

# **Retail Media Networks**

A Peek Behind the Curtain on the ANA's Second Annual Survey

February 22, 2024

# Background:

- In 2022 the ANA fielded it's first member survey on usage and Attitudes toward Retail Media Networks
- Published in early 2023; one of the “most downloaded” ever, reflecting the industry’s huge interest in the topic
- Round Two fielded in late 2023 to capture shifts and trends with a publishing date of early 2024
- Today we’ll share a first look at some of our initial findings

# Some Initial Findings:

**Marketers seem to be pumping the brakes a bit after thoroughly kicking the tires:**

- Incidence of use as well as total number of RMNs used are both essentially flat YOY.
- Total RMN spend is still likely to increase YOY, but at a lower pace than the past few years.

# Some Initial Findings:

**However, Marketers also seem genuinely optimistic about the future potential for RMNs:**

- They're already going beyond the simple transaction to explore mid and upper funnel objectives
- They fully expect RMNs to transition from the current “cost of doing business” mindset to “valuable marketing tool” in the next couple years

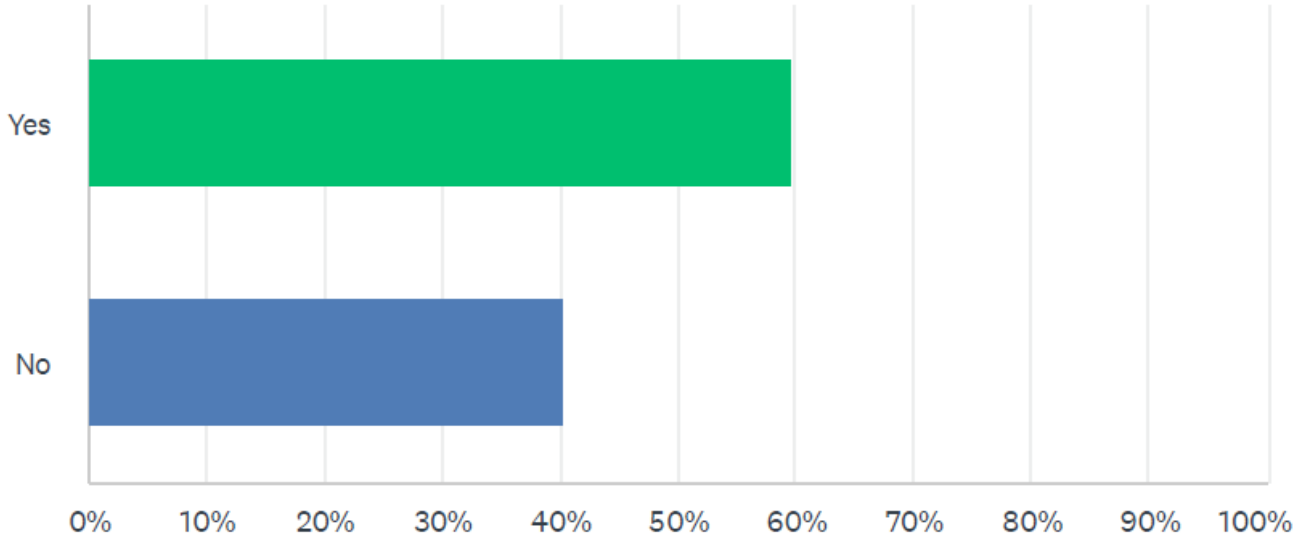
# Some Initial Findings:

And with budgets fairly fixed, the onus is on the platforms to prove that they can truly deliver holistic, full-funnel programs in order to justify shifting dollars from existing programs, or even incremental spend.

