

From Browsing To Buying: Targeting That Converts

What Retail Media Data is and why it matters

Retail Media Data is informed by **real consumer behavior** – unlike third-party sources – across **both digital activity** and **purchase touchpoints**

How Retail Media Data sets itself apart →



It offers granularity and accuracy not provided by third-party data sources



It allows for closed-loop measurement, enabling brands and advertisers to directly attribute sales and conversions to their marketing efforts within a retail media network's ecosystem



It provides a rich understanding of omnichannel behaviors

Goal of the study

Determine the value of leveraging Retail Media Data in media planning, and to explore its use across brand verticals

Methodology

The Process

Randomized, controlled, trials-based testing of video ads on premium websites, with test and control groups

Impact of ads on brand lift & intent measured with survey

Participants recruited from representative online panel, with retail media data audiences identified via 1:1 match in clean room

Data Types



Demographic Data

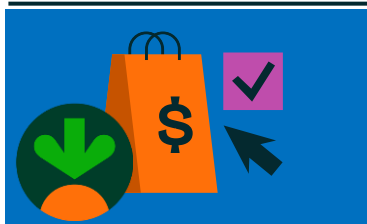
Demographics including age and gender
N= 1,201



Retail Media Data

Instacart audience segments of verified purchasers
N= 2,638

3 Brand Verticals



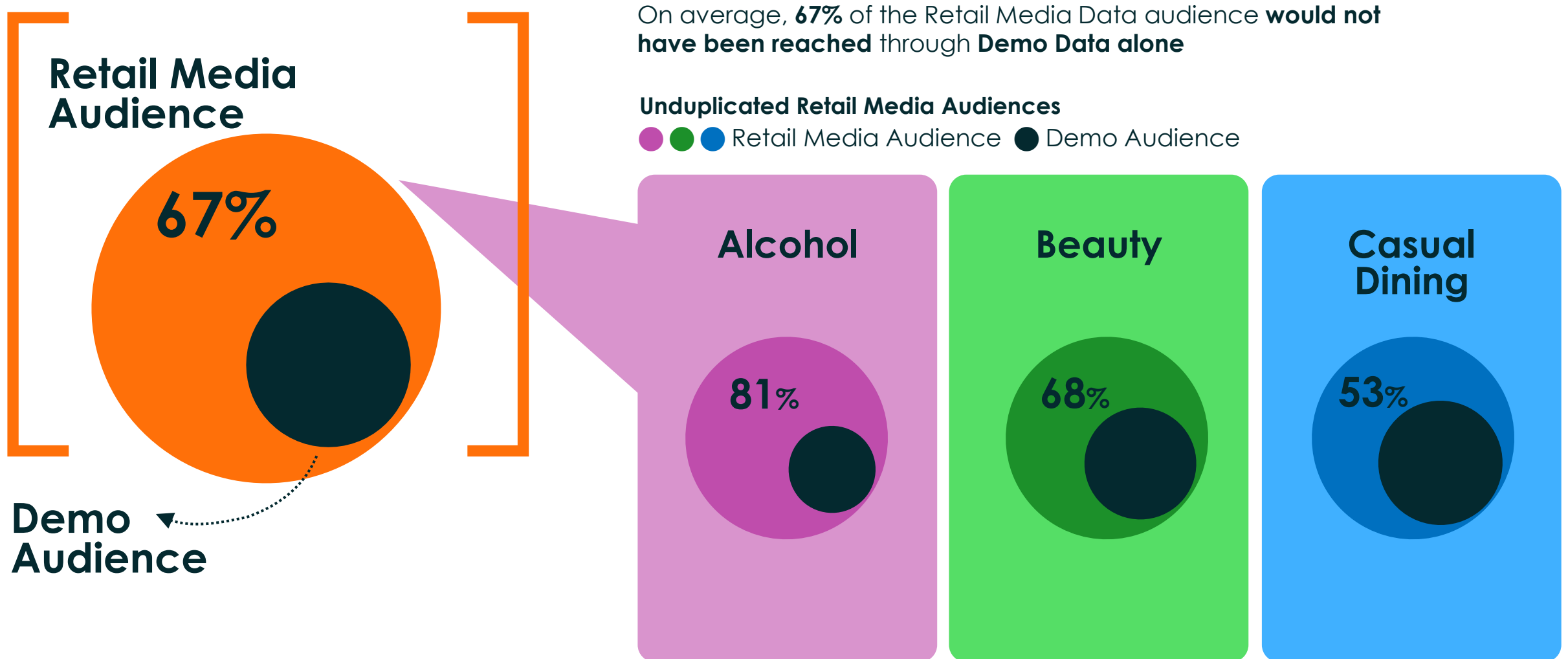
Endemic & Non-Endemic Brands

Testing included both **endemic** brand verticals (e.g., brands that sell products on Instacart), as well as **non-endemic** (e.g., brands that do not sell products on Instacart)

