

The background of the slide is a light gray color, overlaid with a large, abstract graphic of numerous blue and purple spheres of varying sizes. These spheres are clustered together, creating a sense of depth and movement. The spheres have a glossy, 3D appearance with highlights and shadows.

NielsenIQ

The true ROI of Retail Media

Navigating a path to success

**insight
summit**
2025

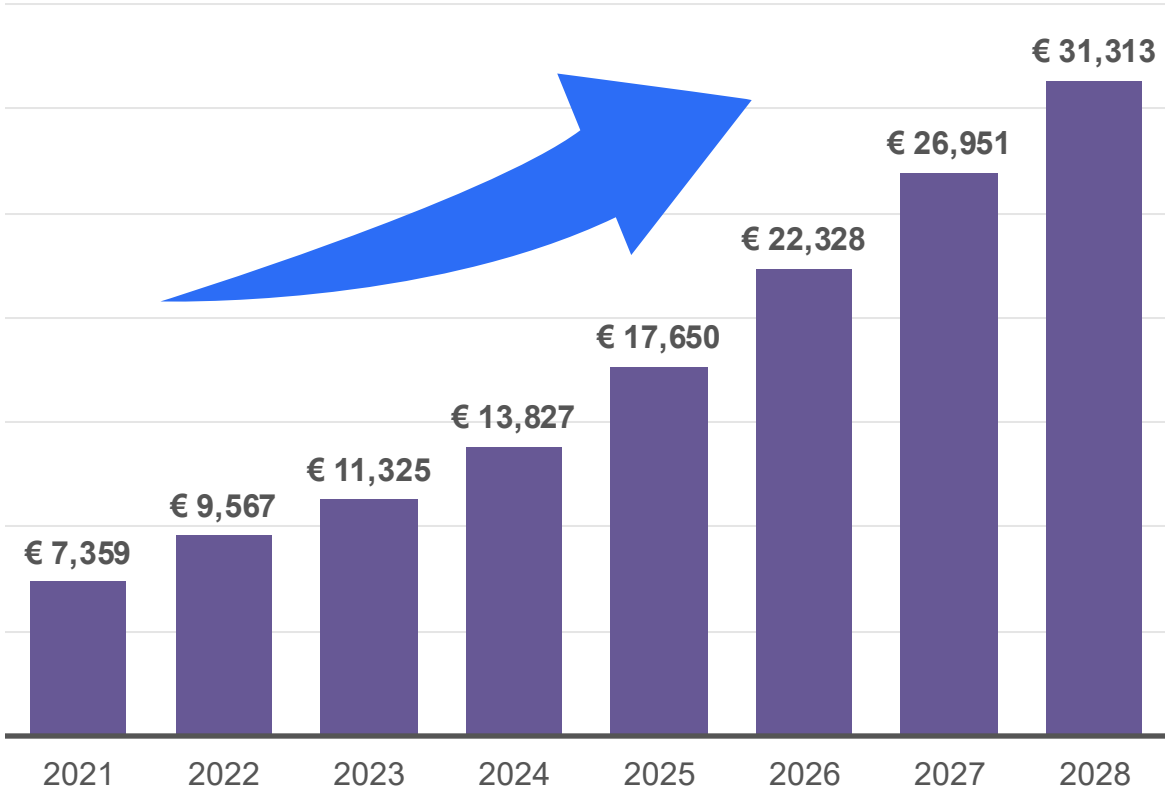
Axel Erhardt

Global Solution Consultant/GTM Lead, NIQ

Retail Media is the *hottest trend* in advertising

149 Retail Media Networks (RMNs)
active in EMEA Source: Mimbi, 2025

Europe: Retail Media Ad spend 2021-2028 (€m)