# **A first Look at some Key Charts**

# Q1 Has your company used Retail Media Networks in the past year?

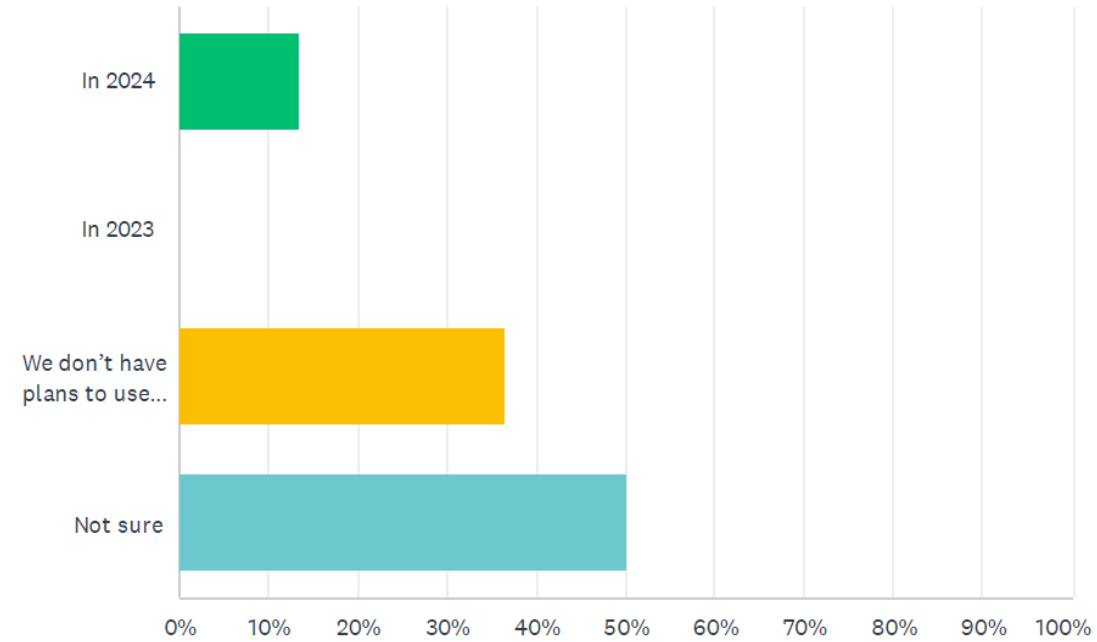
Answered: 144 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	59.72%	86
No	40.28%	58
TOTAL		144

## Q2 Does your company have plans to start using RMNs?

Answered: 52 Skipped: 92

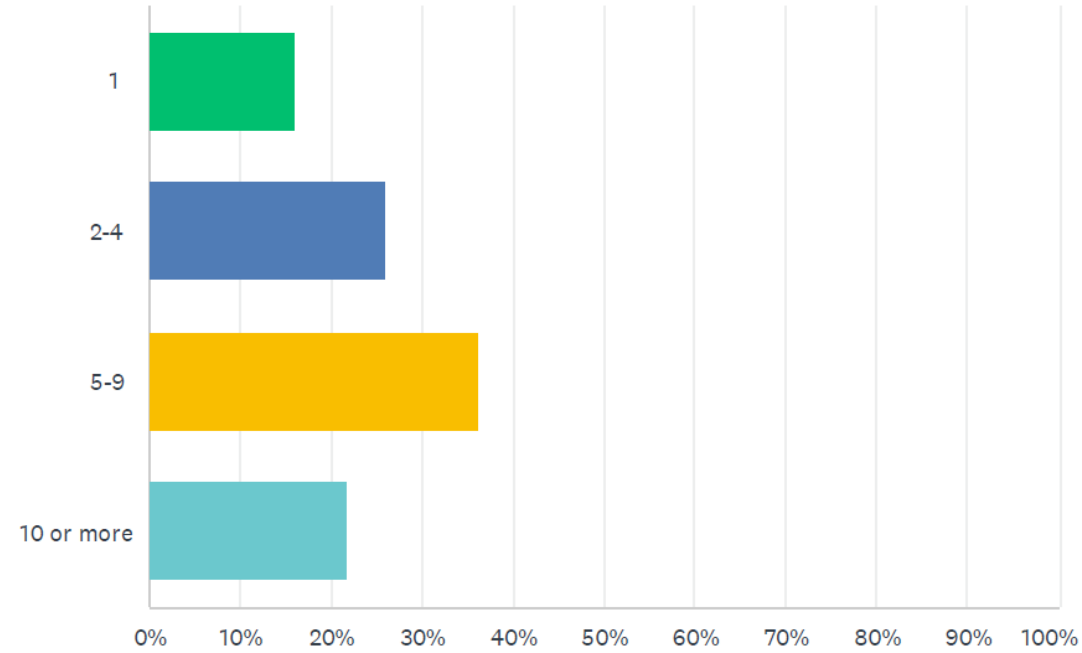


ANSWER CHOICES	RESPONSES	
In 2024	13.46%	7
In 2023	0.00%	0
We don't have plans to use them	36.54%	19
Not sure	50.00%	26
TOTAL		52