**Retail Media
Data helps
brands
connect with
new audiences**



Retail Media Data allows brands to expand reach to unique audiences



Retail Media Data helps brands extend reach to potential new customers

% Who Have Not Purchased the Advertised Brand

Alcohol

Retail Media Data

51%[▲]

Demo Data

32%



Beauty

Retail Media Data

16%

Demo Data

15%



Casual Dining

Retail Media Data

19%[▲]

Demo Data

9%



Q: How often, if ever, do you buy [testbrand]? (Select one)

Alcohol: Retail Media Data N= 673, Demo Data N= 336

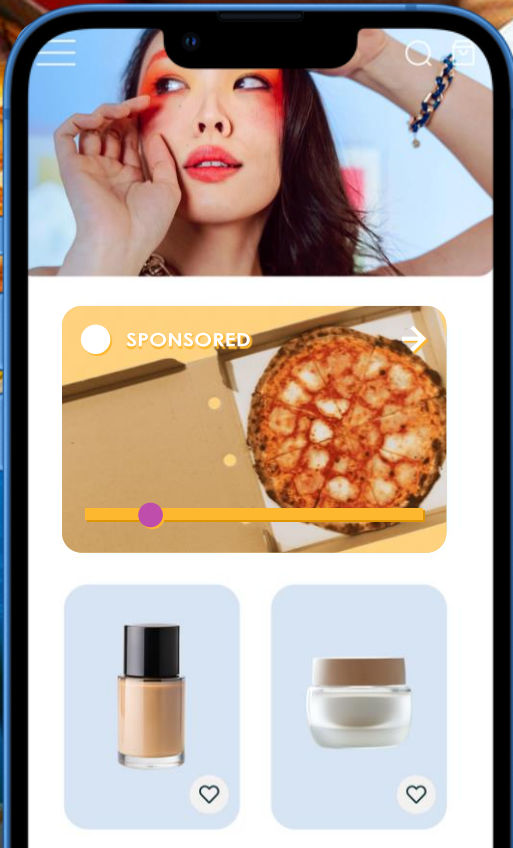
Beauty: Retail Media Data N= 859, Demo Data N= 391

Casual Dining: Retail Media Data N= 843, Demo Data N= 394

▲ Statistically significant difference between Retail Media Data and Demo Data at >=90% confidence



Retail Media Data enhances brand lift results



When using Retail Media Data, the ad sticks and the message clicks

Impact on Awareness Metrics

Delta (Exposed – Control)

- Retail Media Data
- Demo Data

Q: Which of the following brands, if any, do you recall seeing during the video? (Select one for each option)
Q: Which of the following messages, if any, does [testBrand] use in their advertising? (Select one)
Retail Media Data Control N= 1,323, Exposed N= 1,315
Demo Data Control N= 601, Exposed N= 600
▲ Statistically significant difference between exposed and control at >=90% confidence

Aided Ad Recall

22% lift

+51pts[▲]

+62pts[▲]

150% lift

Message Recall

+15pts[▲]

