

the roads trap: why retail media campaigns are delivering more than we think

iab.
australia

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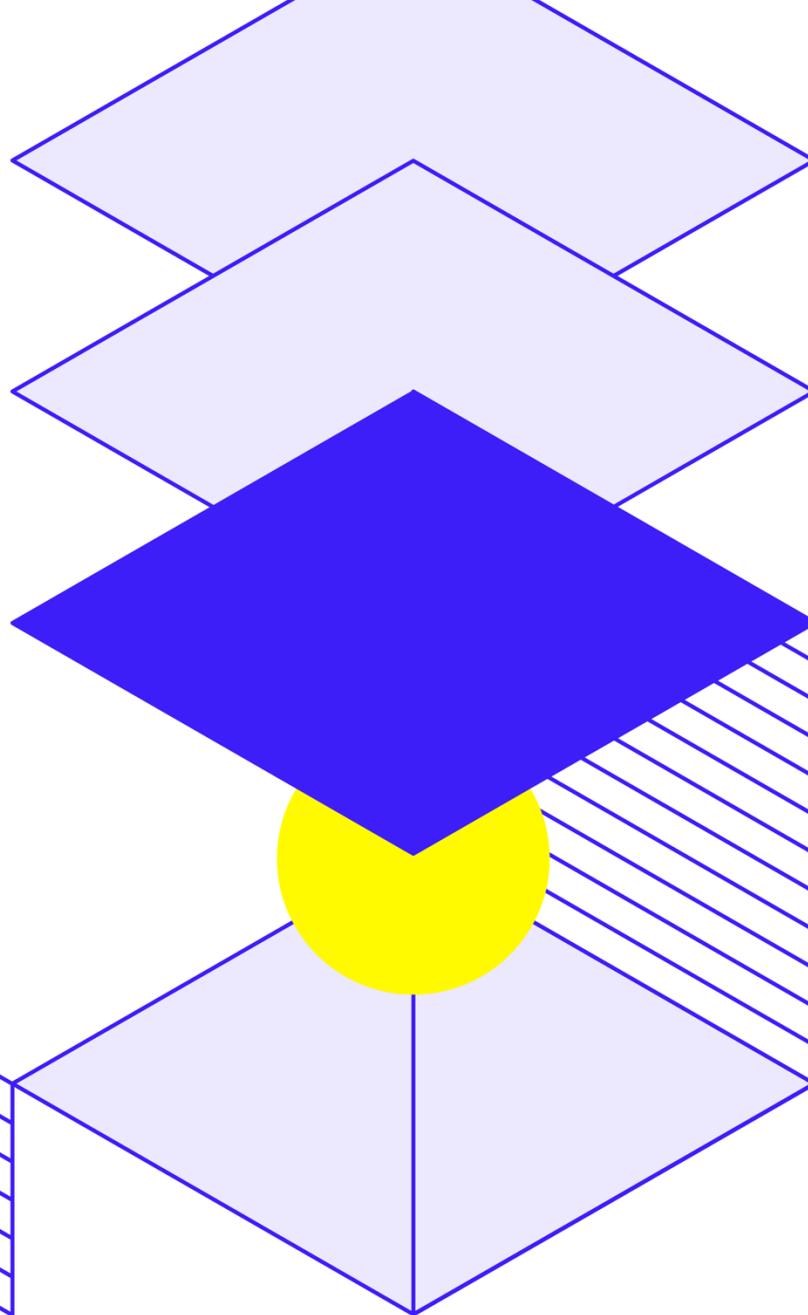
managing director, anz | criteo