Source: IAB Europe



**‘Retail Media
advertising spend in
Europe is set to reach
€31bn by 2028’**

IAB Europe, 2024

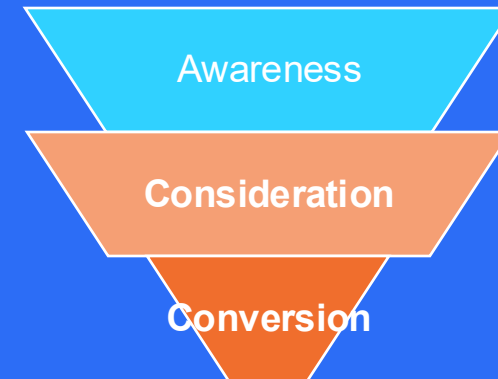
Global advertising revenues, 2023



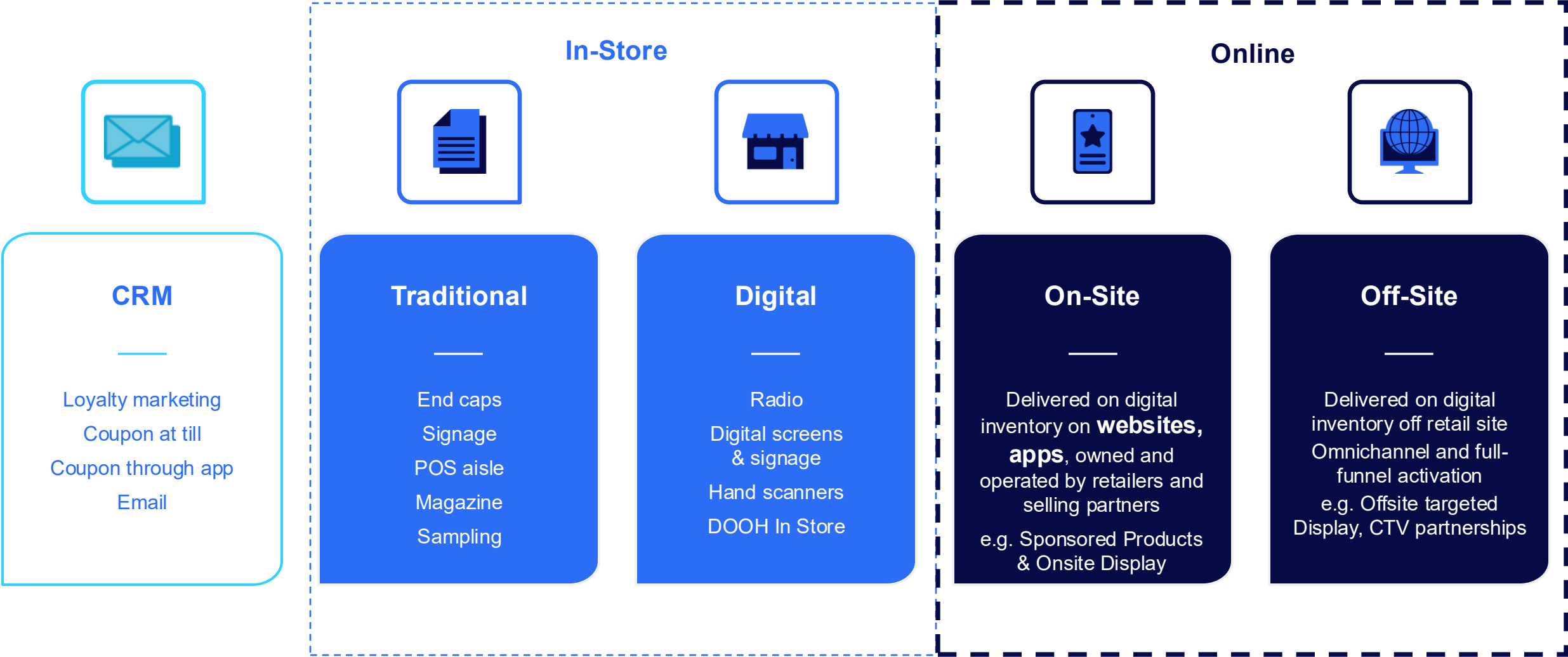
Source: **WARC**

Retail Media as a search engine:

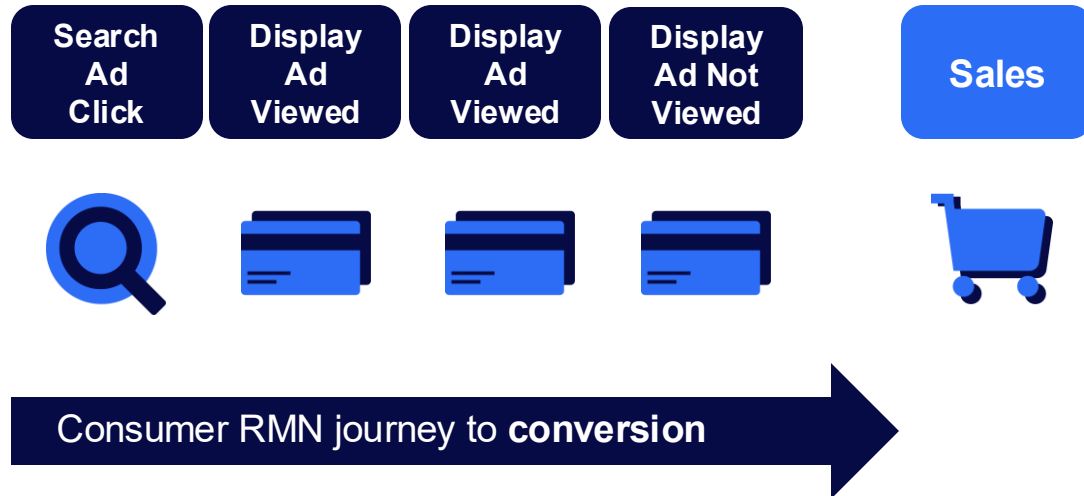
50% of shoppers start their product searches at Amazon, compared to only 31% at Google



The expansion of Retail Media provides the power to *reach customers who matter at scale*



Attribution modelling, the promise of closed-loop measurement - **directly linking ad spend to sales outcomes**

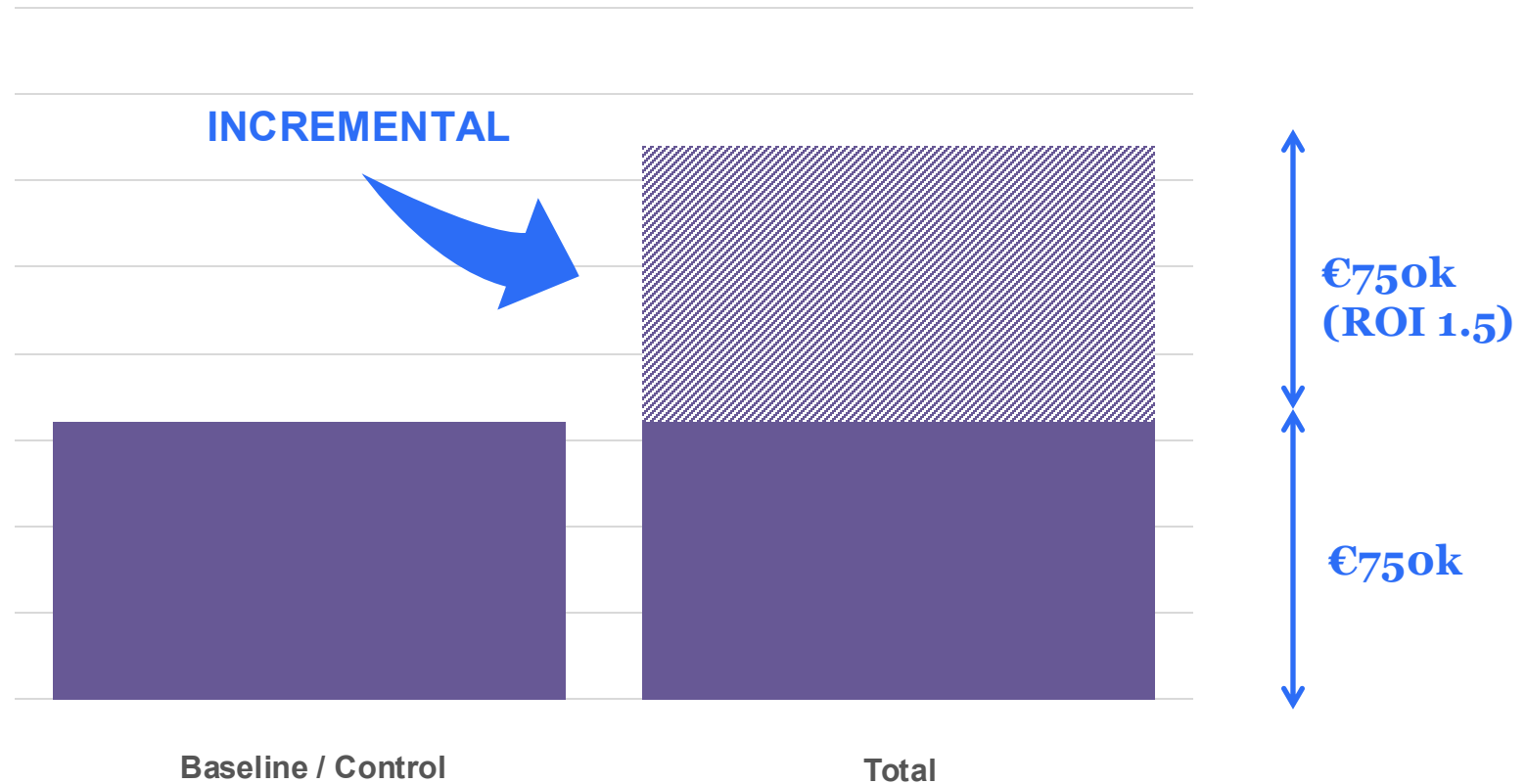


*There are numerous **measurement challenges**, despite high demand from advertisers/brands on accountability of their investments in RMN*