+6pts[▲]

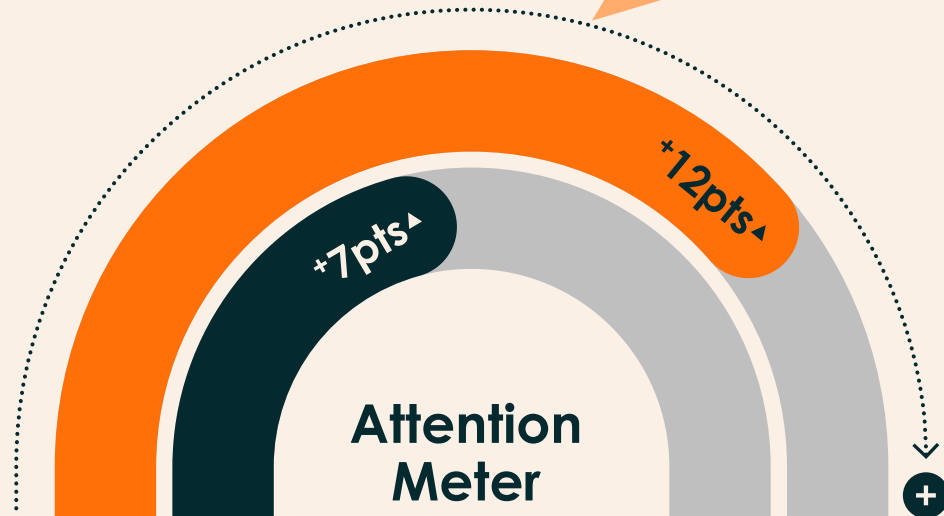
Retail Media Data outperforms Demo Data in grabbing attention and interest

Impact on Brand Attributes - Delta (Exposed – Control)

● Retail Media Data ● Demo Data

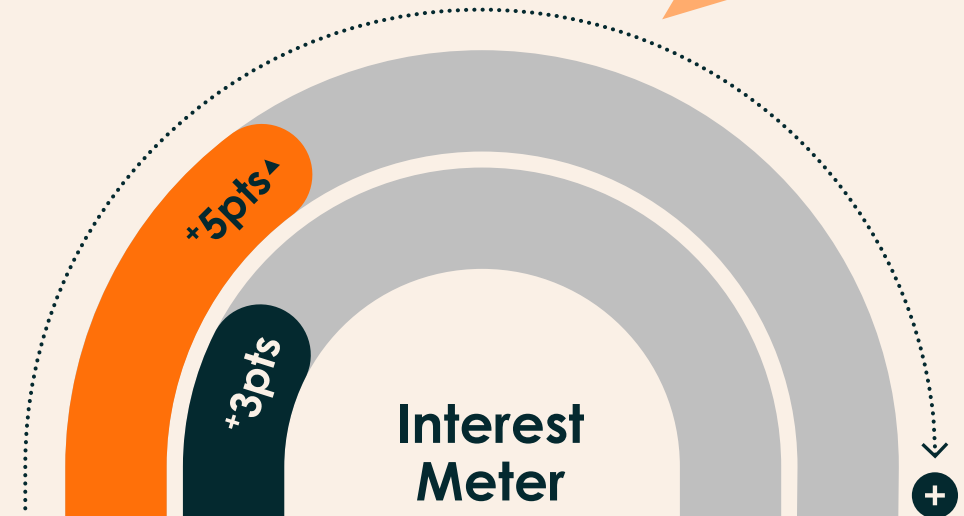
Is a brand that captures my attention

71% lift



Is a brand I want to hear more about

67% lift



Q: How much do you agree or disagree with the following statements about [testBrand]? (Select one for each option)
Retail Media Data Control N= 1,323, Exposed N= 1,315
Demo Data Control N= 601, Exposed N= 600
▲ Statistically significant difference between exposed and control at >=90% confidence

Retail Media Data isn't just for endemic brands

Grill.
Sip.
Repeat.