## Q4 How many RMN's are you currently using?

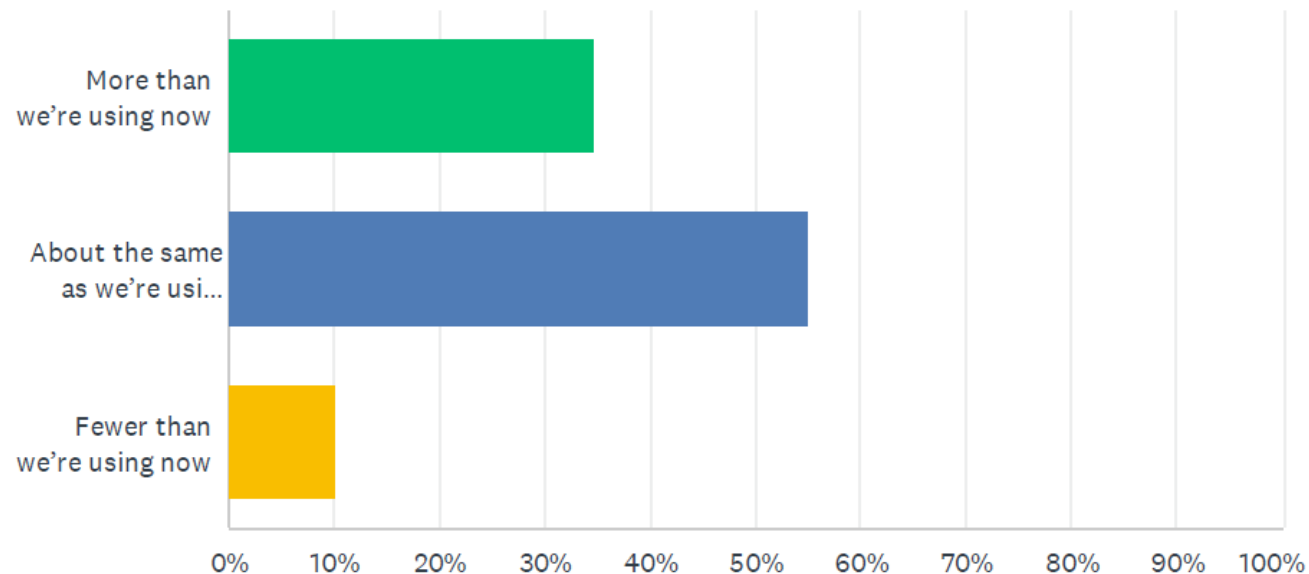
Answered: 69 Skipped: 75



ANSWER CHOICES	RESPONSES	
1	15.94%	11
2-4	26.09%	18
5-9	36.23%	25
10 or more	21.74%	15
TOTAL		69

## Q6 In the next 2 years, how many RMNs do you anticipate using?

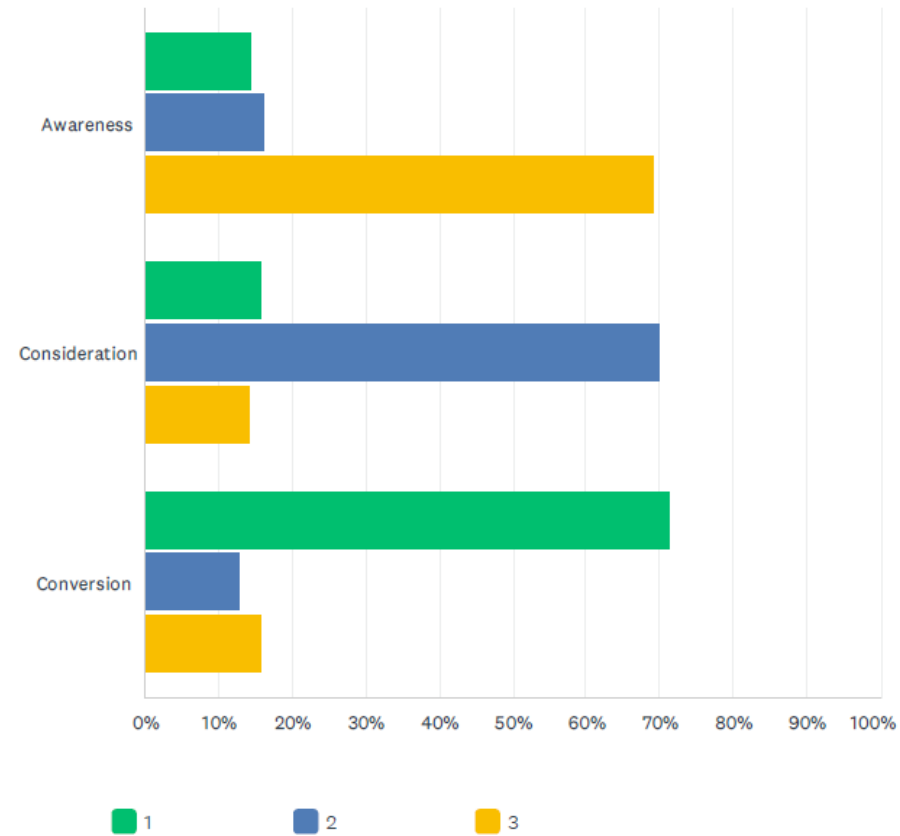
Answered: 69 Skipped: 75



ANSWER CHOICES	RESPONSES	
More than we're using now	34.78%	24
About the same as we're using now	55.07%	38
Fewer than we're using now	10.14%	7
TOTAL		69

Q7 Please rank order the most important goals of RMN campaigns for your company. (select one of each ranking – 1 is most important)