- ➔ Current measurement practice for RMNs is based on 1P data - **on average it fails to capture 30%- 40% of impact**
- ➔ Complete (last-click) attribution assessment impossible due to **signal loss** and **media fragmentation**
- ➔ Data sharing limitations clouding visibility of **omnisales coverage** and granularity by retailer
- ➔ Lack of **standardization** in effectiveness measurement (conversion vs. incrementality)

Measuring the true ROI requires the calculation of marketing incrementality

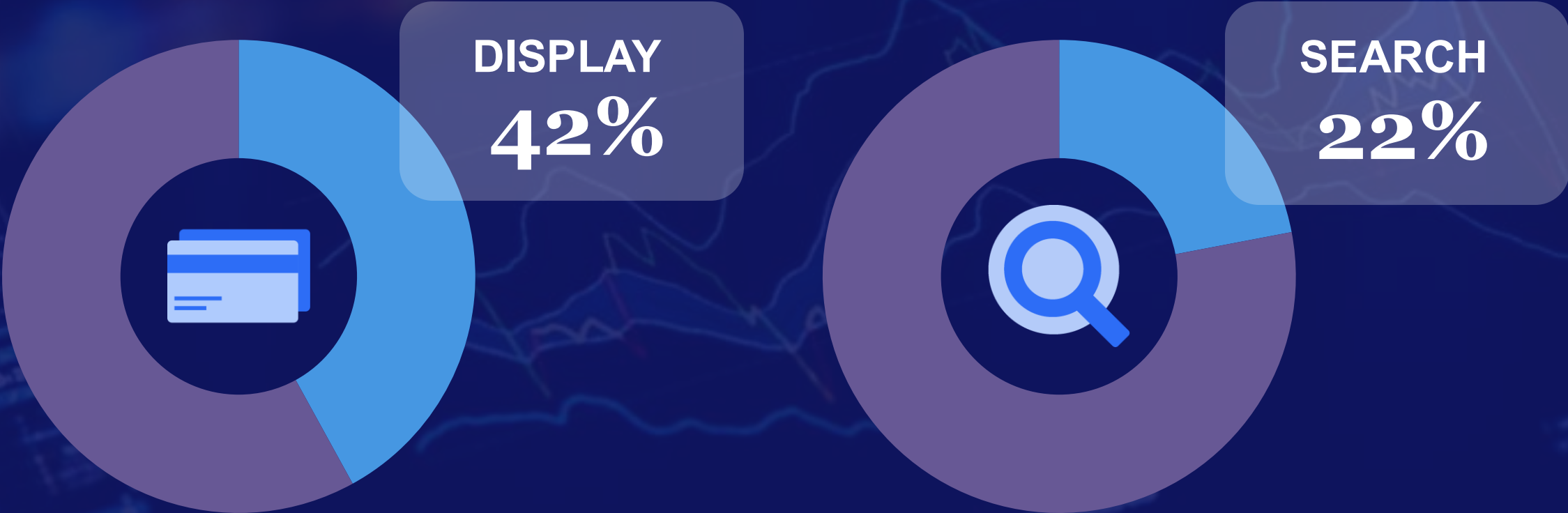
“Incrementality”: *if we spend an additional €500k in RMN, how many additional sales will that generate?*



