

Retail Media

Retail Media's Role in Effectiveness

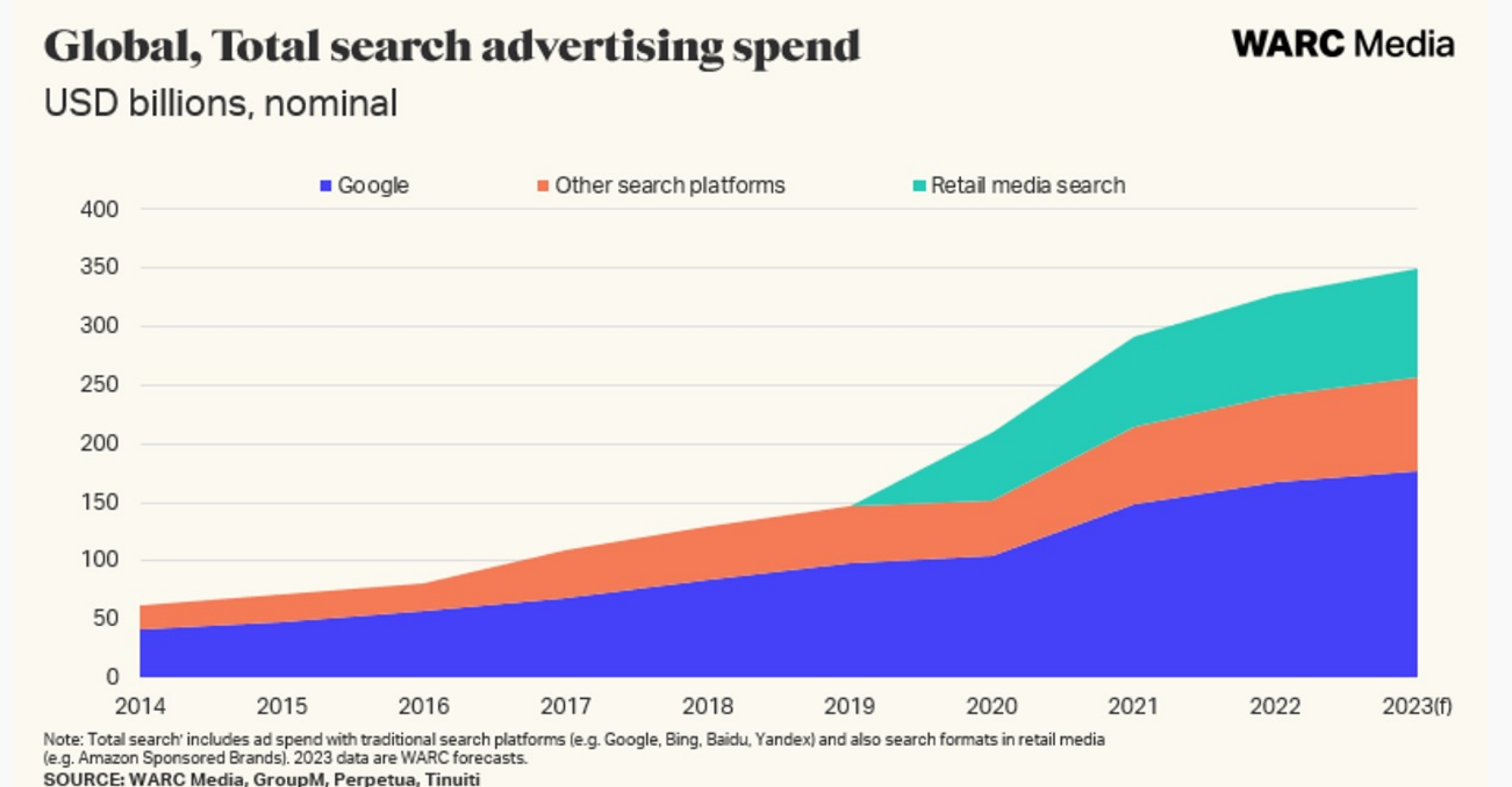
Roundtable Summary

Coty and Analytic Partners will lead this roundtable on retail media's role in effectiveness and the larger marketing mix with a quick introduction to their experiences and insights from the past years – from the view of an advertiser using Retail Media Network, and that of a marketing measurement provider. Together with the attendees, they want to explore Retail Media's opportunities, the challenges and gaps in terms of the channel's effectiveness and measurement, and how to overcome them to better integrate it into the marketing mix for future success.

Attendees of this roundtable will get a better understanding of retail media's capabilities in terms of measurability and effectiveness. It will also give attendees guidance on how to implement retail media within their own marketing strategy for short-term gains and long-term brand growth.

