

reframing roi through the lens of retail media



Barry Collins

Commercial Director Analytics,
Media & Insights,
Circana

Andy Ford

Head of Data Intelligence &
Measurement,
Coles 360



The ROI Reset: Rethinking Retail Media Impact

Harnessing better metrics to realise
the true potential of Retail Media





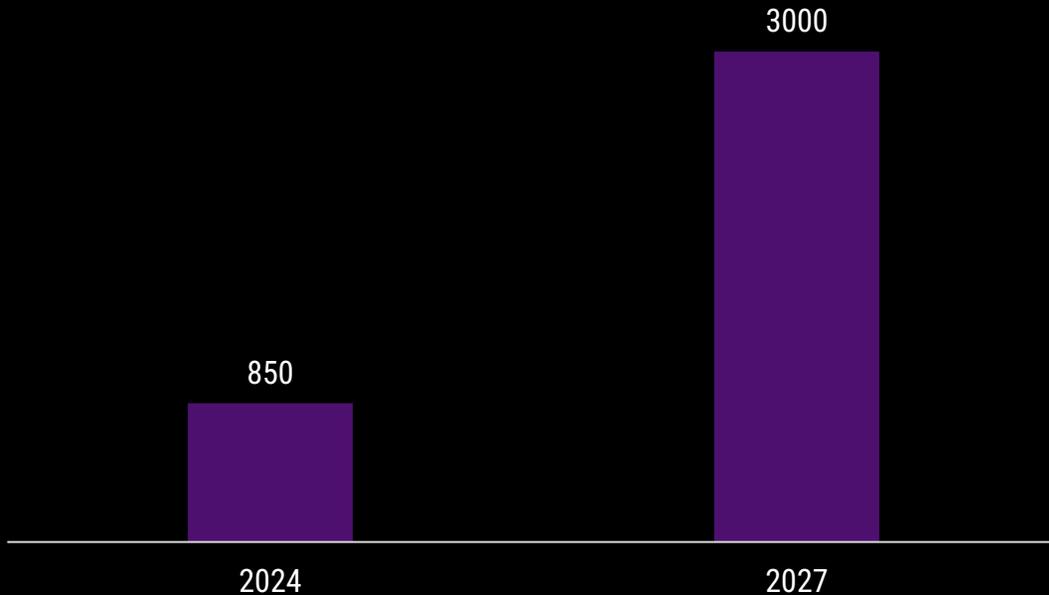
All Eyes on Retail Media

More \$\$ is bringing more scrutiny, but many not capitalizing on the full potential of retail media

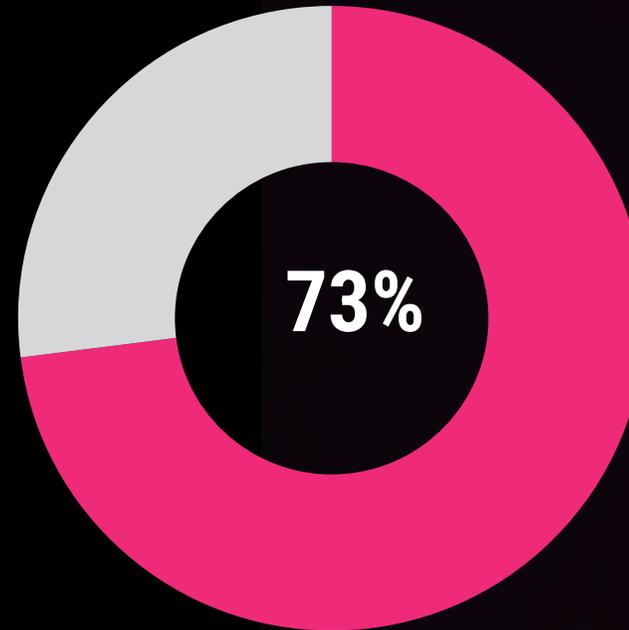
Retail Media is BIG and GROWING

Currently valued at \$850 million and projected to grow to \$3 billion by 2027

Retail Media \$'s Australia (\$m)



% of CPG Advertisers Planning to Increase Investment in Retail Media



Growth is Underpinned by 3 Benefits

Retail Media gives advertisers the ability to reach people at the point of purchase, in a targeted way and provide accountability



Point of Purchase

Retail media reaches millions of people when they are in a 'buying' mode.



