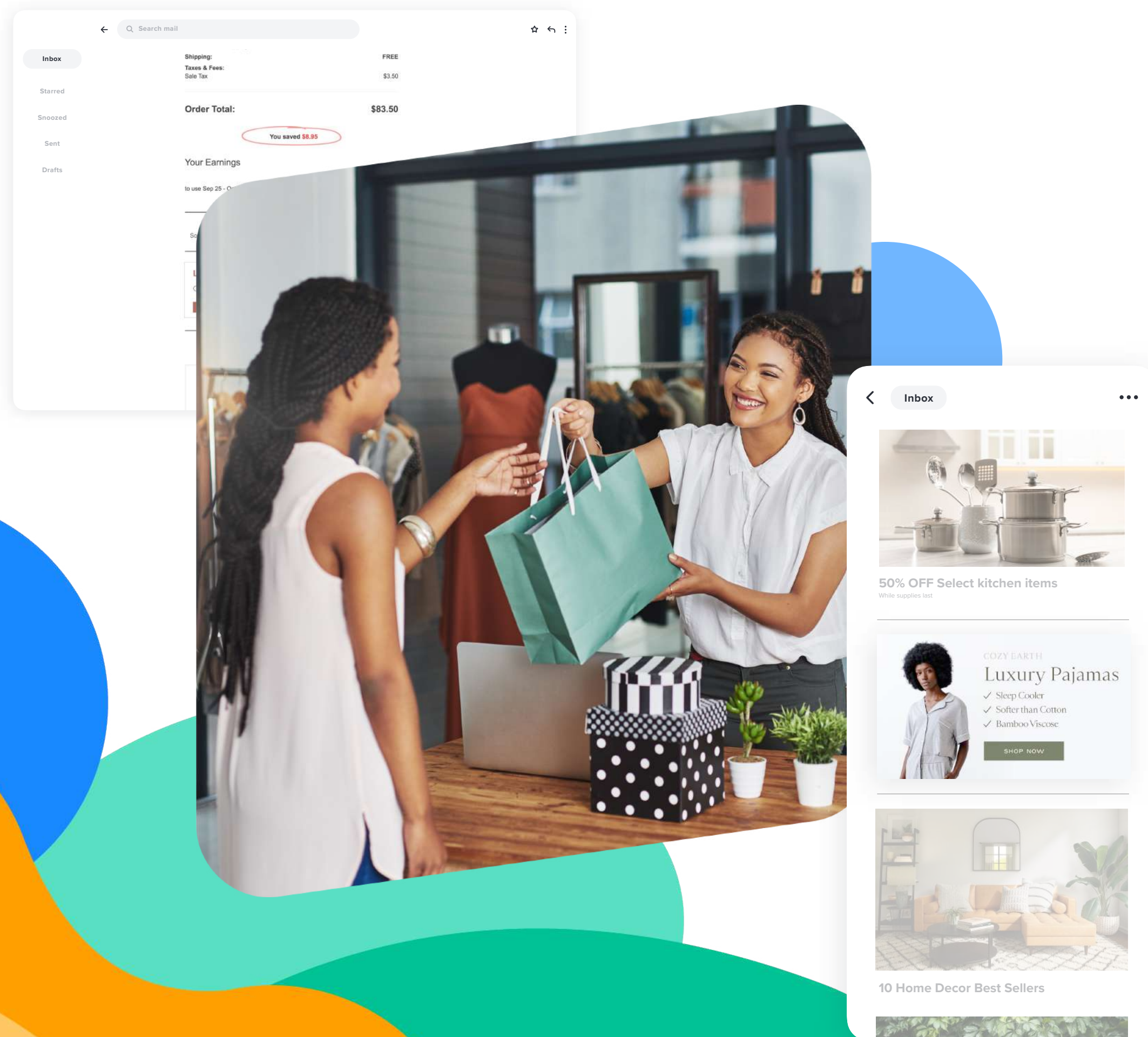


The future of retail media advertising is **email**

As retail media opportunities grow, advertisers are getting new chances to deliver personalized, measurable experiences. LiveIntent is uniquely positioned to fill that need in a new channel.

Our Email Ad Server delivers relevant ads to shoppers as they are present and paying attention to email. It allows retailers with retail media networks to extend to owned-and-operated channels, like email — without the need for third-party cookies. Because the email address works across devices, channels, and platforms, LiveIntent extends attribution and measurement capabilities to in-store purchases, so that the full value of inventory is realized.

Retail media growth presents exciting opportunities for both retail media networks and brands looking to advertise to new customers. To help you expand your reach and revenue, LiveIntent provides the tools and services you need to harness the power of email and take your retail media strategy to the next level.





Before you go...

To delve even deeper into these trends and discover how Retail Media can empower your brand, connect with a LivelIntent representative today.

Get in touch