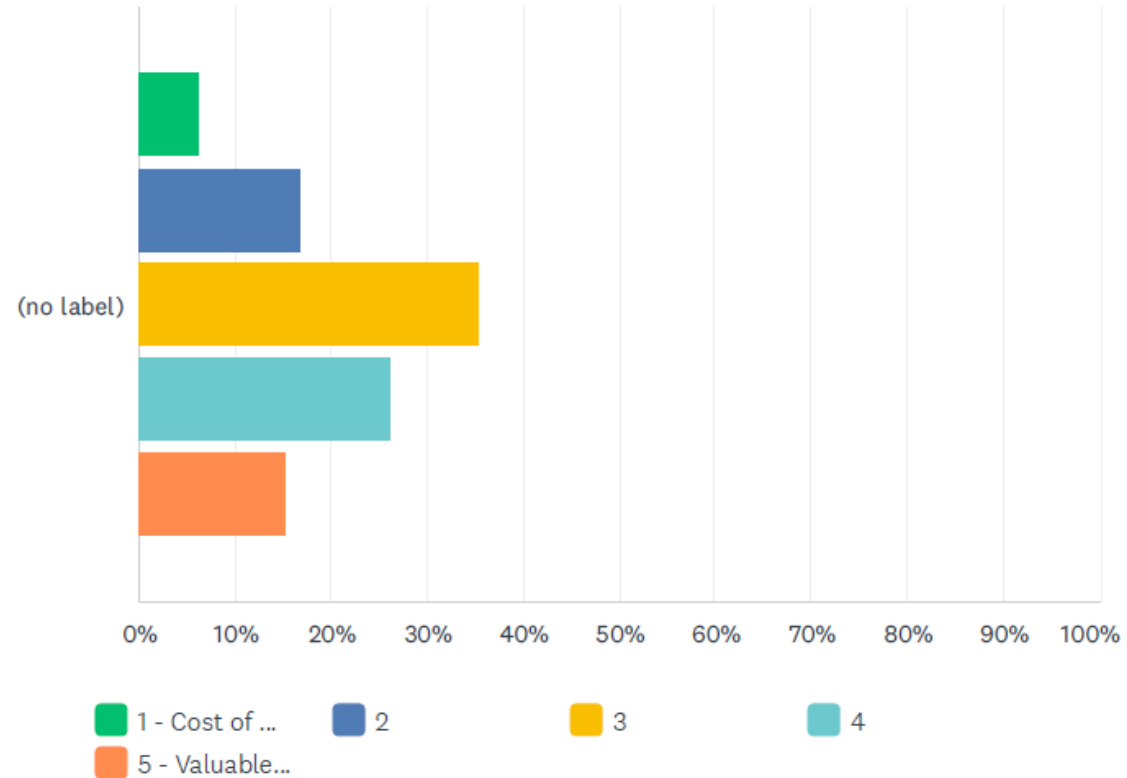
Answered: 65 Skipped: 79



	1	2	3	TOTAL	WEIGHTED AVERAGE
Awareness	14.52% 9	16.13% 10	69.35% 43	62	2.55
Consideration	15.87% 10	69.84% 44	14.29% 9	63	1.98
Conversion	71.43% 45	12.70% 8	15.87% 10	63	1.44

Q8 Today, how does your organization view your investment with RMN's?  
