



Navigating the Next Frontier

A Strategic Outlook on Retail Media in Australia and Beyond

JULY 2025

Agenda



Fragmentation and Harmonization

Retail Media Maturity Curve

Report Card on Australia





US Market Fragmentation: The Efficiency Hurdle

- Disjointed interfaces
- Varied standards
- Inconsistent reporting,
- Inability to execute cross-retailer strategies,
- Slow budget reallocation
- Rudimentary comparative measurement



Note: only select US companies with retail media networks shown; examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps; digital ad spending includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; numbers may not add up to 100% due to rounding
 Source: EMARKETER Forecast, Nov 2024

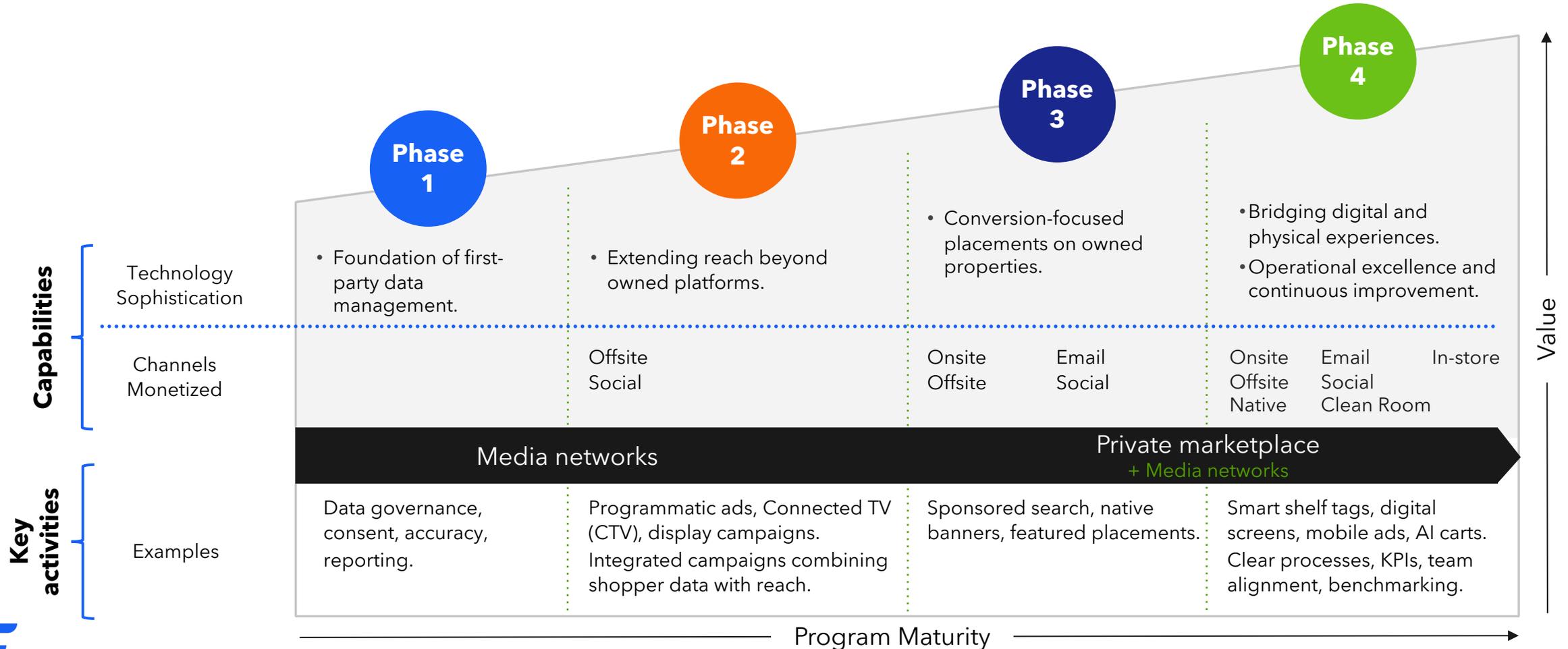
Harmonized media between enterprise and retail media drives increased loyalty and long-term value





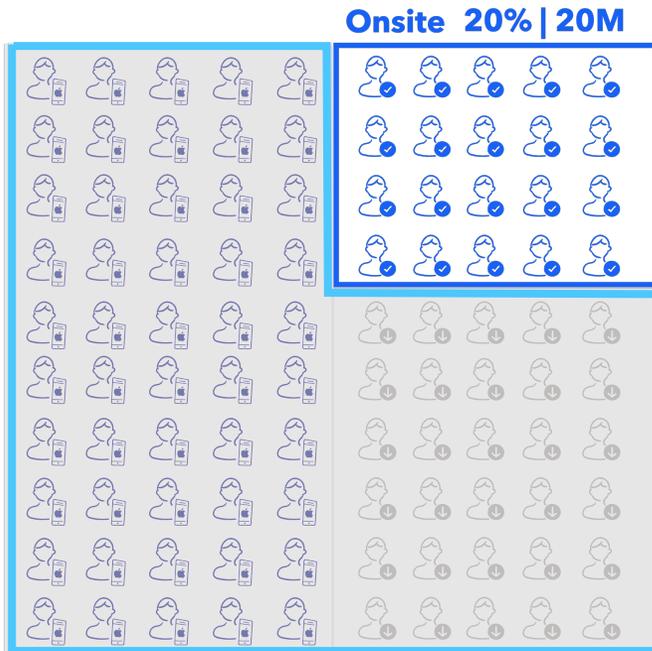
What we see: retailers must grow through Retail Media lifecycle

As retailers discover the limits of their current operating model, big decisions are required to push into the next phase of growth.