The ROAS Trap

CRITEO

Why your retail media
campaigns are delivering
more than you think



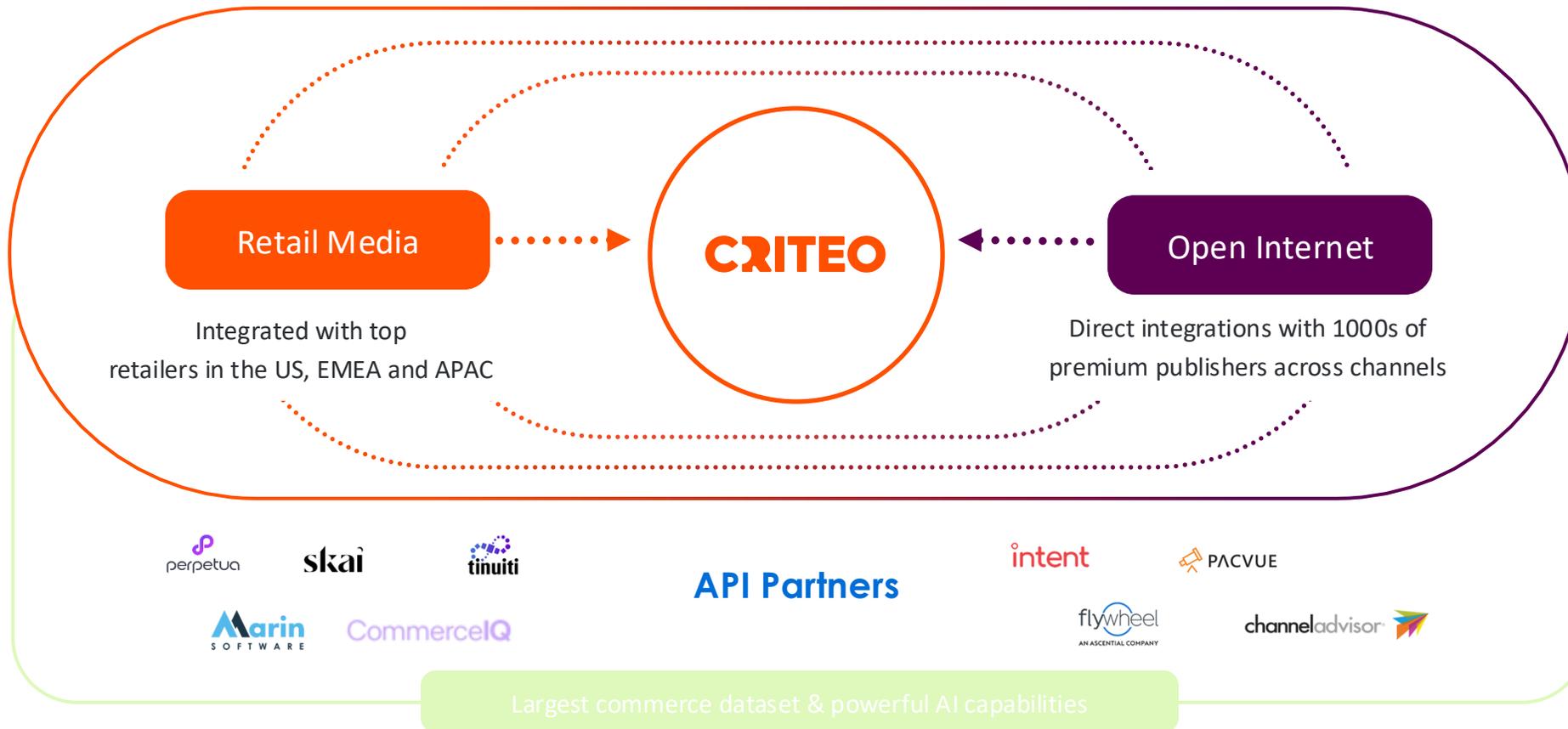


Colin Barnard

Managing Director, ANZ

Criteo

Our platform delivers end-to-end AdTech capabilities



Standardizing the Measurement Framework



Accredited by Media Rating Council

Rethink how you define retail media success.

How do I grow share of sales?

How do I acquire new customers?