(Indicate the number on the below scale)

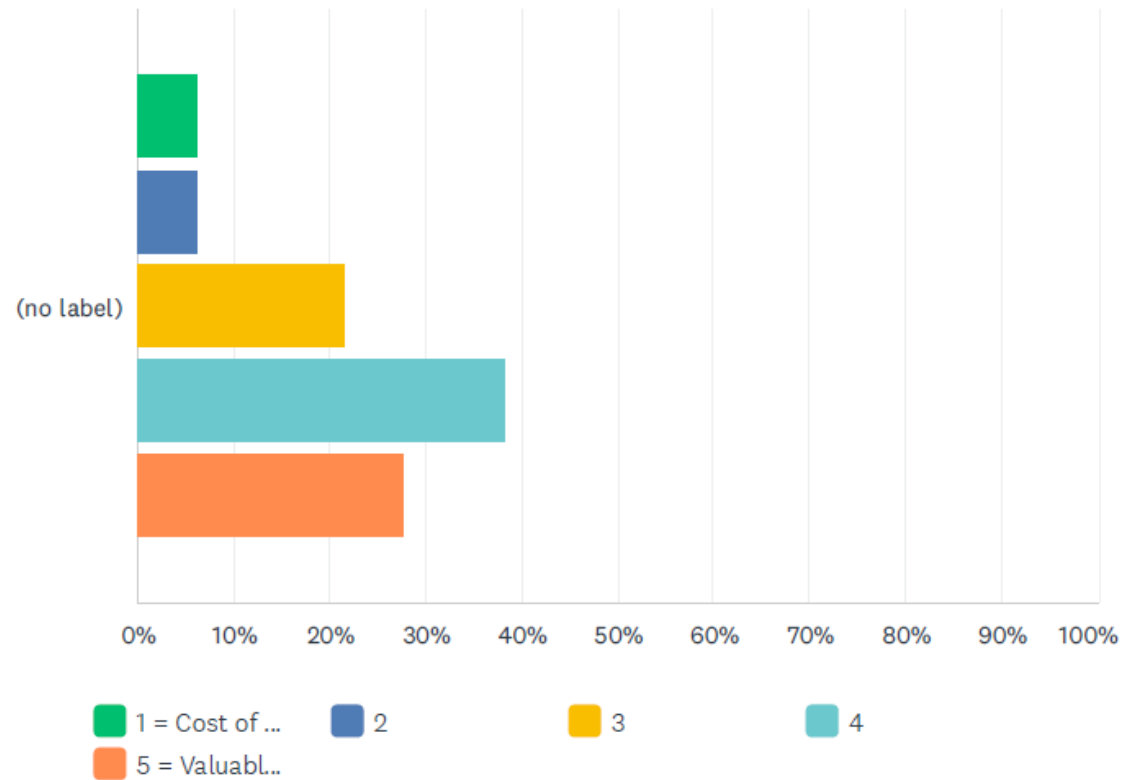
Answered: 65 Skipped: 79



	1 - COST OF DOING BUSINESS	2	3	4	5 - VALUABLE MARKETING TOOL	TOTAL	WEIGHTED AVERAGE
(no label)	6.15%	16.92%	35.38%	26.15%	15.38%	65	3.28
	4	11	23	17	10		