BUY NOW

Keywords

[grill]

[gathering]

[good food]

[refreshing]

[party]

Endemic & Non-Endemic Brands

Endemic Brands- brands that sell products on Instacart

Non-Endemic Brands - brands that do not sell products on Instacart



Non-endemic brands can be just as memorable, if not more, when leveraging Retail Media Data

Delta (Exposed – Control)

● Retail Media Data

● Demo Data

Q: Which of the following brands, if any, do you recall seeing during the video? (Select one for each option)
Non-Endemic: Retail Media Data Control N= 440, Exposed N= 440
Demo Data Control N= 201, Exposed N= 200
Endemic: Retail Media Data Control N= 884, Exposed N= 875
Demo Data Control N= 400, Exposed N= 400
▲ Statistically significant difference between exposed and control at >=90% confidence

Impact on Aided Ad Recall

Non-Endemic

Do not sell products on Instacart

+68pts[▲]

+62pts[▲]

Endemic

Do sell products on Instacart

+60pts[▲]

+46pts[▲]

Non-endemic brands can more effectively convey their story when leveraging the richness of Retail Media Data

Impact on Brand Attribute

Delta (Exposed – Control)

- Retail Media Data
- Demo Data

Q: How much do you agree or disagree with the following statements about [testBrand]? (Select one for each option)
Non-Endemic: Retail Media Data Control N= 440, Exposed N= 440
Demo Data Control N= 201, Exposed N= 200
▲ Statistically significant difference between exposed and control at >=90% confidence

Non-Endemic Only

Is a brand that has an interesting story to tell

+6pts▲



+1pts



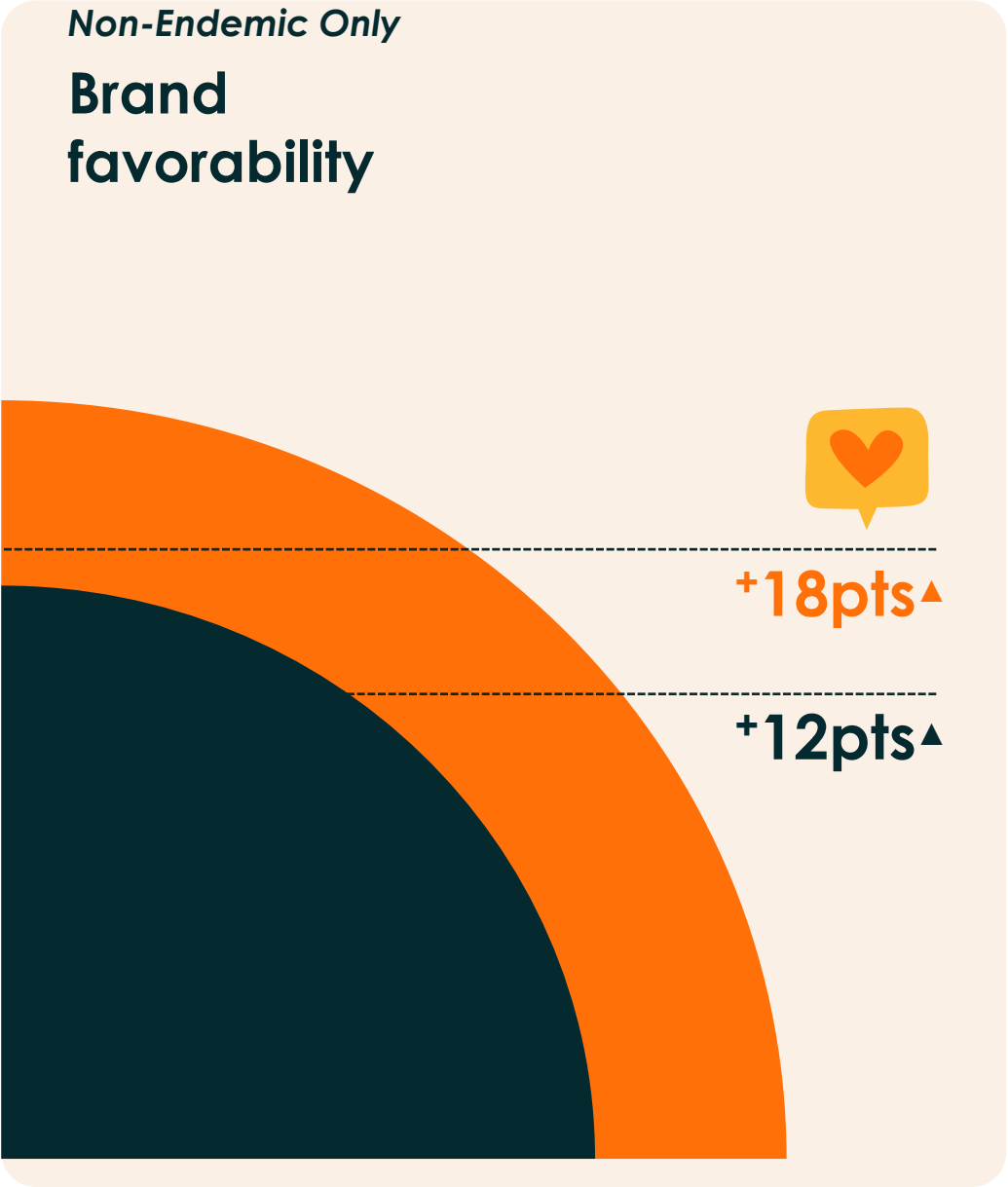
Beyond storytelling, non-endemic brands can more effectively build brand equity with Retail Media Data