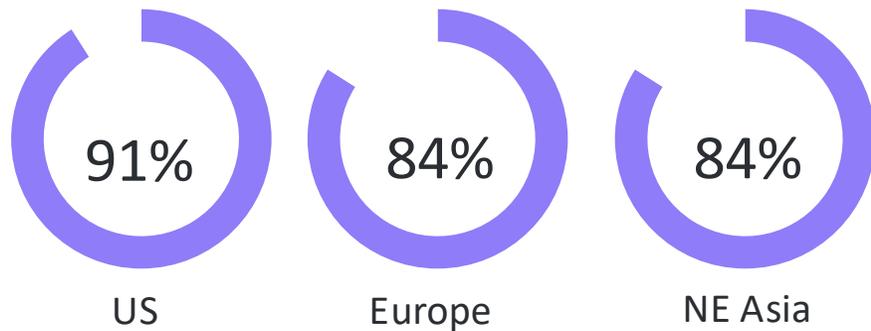
How do I grow lifetime value?

- 
- IMPRESSIONS
 - ROAS
 - SHARE OF SALES
 - AVERAGE ORDER VALUE
 - INCREMENTALITY
 - OMNICHANNEL
 - COST PER ACQUISITION
 - REPEAT RATE
 - INSIGHTS
 - PARTNER VALUE

IMPRESSIONS

Brand awareness goes a long way.

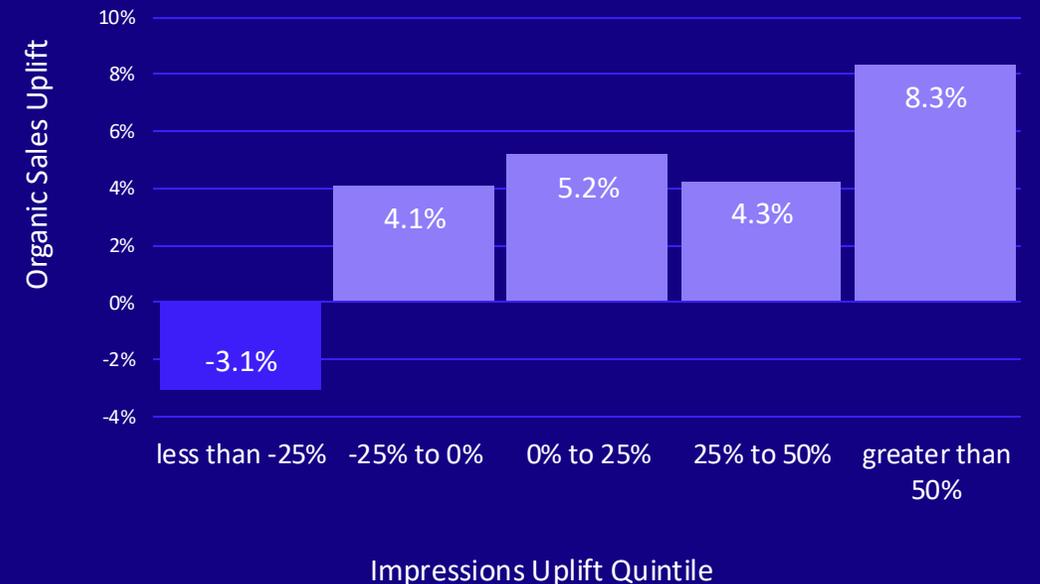
Share of brands that say retail media's ability to drive brand awareness is growing stronger:



Source: Criteo, Commerce Media Ecosystem Survey, Q4 2023, N=262

Quarter over quarter change in impressions vs. organic sales

(Sponsored Products, Display, and Offsite)



Source: US, EMEA, APAC Retail Media Data, Q3 2023 vs. Q2 2023, Aggregate results from 7,710 brands

