RETAIL MEDIA DEFINITIONS AND GLOSSARY OF TERMS

Key Definitions

Definition of Retail Media

Retail Media refers to the digital advertising space, retail data assets and in-store opportunities a retailer or marketplace owns, which is then made available to brands for the execution of advertising campaigns. It can include a variety of different formats, such as online advertising, in-store signage, and sponsored products. First-party data, or information that retailers have obtained directly from their customers, enables them to design and deliver highly targeted advertising campaigns that are more likely to resonate with consumers, thereby raising brand awareness, boosting sales, and fostering customer loyalty.

Definition of On-site Retail Media

On-site Retail Media is advertising placed on the retailer's own digital properties. This typically includes retailer websites and apps (e.g. Carrefour, Landmark), or online consumer shopping marketplaces (e.g. Dubbizle, Noon and Amazon). Typically, targeting is informed in some manner by the retailers first party data. On-Site Retail Media also includes the ability to optimise and measure campaigns as well as target specific inventory.

Definition of Off-Site Digital Retail Media

Off-site Retail Media refers to the use of retailer data to buy advertising sold on inventory outside of retailers online (web and app) shopping platforms. The inventory available with third-party partners (using retailer data) includes display, video, social, Connected TV (CTV) and Digital-Out-Of-Home (DOOH). Off- Site Retail Media sometimes requires the creative to be co-branded and sometimes contains direct links to the product on the retailer's website. Off-Site Retail Media can be bought and managed directly by retailers, or from other providers including agencies and platforms.

Definition of In-Store Digital Retail Media

In-store digital Retail Media opportunities are also offered by retailers to agencies and brands. The digital opportunities available include radio, DOOH screens, TV, ATMs and hand scanners. Most in-store digital is bought directly from the retailer as a managed service

Glossary of Terms

Closed loop measurement

A method of tracking and analysing the complete customer journey, from initial exposure to interaction to conversion, in-store or online. It is considered a key benefit of most retail media offerings because it allows advertisers to track the impact of their ads from initial exposure to the final purchase.

Co-operative marketing / co-op marketing

A collaborative approach where brands and retailers share the costs of marketing campaigns. Often considered to be an early version of what is now referred to as Retail Media.

Commerce media

Typically refers to companies that are not strictly retailers setting up offerings that are equivalent to retail media offerings (eg: bank, mobile network)

Demand-side retail media (DSRM)

A type of retail media that allows brands to buy ad space directly from retailers. It provides a platform where advertisers can control their bidding, targeting, and optimisation. This is in contrast to traditional retail media, where brands buy ad space from intermediaries, such as ad networks and exchanges.

Endemic advertising / endemic brands

Advertising displaying brands or products that customers can purchase at the retailer. Advertising is contextually relevant, and customers expect to see messaging from these brands, and it integrates into their overall shopping experience.

In market audience

People who are likely in the market to purchase a given product or service. See also Commerce Intent.

In-store retail media

Advertising and promotional content opportunities that exist within a physical retail environment, including but not limited to product displays, digital signage including video, printed signage including decals, and shelf wobblers. Depending on the context, it can refer to either digital, analogue, or physical assets.

In-store sales value

The sales value generated in-store during the campaign or over a specific time period, from shoppers exposed to your campaign.

In-store sampling

Promotional campaigns that offer shoppers a free sample, tasting, or demo of the product, often involving a sampling station attended by a store associate.

In-store signage

Signs, posters & banners placed around the store, including the entrance area, ceiling-mounted frames, over checkout lines, and special sections of the store to provide advertising messages and information.

Incremental value / incremental ROAS (Return on Adspend)

The lift in value generated from an ad campaign. This measurement is a key benefit of the closed-loop measurement feature of many retail media programmes.

Incrementality / sales incrementality / incremental uplift

An advanced method to measure marketing effectiveness that seeks to show that those who purchased did so because they were exposed to advertising content, rather than that they were already likely to purchase despite the advertising. Measuring incrementality is further enabled by closed-loop measurement that is increasingly typical via retail media networks.

Glossary of Terms

Long-loop data

Refers to data that tracks customer behaviour over a long period of time - for example, the past 52 weeks. This can include data about what products customers have purchased online and offline, how often they have visited a retailer's website, and what they have searched for online.

Marketplaces

A digital platform that serves as an intermediary between vendors and consumers, facilitating the online sale of goods and services.

Monetisation/media monetisation

The capacity to generate additional revenue from your media assets and data by allowing advertising partners to promote their products and brands across multiple channels and touch points.

Non-endemic advertising / non-endemic brands

Brands that are not associated with or related to the products available from a retailer - and are not able to be bought from the retailer - but are in some way relevant to the consumer.

Off-site /off-network /off-platform retail media

Advertising or promotional content placed outside of a retailer's owned channels or platforms, in other media platforms or media inventory. It is typically placed by the retailer, not the brand advertiser, in some manner making use of the retailer's 1st party data, to target audiences beyond the retailer site or platforms. Practically speaking, it refers to digital media opportunities. Examples of media channels used here could include Video, CTV, DOOH, Search and social.

Omnichannel retail media

A holistic approach to advertising that considers the customer journey and how it spans multiple channels and touchpoints. It provides a consistent brand experience with seamless messaging across channels that work together to drive awareness, consideration, and intent, all the way through to conversion. This integrated approach involves a range of ad formats (including display, native, and video) that run on different channels (including websites, social media, and linear TV).