A glimpse at the Retail Media market

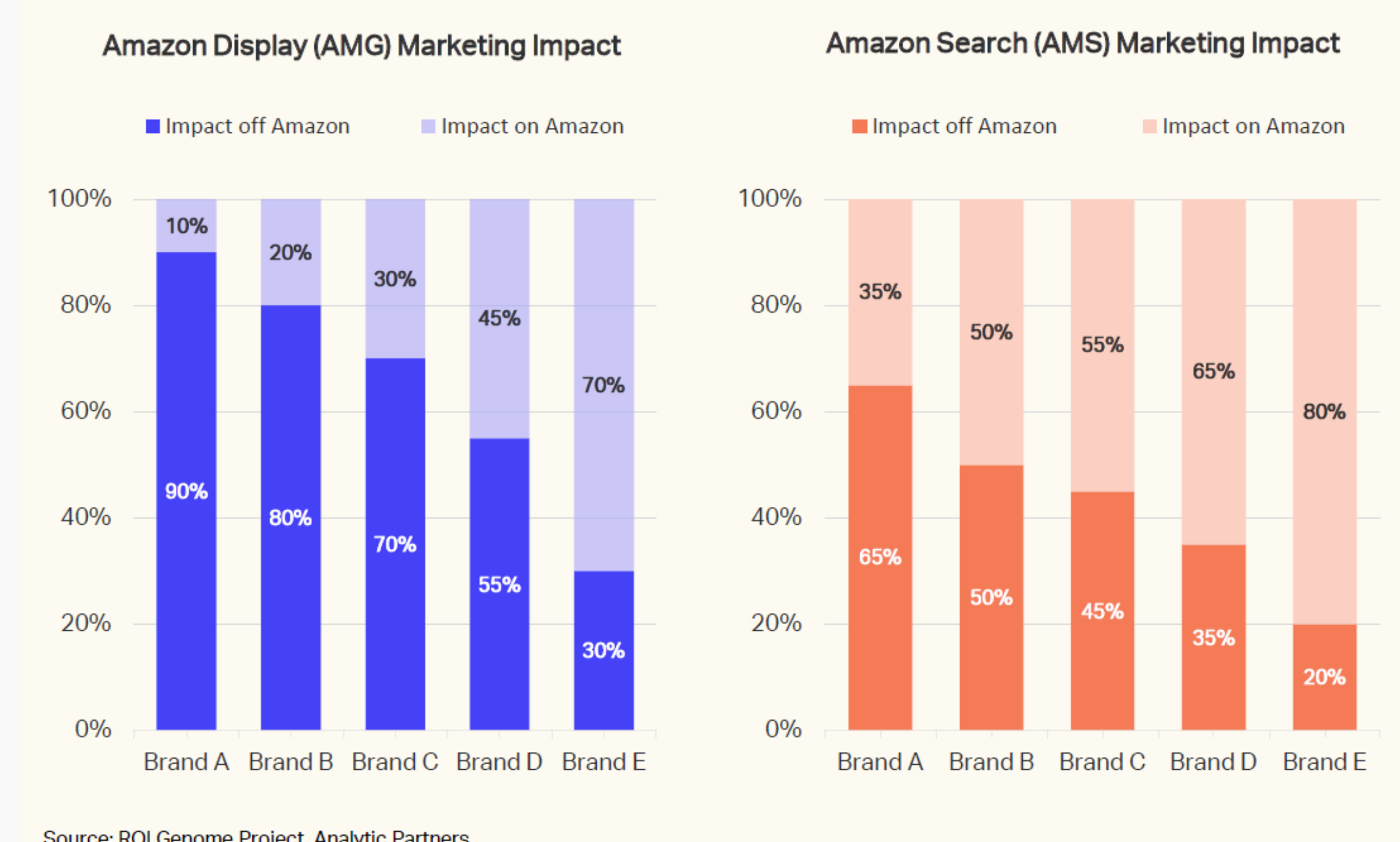
Retail media is not a new trends, it has significantly risen in importance over the past years and is evolving constantly. It provides brands with access to first-party data and arms them with a targeted reach that is dwindling in other channels. With the rise of e-commerce throughout the past year, and accelerated by Covid, it also promises a 'closed-loop' measurement like never before. However, there are downsides to the channel as well with a current lack of standardization, cross-RMN measurement and it being primarily used for short-term performance activities. The question is not only how to maximize sales anymore, but also what impact retail media has on sales outside its own platform.



Key Discussion Points

- Current experiences with Retail Media tactics and strategies
- The gaps and challenges with measuring the channel's effectiveness
- Retail Media within a larger Omnichannel strategy: the channel's impact on and off a retailer's platform
- Striking a balance between Performance and Brand marketing in Retail Media to help build the brand
- What to expect from the future of retail media measurement

Advertising on Amazon drives significant sales across other retail channels



Roundtable Chairs



Alexandra Selly
Global Senior Director
Data, Analytics &
Measurement, Coty

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Caroline Kan
Director,
Analytic Partners

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Alexandra Selly is a seasoned professional with over 18 years of experience in the field of advertising and analytics. With a passion for data & analytics, measurement, and deciphering the impact of media, she has worked in a variety of industries, including retail, CPG, and on both the advertiser and agency side of the business in a range of international settings.

Caroline Kan is a Director at Analytic Partners in Paris with more than fifteen years of experience in marketing and econometric modeling within leading marketing consulting firms and advertisers. She previously held the position of Account Director at Ebiquity, from 2017 to 2020. At Kellogg's, where she worked from 2010 to 2017, she piloted marketing mix modeling strategies for France and Europe.