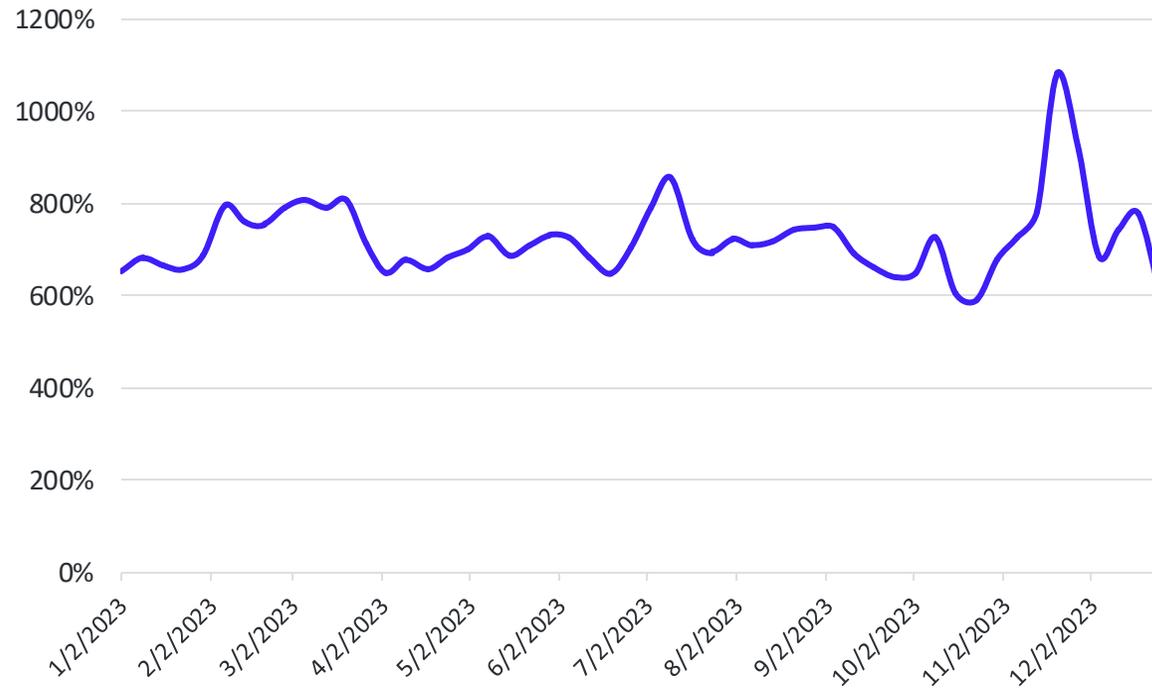
ROAS

Retail media delivers

8 in 10

brands and agencies say that retail media spend is somewhat or much more effective when it comes to sales impact compared to other channels.

Brands' retail media ROAS throughout the year





+59%

Share of sales
growth with retail
media

Source: US & EMEA Retail Media Data, 2023,
Aggregate results from 2,420 brands

SHARE OF SALES

**More spotlight, more
market share.**

85%

**of brands around the world that advertise with
retail media are somewhat or extremely
satisfied with their share of shelf results.**