Targeting

First party data enable advertisers to connect with a relevant audience in a targeted way (e.g. targeting lapsed buyers, category buyers, etc)



Accountability

Closed looped measurement enables advertisers to assess how the advertising is impacting shopper behaviour.

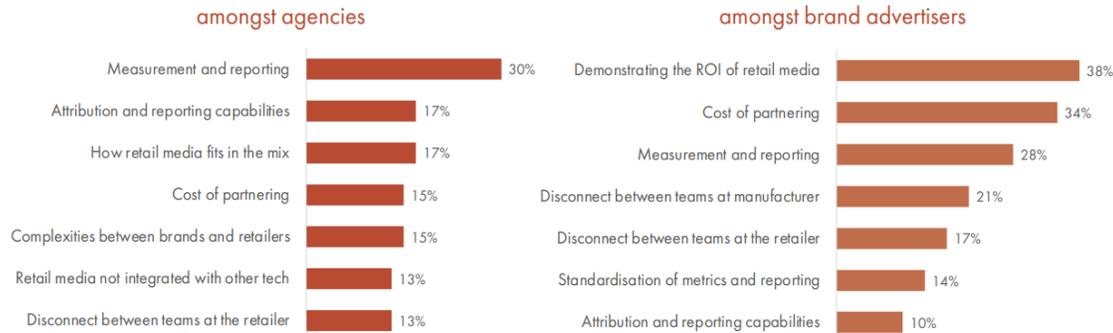
Few are Capitalising on the Full Potential

Measurement remains a key challenge in unlocking this.

Measurement and Reporting are highlighted as key barriers

addressing challenges in **measurement and managing relationships** are needed to drive further investment in retail media

top barriers to partnering with retailers for retail media activities



Source: IAB Australia Retail Media State of the Nation 2025 n=142 retail media advertising decision makers and influencers from agencies and brands
Q - What do you see as the key barriers to partnering with retailers? (Please select all that apply)



Narrow view of ROI and impact measurement

ROAS and incremental sales are the most important metrics for agencies and brands

Brand advertisers are slightly more likely than agencies to be looking for a range of metrics and tools, with the exceptions of creative testing and ad attention measurement which are more highly sought by agencies.

"an industry-led framework for retail media transparency, standardised metrics, shared definitions, and consistent reporting is needed. This would empower brands to compare, plan, and prove impact with confidence. Without a common language, we're guessing."
- brand respondent

metrics measurement tools agencies and brands are looking for from retail media partnerships



Source: IAB Australia Retail Media State of the Nation 2025 n=142 retail media advertising decision makers and influencers from agencies and brands
Q - Which of the following measurement and metrics options are you looking for from your Retail Media networks/partners? (Please select all that apply)



Shifting the Mindset

How shifting the mindset will help retailers and advertisers realise the broader impact that retail media can achieve



An aerial photograph of a busy city street with a crosswalk. A large purple semi-transparent banner is overlaid across the center of the image, containing white text. The background shows a diverse group of people walking in various directions across the crosswalk.

**But Incremental Sales is only part of
the journey.**

Matching Measurement to your Objectives

Campaign objectives should guide measurement to understand the true incremental impacts



New Customer Acquisition

No of new customers to the category/ brand



Switching Analysis

Determine where the \$'s are coming from



Buying Pattern Analysis

Impact of the campaign on frequency and basket size



Ad Exposed Customer Analysis

Review how behaviour has changed post the campaign



Brand Impact

Impact on brand strength/health



Audience & Creative Impact

Impact of the campaign and creatives on the desired audiences

Top Takeaways

Retail Media will continue to become a more important part of the marketing mix; it's upon all of us to make sure we're getting the most from our investment

1. Treat retail media as **more than short-term sales lever** and integrate it into your broader marketing mix
2. Match your measurement to your **campaign objectives**
3. Raise the bar and insist on **incrementality in measurement** and **customer impact** when possible
4. Make sure you come back around to review the **longer-term impact** of your campaigns
5. Move away from vanity metrics towards diagnostics that **enable optimisation**
6. Take action - use measurement to guide how you **improve execution**