Retail Media delivers impact *across both ON & OFF-site*

Proportion of impact 'On' Retailer platform vs 'Off' Retailer platform

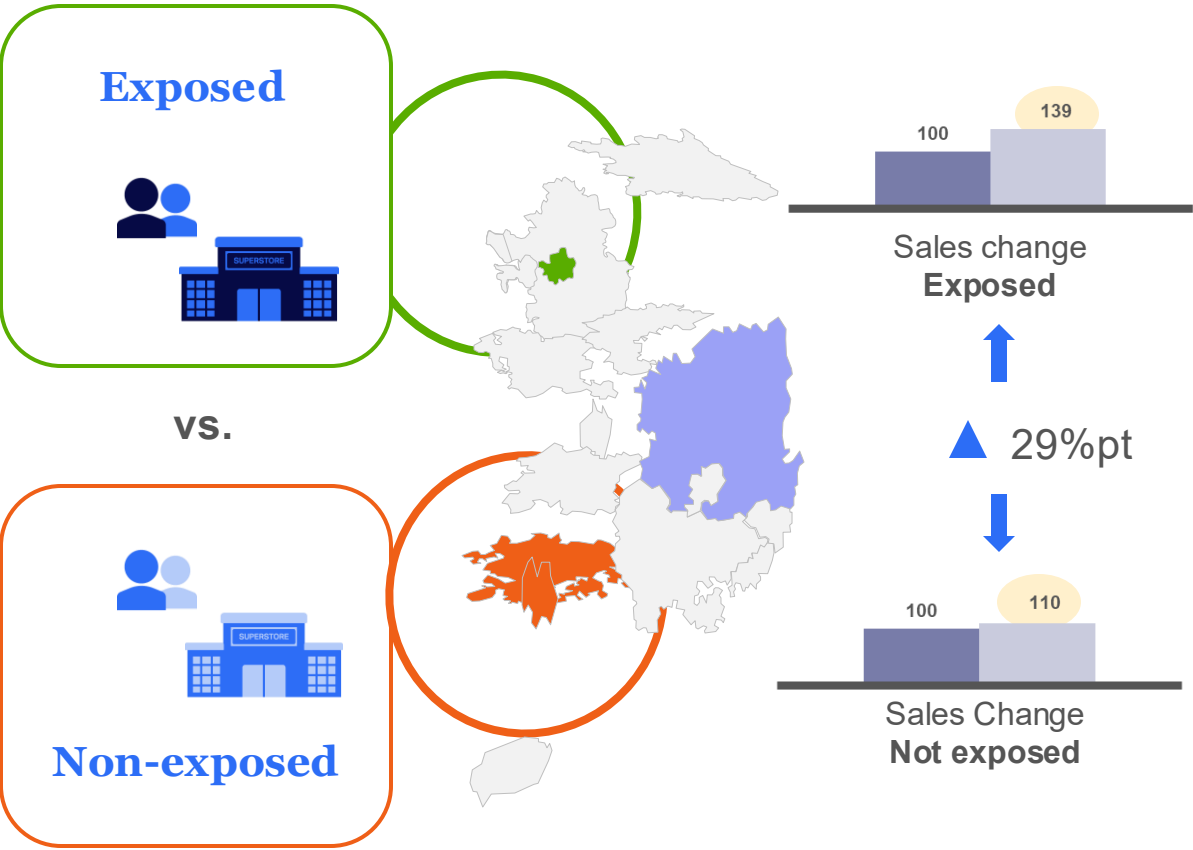
■ Retailer platform sales ■ Non-Retailer platform sales