Q9 In 2 years, how do you think your organization will view your investment with RMN's? (Indicate the number on the below scale)

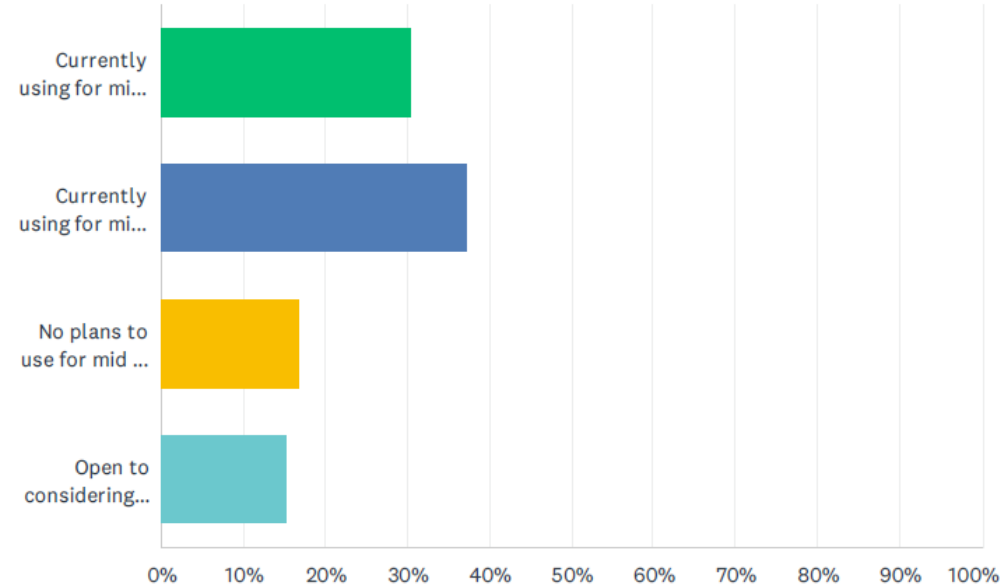
Answered: 65 Skipped: 79



	1 = COST OF DOING BUSINESS	2	3	4	5 = VALUABLE MARKETING TOOL	TOTAL	WEIGHTED AVERAGE
(no label)	6.15%	6.15%	21.54%	38.46%	27.69%	65	3.75
	4	4	14	25	18		

Q15 For your NATIONAL BRAND/EQUITY plans, please select the option that best illustrates the role of retail media in achieving mid and upper funnel (consideration and awareness) marketing objectives specifically. Please select one.

