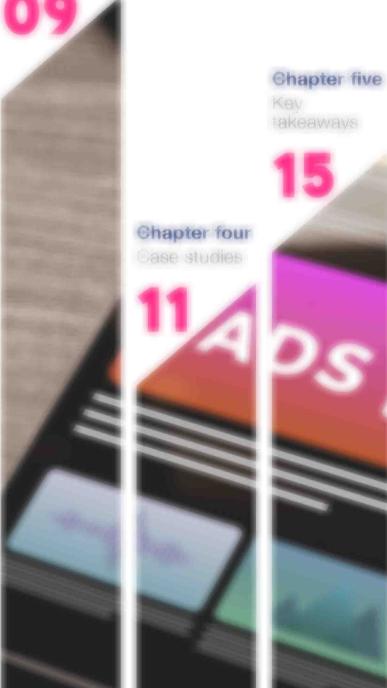


Chapter one What is Asia's retail media landscape



Chapter three

What are the solutions out there?



Chapter one

What is Asia's retail media advertising landscape like?

As a form of advertising, retail media stands out from the traditional approach of a media network which just sells impressions. It has emerged as a more effective strategy as customers are more compelled to purchase an item advertised when they are in the midst of shopping versus when they are browsing or reading news online.

Retail Media Advertising 101

Retail media has exploded onto the scene in Asia. In a notshell, this new form of commence refers to advertisements placed on a retailer's eCommerce website or app by the retailer or another brand within its network, which helps to influence sales throughout the customer's journey. These advertisements, similar to in-store advertising, can be placed at the point of purchase such as during checkout within the home page or across search results or product detail pages.

As a form of advertising retail media stands out from the traditional approach of a media network which just sells impressions. It is a more effective strategy as customers are more compelled to purchase an item advertised when they are in the midst of shopping versus when they are provided helps to improve a brand's effectiveness by creating a stronger orand recall and awareness for new products that are in the market, while at the same time driving a higher ourchase intent for customers.

At a time when eCommerce is rapidly growing, retail media advertising also provides a convenient and straightforward way for customers to shop, especially when the advertisements are relevant to their interests and purchase behaviours. This enables brands to target customers with a higher propensity to buy. This also enables full-runnel solutions for a brand on a high purchase intent audience. Moreover access to first-party data also ensures seamless targeting and reaching of the right audiences.

that retailers are taking significant steps to embrace the commerce media trend by embracing retail media networks. Retail media networks are estimated to represent as much as US\$100 billion in an apending by 2026. The report said adding that "companies across the retail spectrum are fully aware of the economic potential with overall operating margins of retail media networks in the 50% to 70% range.



As we move into the cookie-less era and see more privacy regulations introduced, marketers have to rethink their strategies, and retail media offers an avenue to collect first-party data in a private and compliant way.

What has led to the rise of popularity in retail media?

While the shift to retail media was already happening, the GOVID-19 bandentic was a global catalyst that jump started spending, with a Commerce sales worldwide in 2020 fisher by 45%.

A key driver for the retail media boom is the wealth of valuable first-party data that retail networks can collect and offer to advertisers.

Meanington insights into demographic and biographic data—as well as information on buying behaviour, both unline and in-store—can now be obtained. This includes impressions and visit levels right through the final purchase depending on the type and amount of information collected. This data can be activated and shared with partners, enabling marketers and cetailers to match their anonymised data and close the loop between sales and the marketing data.

Brands can leverage first-party data and purchase intent signals from retail media networks in various ways. This makes it easier for brands to track sales, identify a more accurate ROI and improve conversions for their advertisements. First-party customer information also enables retailers to outld direct relationships with their oustomers, bringing more efficiency to

the buying process and improving a brand's reach and effectiveness

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The luture is bright for retail media. McKinsey sees the rapid growth of retail media will have far reaching effects on advertisers, ad agencies traditional publishers, ad-technology providers, amil retailers.

Similarly, Boston Consulting Group (BCG) said retail media represents a seismic shift that is already "well on the way to establishing a major new advertising option—a once-in-a generation sea change not unlike the move from traditional to digital media over the past decade."

BOG estimates that the retail medial market will account for over 25% of digital media spending by 2026. Personalised adds on retail media networks create a targeted and seamless experience for ponsumers and high returns for advertisers.

The strength of retail media reflects the fact that advertisers like the visibility of performance provided by closed-loop measurement capabilities—the ability to the a media campaign back to omni channel sales

A timeline of retail media's explosion and popularity



2018

Amazor first dioneered retail media advertising in 2019 in the US when it launched Amazon Advertising, the world's first bid-and-buy sponsored marketplace. Other brands that capitalised on retail media early included Walgreens Advertising Group and CWS Media Exchange. Since then new players such as Walman. Tesco. Kroger and Carrefoul have followed suit with their own platforms.

2020

When the pandemic struck globally in 2020, an eCommerce boom began, and thrias continued to accelerate over the past few years. Today, customers are very comfortable buying online.

2022

Since 2022 retailers and brands globally have continued to take steps to embrace this commerce-media rend by embracing retail media networks and trialling cutting-edge technologies to bulster their retail media efforts.

Across the region. Asia is growing not on the neels of the US with China being a key unwith market.

2023

In 2028, customers in Southeast Asia are shifting their riabits from buying from malls to shopping or foodpanda uazada. Shopee and others A surge in advertising dollars has since followed, giving arruther boost to retail media in this region.