Source: NIQ MMM T&D case study Q2 2025

Incrementality experimentation *controls for all other factors by design*

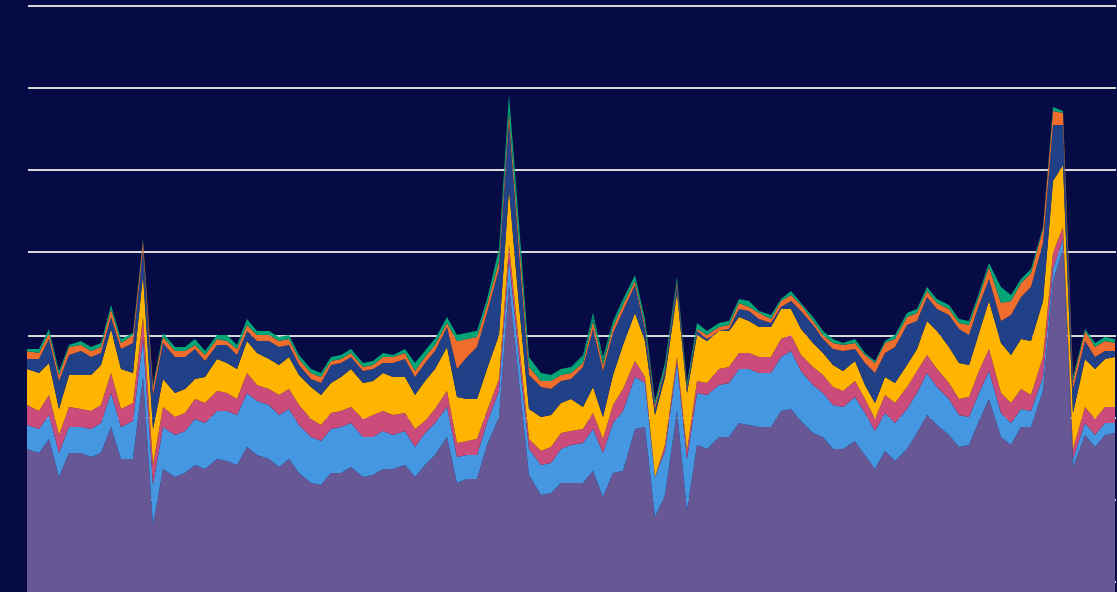
Geo tests



Sample size and retailer confidentiality to be considered

Marketing Mix Modelling *establishes the impact over time of all other factors too*

Decomposition of weekly Sales Revenue

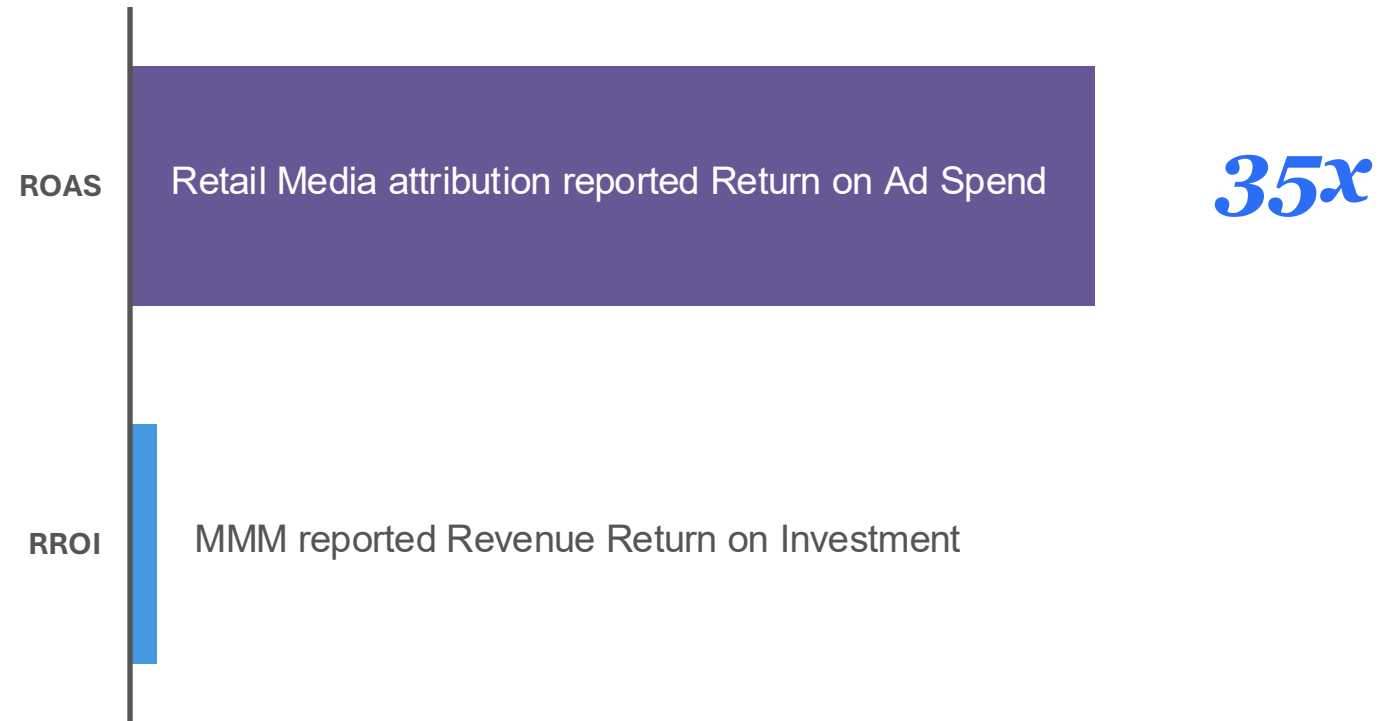


Factor	FY	ROI
Display	1%	1.2
Paid Search	2%	2.1
RMN	5%	1.1
TV & VOD	9%	0.7

Factor	FY
Price	2%
Distribution	4%
Promotions	9%
Base	69%

*A view of
incrementality
helps avoid
mis-attribution &
inflated platform-
reported ROAS*