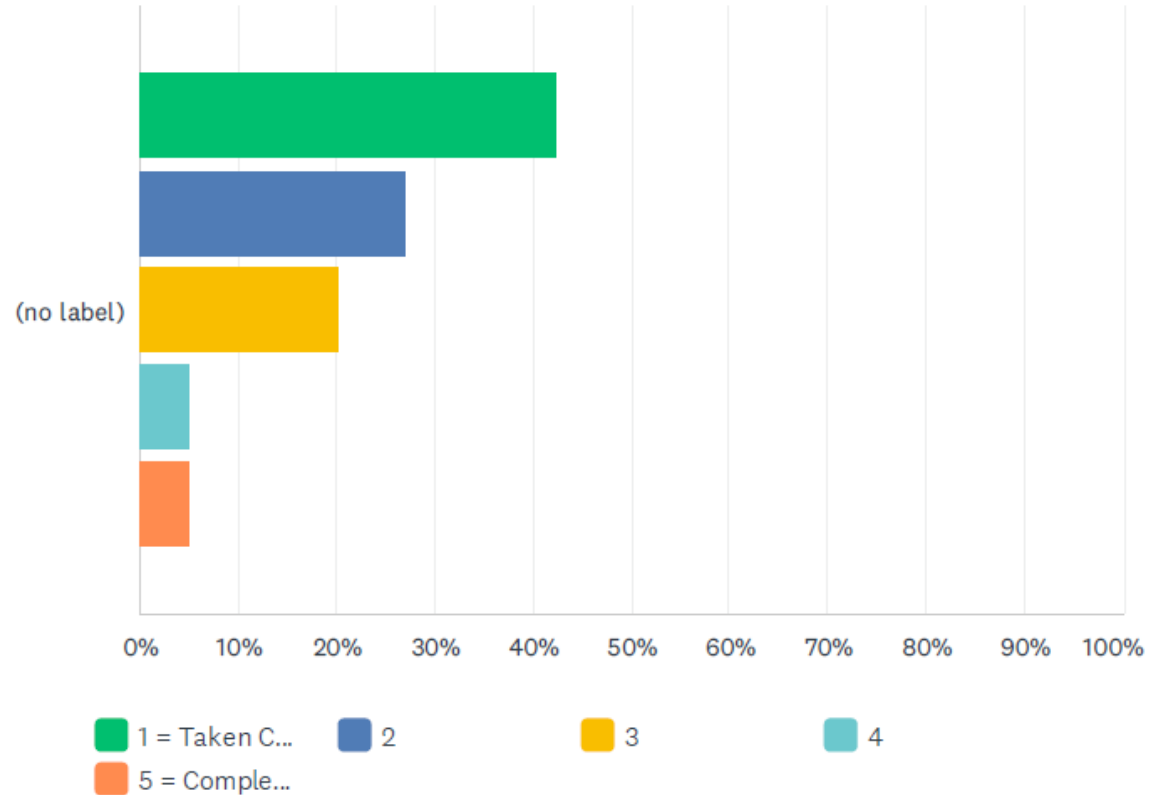
Answered: 59 Skipped: 85



ANSWER CHOICES	RESPONSES	
Currently using for mid and upper-funnel and managed outside the Shopper Marketing Team	30.51%	18
Currently using for mid and upper-funnel and managed within the Shopper Marketing Team	37.29%	22
No plans to use for mid and upper-funnel - currently use only for conversion	16.95%	10
Open to considering using for mid and upper-funnel in the future	15.25%	9
<b>TOTAL</b>		<b>59</b>

## Q16 Is your organization's funding of RMNs incremental or is it taken from existing budgets? (Indicate the number on the below scale)