Source: Criteo, Commerce Media Ecosystem
Survey, Q4 2023, N=371

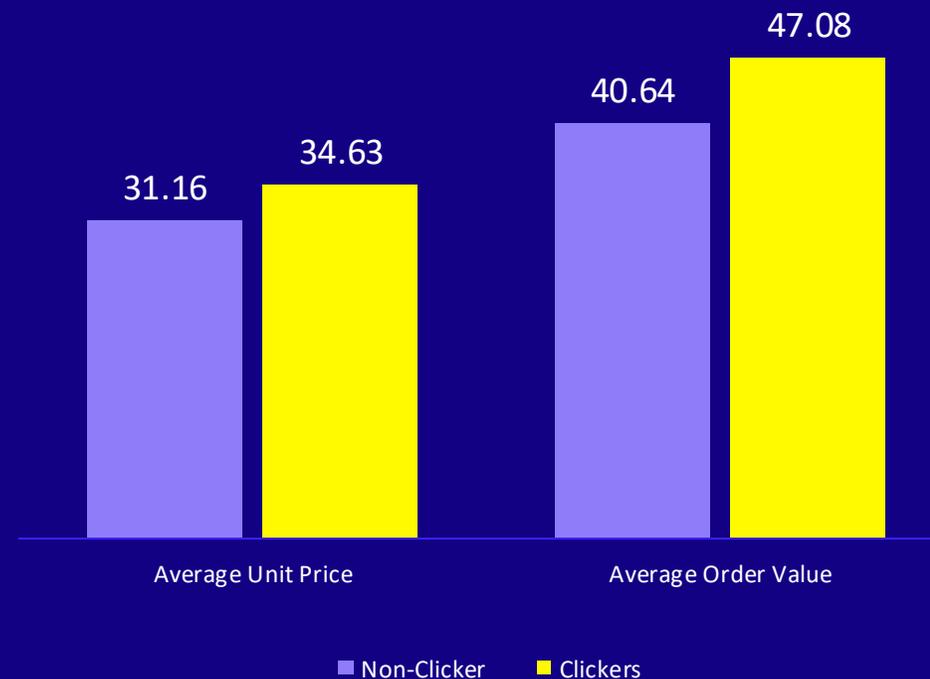
AVERAGE ORDER VALUE

Ad clickers spend more.

Key Takeaway:

Ads that are clicked facilitate larger baskets

Comparison of Ad Clickers vs. Non-Clickers:
Average Unit Price and Order Value



Source: US, EMEA, APAC Retail Media Data, Sponsored Ads: Commerce Display and Sponsored Products, 2023, Aggregate results from 92,243 distinct users. The influence of ad spend on incremental ROAS is further demonstrated through aggregate test results on Page 4.

INCREMENTALITY

It's not just sales

	Product	Brand Halo
Revenue Per User (RPU)	48.69%	40.07%
Incremental ROI	427.83%	484.76%

+160%

Average sales per User increase

+140%

Average Conversion Rate increase

+152%

Average Units per Users increase

OMNICHANNEL

Online pays off offline.

+42%

Average ROAS increase with offline attribution

Average ROAS

Online-only attribution

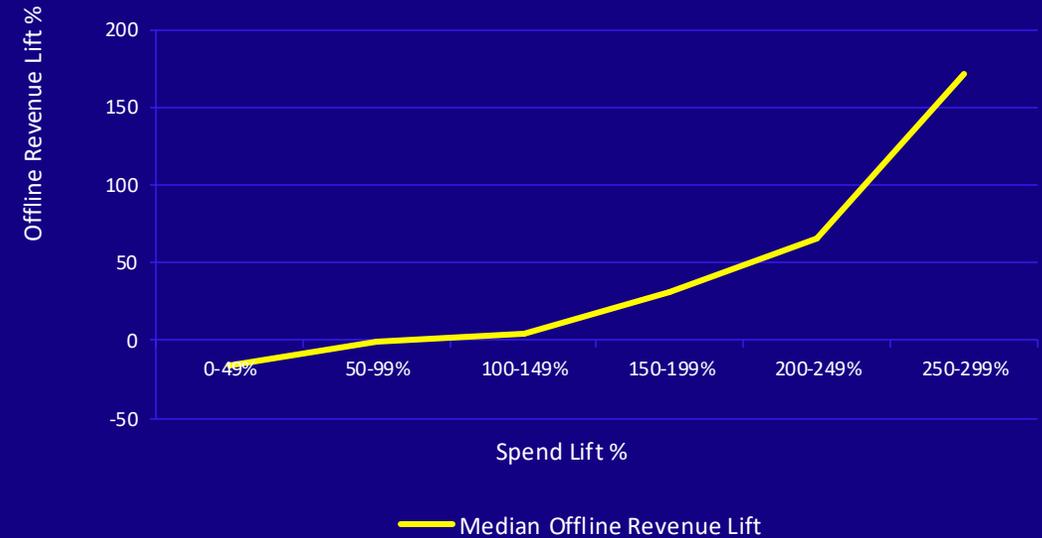
3.44

Online and offline attribution

4.90

Source: US Retailers, 2023, Aggregate results from 296 campaigns (online), Aggregate results from 2,010 campaigns (online and offline)