The challenge

Only 20% of shoppers are visiting retailer sites



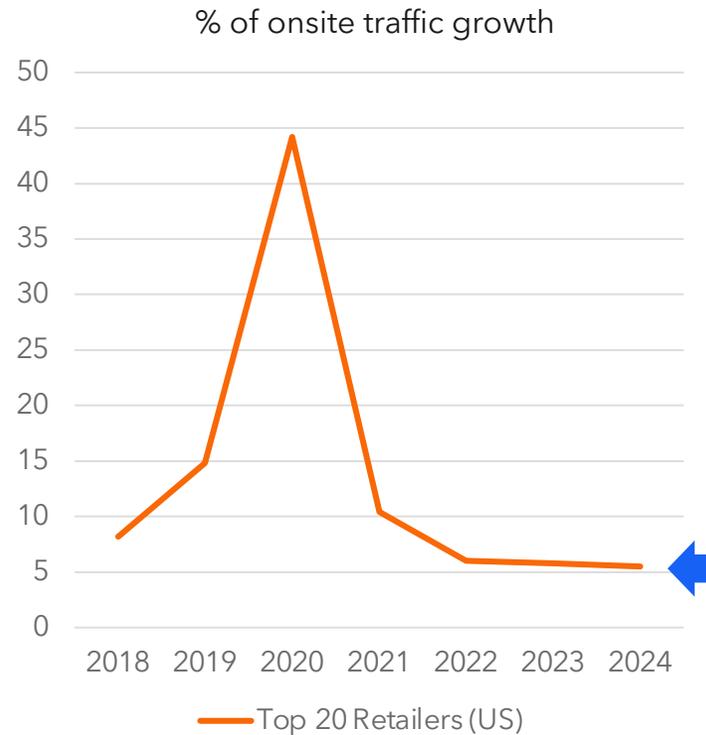
Source: eMarketer, 2024



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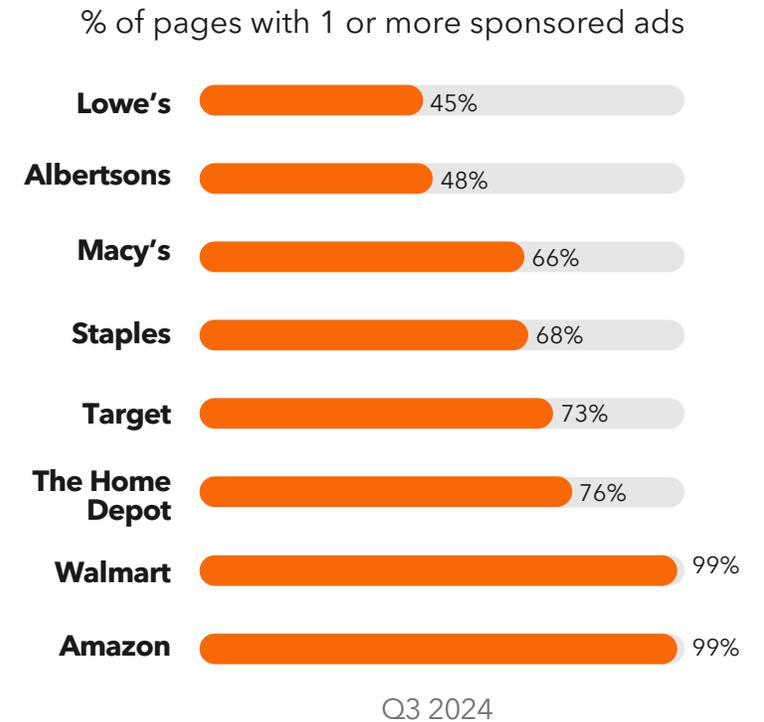
Onsite traffic growth is plateauing