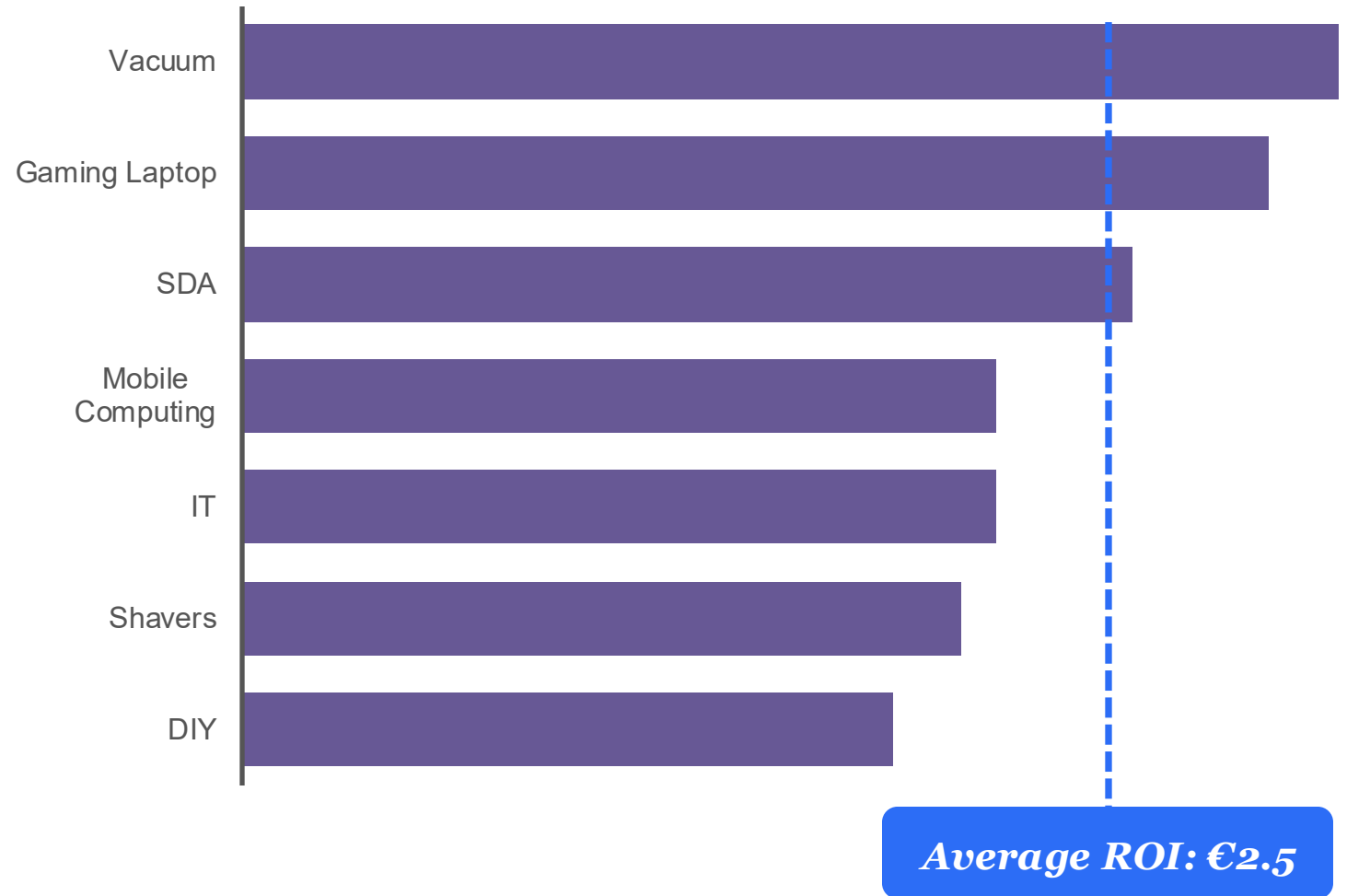
Example: Discrepancy of Retail Media 'Search' results provided by attribution