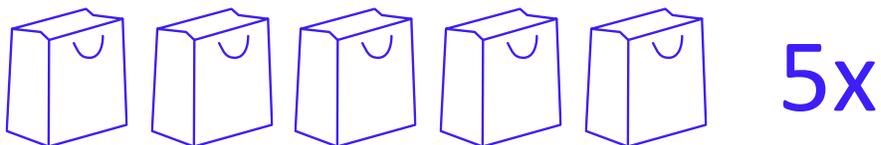
Offline Revenue Lift vs. Spend Increase



Source: US Retailers, August 1, 2023-October 31, 2024, Aggregate results from 422 brands. The influence of ad spend on incremental ROAS is further demonstrated through aggregate test results on Page 4.

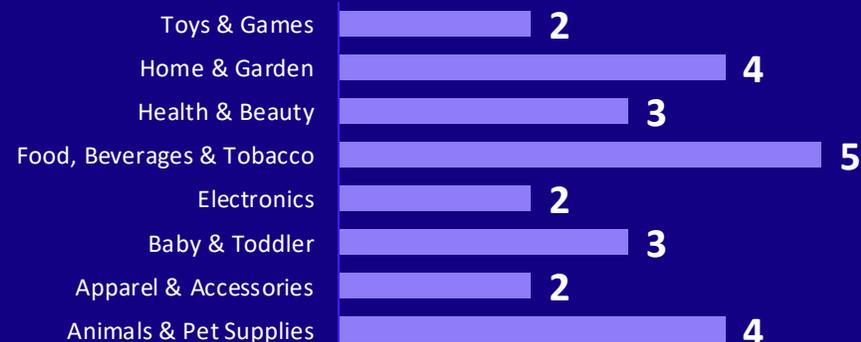
REPEAT RATE

Shoppers with staying power.



On average, 5 additional purchases are made within the next 6 months

Recurring brand purchases by vertical



Source: Retail Media Data, Users who made a purchase in July 2023 and how many times they purchased the brand in the next 6 months on the same retailer, Aggregate results from 66,974 users

51%

of brands globally see improved shopper loyalty from their retail media campaigns.

Source: Criteo, Commerce Media Ecosystem Survey, Q4 2023, N=261

INSIGHTS

Goodbye, guesswork.



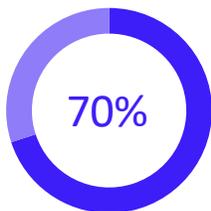
of brands say product and category insights are influential for their marketing plans.

Source: Criteo, Commerce Media Ecosystem Survey, Q4 2023, N=261

About **half** of brands globally say better analytics/reporting will shape the growth of retail media over the next 2-3 years.

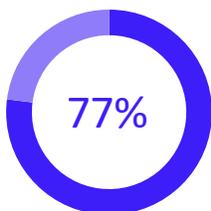
PARTNER VALUE

Better together.



of brands globally say forming new partnerships will be more important for their objectives in 2024.

10x the share of brands who say forming new partnerships will be less important.



have increased collaborations with partners to expand their reach and capabilities.

1/2

of brands globally say their retail media investment has improved their relationships with retailer partners.

Source: Criteo, Commerce Media Ecosystem Survey, Q4 2023, N=261

CORE TAKEAWAYS

What does all this mean?

- 1 Don't view Retail Media only as a lower-funnel tactic. It can deliver so much more.
- 2 Make sure that all of your primary objectives are including your retail media campaign results, otherwise you're not seeing a full picture.
- 3 Right-size your investments to make sure you're maximizing the potential of each of the channels available to you.
- 4 Do run always-on campaigns to take advantage of the benefits these provide.

Thank you!

Q&A

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