Source: Salesforce, 2024



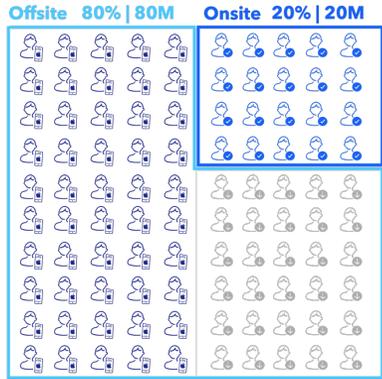
Ad supply onsite is limited



Source: eMarketer, 2025

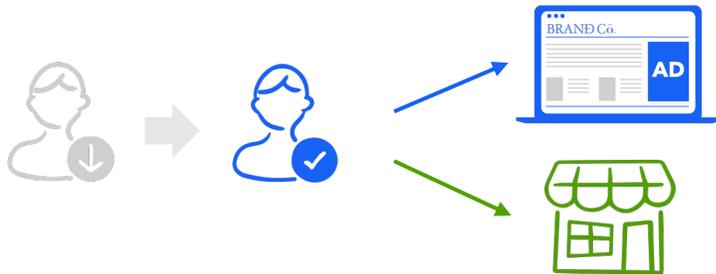
The offsite impact

1 Offsite delivers a 4x increase in ad revenue and 5x the margin dollars compared to onsite alone.

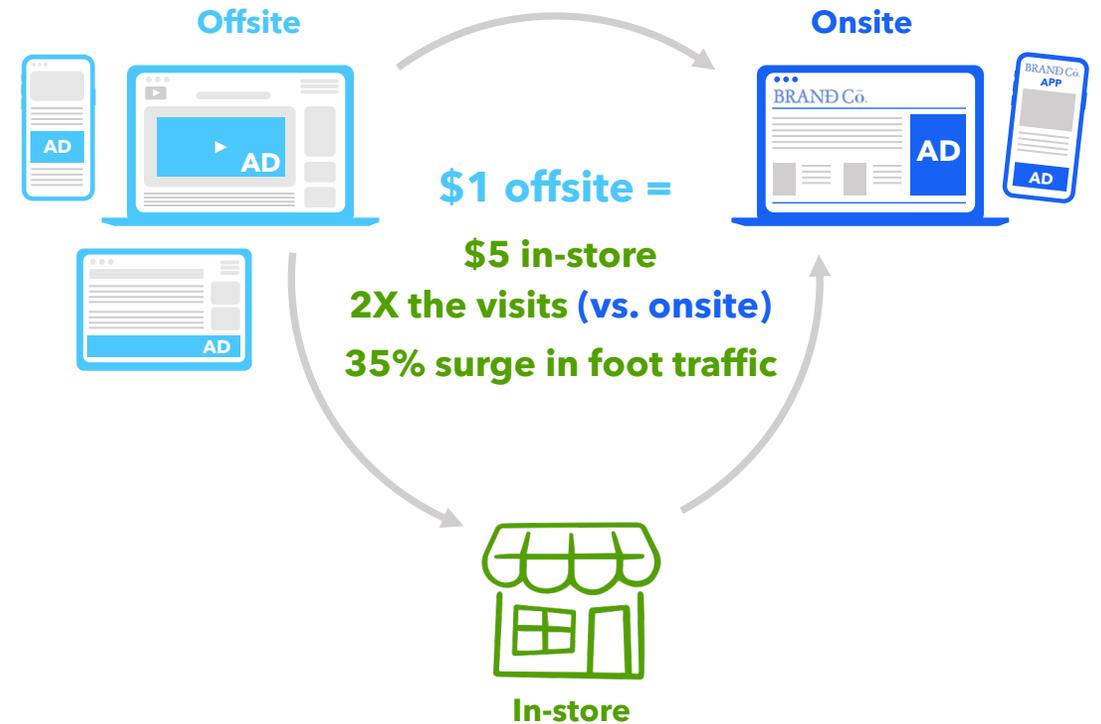


- Offsite Retail Media allows you to **reach 100% of your shoppers** vs. only the 20% visiting your sites today.
- Offsite margins are **40% on 4x more reach** = incremental margin \$ for your retail media business

2 Offsite enables reengaging with a retailer's lapsed shoppers and driving them back to the retailer's onsite and in-store.



3 Offsite creates a "flywheel effect" of increased instore visits, AOV and foot traffic.





Australia's Retail Media Report Card Benchmarking Against the U.S

Australia's Retail Media Report Card

Benchmarking Against the US



Market scale and growth

\$650 million in 2025*
\$3 billion by 2027
4.6x

\$61.2 billion in 2025*
\$97.9 billion by 2027
1.5x

Overall Market Maturity Assessment

On the cusp of maturity, innovation (leading) is accelerating

Mature, competitive, experiencing inevitable slowdown in growth rates

Primary Growth Drivers

Innovation acceleration, sophisticated brand-building channels, data-driven targeting, automated solutions

Offsite media, in-store, full-funnel impact, leveraging first-party data



Australia's Retail Media Report Card

Benchmarking Against the US



Strengths

Physical and in-store media; emergence of new diverse players; focus on foundation measurement standards

Significant market scale; broadened channel expansion; strategic shift to offsite

Challenges

Greater transparency around ROI and true incrementality

Ongoing demand for more impactful, granular, transparent reporting; budget scrutiny; array of choices (fragmented)

Notable Advancements

Data-driven targeting, automated solutions, cross-channel integrations, brand stores, audience-level targeting, measurement standards

Shoppable ads; media network expansion into convenience, pet, and value channels





Thank you