

RETAIL MEDIA NETWORKS: DON'T TRY THIS AT HOME

PART 2 OF A 4-PART SERIES FOR CPG BRANDS & RETAILERS



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The perfect storm fuels growth for Retail Media Networks

Retail Media Networks (RMN) have been around for years; however, in many cases they have not been monetized to their full potential. Facebook and Google, the original 800-pound gorillas in digital marketing, are experiencing reductions in advertising sales. Yet 2021 will be the breakout year for Retail Media Networks — driven by the perfect storm. While several factors are contributing to the growth of RMNs, key storm conditions include:

- Continued adoption of ecommerce (pre-pandemic)
- Amazon's growth in online grocery sales
- Expanded service offering such as home delivery and BOPIS (buy online pickup in-store)
- Exponential growth in online shopping due to COVID-19 precautions
- Private equity groups increased focus on CPG retailers
- New revenue streams, with higher margins, to offset grocery retailers' razor-thin margins

Retail Media Networks are too complex to build in-house

Retail Networks are complex and require a host of resources with specific expertise in data aggregation and harmonization, advanced analytics (with machine learning capabilities), ad-tech and media personnel, data visualization and reporting, and deep expertise in CPG sales, marketing and merchandising on the retailer side as well as the supplier side.

Mega-retailers such as Amazon, Walmart and Target may have built their RMNs in-house, or through strategic acquisitions of ad-tech firms; however, they started years ago. By starting early, these retailers now enjoy a significant lead over other companies in terms of generating ad revenue. Inmar Intelligence helps new entrants narrow that lead by providing a single source for rapid development and deployment of retailer-specific networks via [Inmar Intelligence's Retail Cloud](#).

The Retail Cloud brings together all the key forms of [retail-centric marketing](#) including: digital coupons, loyalty programs, programmatic media, onsite media, influencer marketing, in-store media, and e-commerce, among other marketing solutions.



DEEP RETAIL MEDIA PORTFOLIO

- Expansive portfolio of retail media and marketing channels
- ShopperSync integration provides advanced targeting and personalization
- Real-time sales attribution capabilities



FLEXIBLE, API DRIVEN, TECHNOLOGY

- Technology stack built for retail media and marketing
- Support all levels of engagement; managed, co-managed, self-service
- Modular components that enables integration with buyers' work-streams



EXPANSIVE SALES AND SERVICES

- Multi-faceted sales with relationships at CPGs, brands, and agencies
- Robust service organization, across channels, from account management to delivery
- Customizable to fit specific needs of retailer and grocer

Personalization and activation via SHOPPERSYNC™



At the heart of Retail Cloud is its exclusive data intelligence platform, ShopperSync™, which mobilizes SKU-level transaction data and other shopping-related behaviors sourced from point-of-sale systems and consumer touchpoints for personalization and activation across the marketing portfolio.

[CLICK HERE TO LEARN MORE ABOUT INMAR'S RETAIL MEDIA NETWORKS](#)

Contact us at (866) 440-6917 or email us solutions@inmar.com