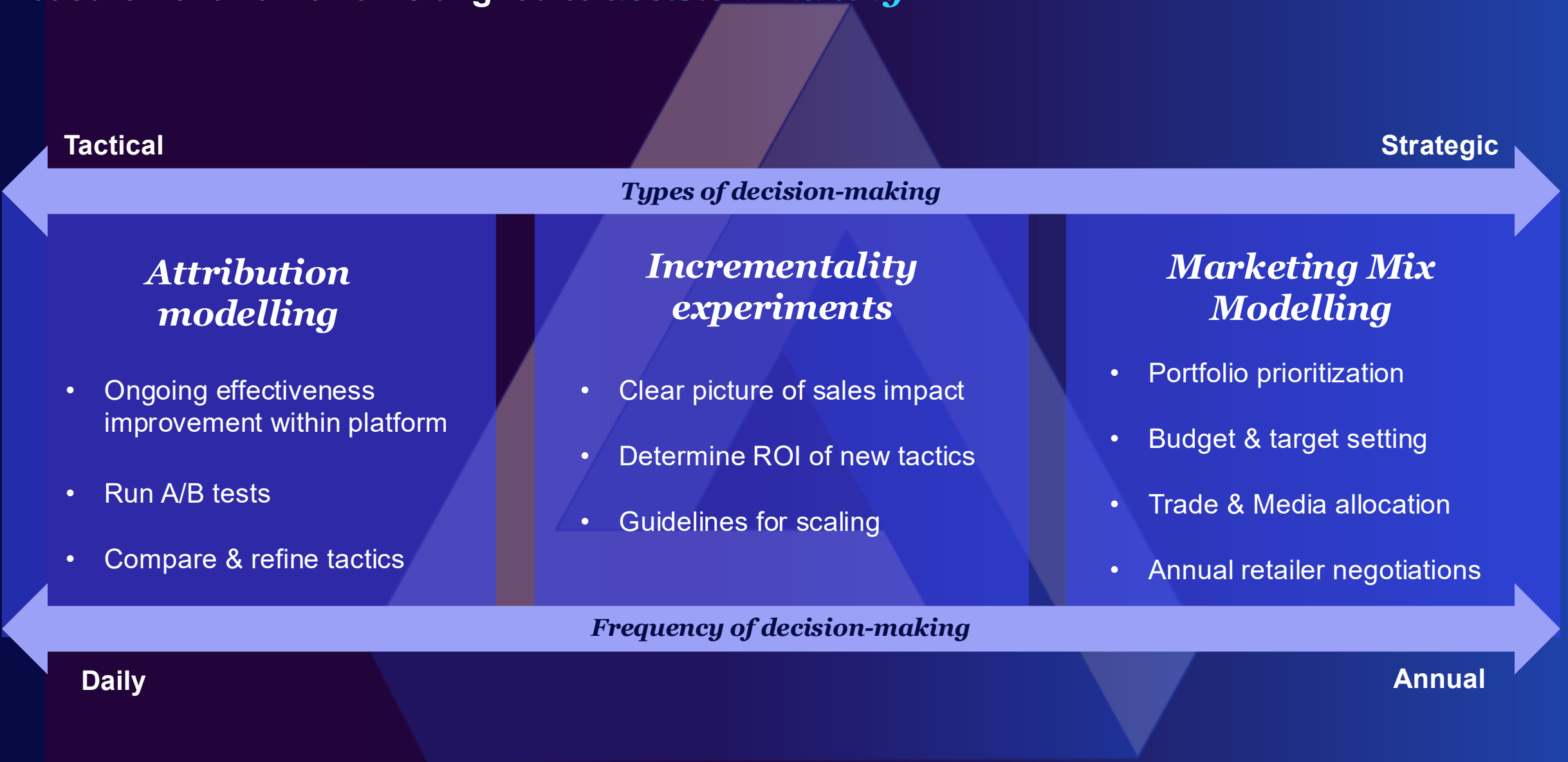
Although lower than platform-reported ROAS, Digital Retail Media can deliver healthy ROI for T&D



T&D Digital Retail Media ROI Benchmarks



Measurement frameworks aligned to *decision-making*



*Integrated Media Effectiveness programs enable
ongoing learning & continuous improvements*

1 Evaluate.
*Measure
performance of
the media plan*

3 Experiment.
*Design & test
new tactics in
real-world*

4 Implement.
*Apply learning
and adjust*

2 Optimize.
*Leverage insights
to and improve
the mix*



The right measurement will help you navigate the Retail Media landscape & find your clear path to growth.



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Thank you!

The Full View

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