On-site / on-network / on-platform retail media

Any type of advertising that is placed on a retailer's own digital properties (website or app) on behalf of a brand. This can include, but not limited to, sponsored product listings, brand pages or hub, email inclusions. Typically, targeting is informed in some manner by the retailers first party data. Commonly refers to digital media opportunities (contrasted to in-store retail media, which can be either digital or physical ad spaces).

Point of Sale data

Transaction data collected at the point of sale, providing insights into customer behaviour and preferences.

Predictive audiences

Targeting specific audience segments based on predictive models that forecast user behaviour.

Product feed management

The administering and optimising of product feeds to enhance the performance of online advertising campaigns.

Product listing optimisation

Involves enhancing and enriching elements of a product listing or product feed to improve ranking in marketplaces, increase traffic, and boost conversions.

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Product recommendations

Typically AI-driven algorithms that enhance the relevance of digital content for specific products based on a shopper's on-site behaviour, such as navigation, recency, and the types of other products browsed.

Product search

An example of on-site retail media. Product search involves sponsored-search ads and premium product placement on a retailer's e-commerce site using proprietary consumer data, including history, preferences, and demographics.

Retail Media Group (RMG)

A retailer's business entity, division, or appointed agency that specialises in the monetisation of its advertising assets within physical stores, retailer-owned sites, or apps.

Retail Media Network (RMN)

The infrastructure comprising both online and offline channels where brands can advertise to reach shoppers. It encompasses the actual 'spaces' or 'channels', such as e-commerce sites, in-app spaces, in-store digital displays, and email marketing channels, where advertisements can be placed.

Retail Media Platform (RMP)

A technological solution or software system that facilitates the management, execution, and analysis of advertising campaigns within the Retail Media Network. It allows brands to reach shoppers at the point of purchase on retailer and marketplace websites and apps. RMPs offer a variety of ad formats, including sponsored products, display and video ads, in-store display and off-site.

Return on Adspend (ROAS)

A marketing metric that measures revenue earned for each dollar you spend on advertising. By calculating and tracking ROAS, you gain insights on the effectiveness of your advertising. You can calculate ROAS for a wide variety of advertising initiatives, from measuring ROAS on single ads or projects, to calculating ROAS on monthly campaigns or for an entire year's worth of advertising spend.

ROI

The value of increased sales or other measured outcomes over the cost of achieving those outcomes.

Sales uplift

Measures the incremental increase in sales that results from running specific promotional campaigns within a set period. Measuring incrementality is enabled further by closed-loop measurement that is increasingly typical via retail media networks.

Screen networks

A collection of connected digital screens that are placed throughout a retailers' network of stores that can be used to display a variety of content, including advertising, product information, and promotions. Through ownership or partnership, a screen network can be extended to include proximity screens and other screen inventory that a retail media network has been provided access to.

Second-party data

Second-Party Data is the first-party data of another organisation that is obtained and used transparently and with permission for marketing purposes. It provides medium-scale and highly accurate data.

Self-serve platform

Self-Serve Platform is a retail media advertising platform that enables marketing teams and agencies to have direct access to data, inventory, and more, allowing for greater control and clarity in advertising efforts.

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Shelf talkers

An example of in-store retail media. Shelf Talkers are signs and blades clipped directly onto grocery store shelves next to the products they are advertising. They are also known as "aisle violators" and "shelf wobblers"

Shoppable content

Media content that directly links to a product or service for immediate purchase. This could be within articles, social media posts, or videos.

Shopping trolley ads

An example of in-store retail media. Advertisement panels that are placed in or on physical shopping trolleys or carts, in-store.

Show-rooming

The practice where customers visit a physical store to examine products before purchasing them online.

Sponsored brand

An example of on-site retail media. Sponsored Brands are keyword or category-targeted ads that promote a brand alongside shopping results on a retailer site or marketplace.

Sponsored product ad/Promoted Product

An example of on-site retail media. Sponsored Products ads are keyword- or product-targeted ads that promote individual listings and appear in shopping results and product detail pages on the retailer's site.

Stock keeping unit (SKU)

A unique identifier is assigned to each product variant, allowing accurate tracking and inventory management.

Supplier

An organisation, often referred to as a brand that provides a product or service for sale via a retail partner or marketplace.

Supplier-side retail media

Supply-side retail media (SSRM) is a type of retail media that allows brands to buy ad space directly from retailers. The ad space inventory is accessed via a platform where retailers can manage and sell their ad space directly to advertisers. This is in contrast to traditional retail media, where brands buy ad space from intermediaries, such as ad networks and exchanges.

Targeted email

An example of on-site retail media. Promotional emails, such as weekly newsletters, seasonal campaigns, or personalised messages, containing ads, product features, and promo offers, targeting specific segments or individual occasions.

Trade marketing

A marketing strategy focused on wholesalers, retailers, and distributors. Its goal is to increase demand from supply chain partners and promote products to consumers, by increasing product visibility within a retail environment. Trade Marketing budgets are shifting online. Trade Marketing encompasses both off-line and online channels, with retail media being a typical channel of online trade marketing.

Web-rooming

Webrooming refers to the behaviour of shoppers gathering product information online to decide which products to buy but then going to a physical store to make the purchase (a play on the term "showrooming")