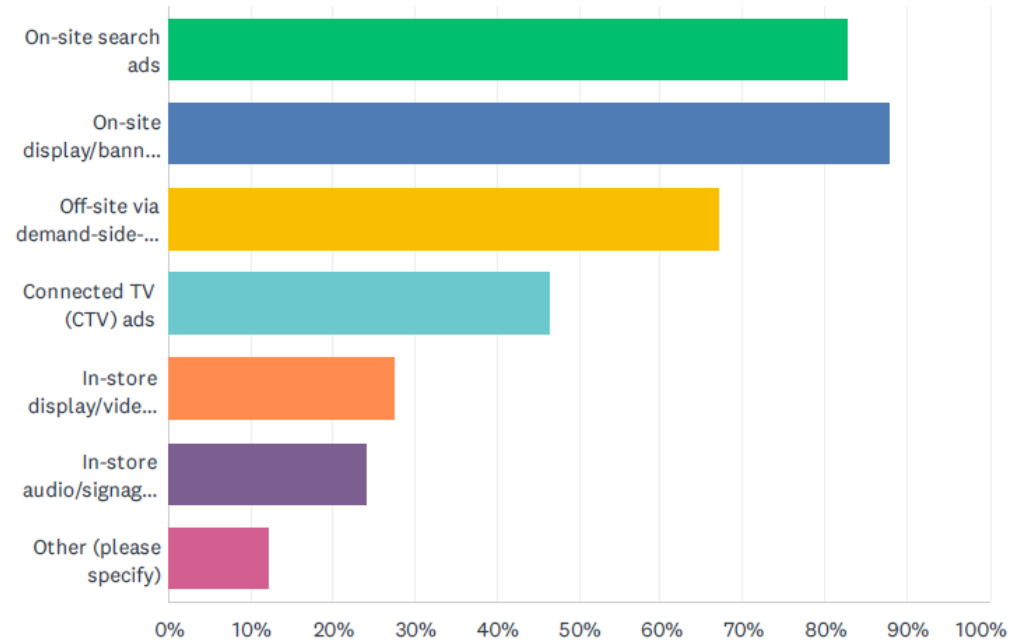
Answered: 59 Skipped: 85



	1 = TAKEN COMPLETELY FROM EXISTING BUDGETS	2	3	4	5 = COMPLETELY INCREMENTAL	TOTAL	WEIGHTED AVERAGE
(no label)	42.37%	27.12%	20.34%	5.08%	5.08%	59	2.03
	25	16	12	3	3		

## Q18 Please select the following tactics that your RMN budget is being spent on. (choose all that apply)

Answered: 58 Skipped: 86

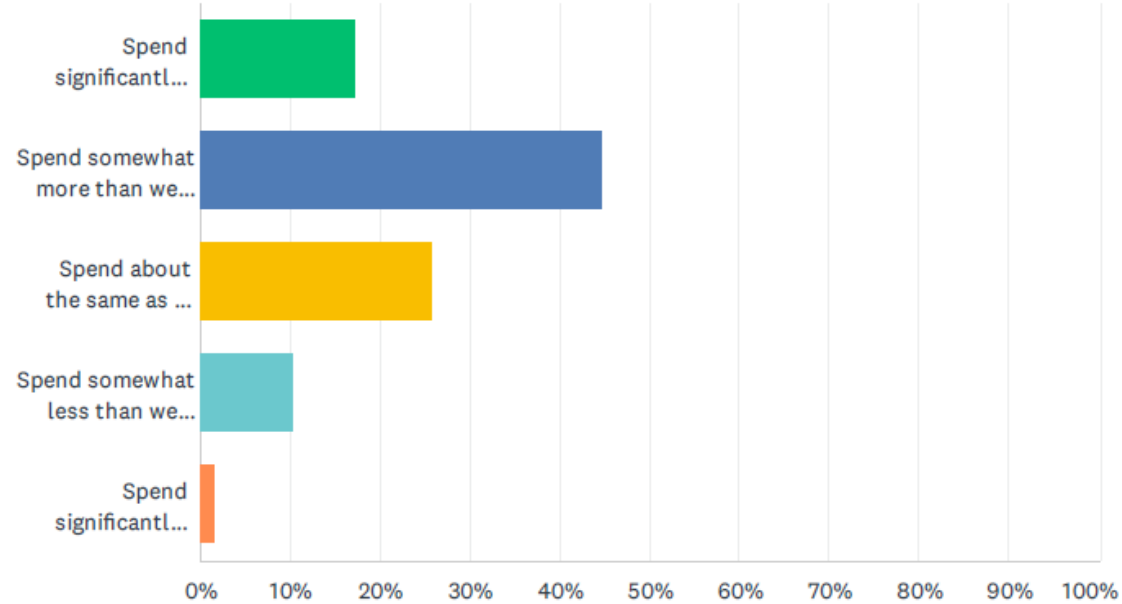


ANSWER CHOICES	RESPONSES	
On-site search ads	82.76%	48
On-site display/banner/video ads	87.93%	51
Off-site via demand-side-platform (DSP) display/banner/video ads	67.24%	39
Connected TV (CTV) ads	46.55%	27
In-store display/video ads	27.59%	16
In-store audio/signage/displays/kiosks	24.14%	14
Other (please specify)	12.07%	7
Total Respondents: 58		



## Q19 In the next 2 years, how much do you plan to spend with RMNs?

Answered: 58 Skipped: 86



ANSWER CHOICES	RESPONSES	
Spend significantly more than we spend now	17.24%	10
Spend somewhat more than we spend now	44.83%	26
Spend about the same as we spend now	25.86%	15
Spend somewhat less than we spend now	10.34%	6
Spend significantly less than we spend now	1.72%	1
<b>TOTAL</b>		<b>58</b>