Impact on Brand Favorability

Delta (Exposed – Control)

- Retail Media Data
- Demo Data

Q: What's your overall opinion of the following? (Select one for each option)
Non-Endemic: Retail Media Data Control N= 159, Exposed N= 159
Demo Data Control N= 109, Exposed N= 108
▲ Statistically significant difference between exposed and control at >=90% confidence



Using Retail Media Data drives transactional next steps and differentiates the brand among active shoppers

Impact Among Those In-market for Non-Endemic Brand Vertical - Delta (Exposed – Control)

● Retail Media Data ● Demo Data

Search intent



Stands out from competitors



Q: How likely are you to search for information about the following? (Select one for each option)
Q: How much do you agree or disagree with the following statements about [testBrand]? (Select one for each option)
Non-Endemic: Retail Media Data Control N= 159, Exposed N= 159
Demo Data Control N= 109, Exposed N= 108
▲ Statistically significant difference between exposed and control at >=90% confidence

In Summary...



Retail Media Data helps reach a unique & relevant audience, as indicated by higher reach, recall, and interest

67%

of the Retail Media Data audience
would not have been reached
through Demo Data alone

2x

As likely to **recall the brand's message**
when using Retail Media Data
(*15pts* vs *6pts*)

1.7x

As likely to want to **hear more about the brand** when using Retail Media Data
(*5pts* vs *3pts*)

Q: Which of the following messages, if any, does [testBrand] use in their advertising? (Select one)
Q: How much do you agree or disagree with the following statements about [testBrand]? (Select one for each option)
Retail Media Data Control N= 1,323, Exposed N= 1,315
Demo Data Control N= 601, Exposed N= 600
▲ Statistically significant difference between exposed and control at >=90% confidence

Non-Endemic brands have a unique opportunity to amplify with Retail Media Data →



6x

More effective at **brand storytelling**, compared to Demo Data
(*6pts▲ vs +1pts)



5.5x

More effective at driving **intent to search** for the brand, compared to Demo Data
(*11pts▲ vs +2pts)



2.2x

More effective at **differentiating the brand** for in market shoppers, compared to Demo Data
(*11pts▲ vs +5pts)

Q: How likely are you to search for information about the following? (Select one for each option)

Q: How much do you agree or disagree with the following statements about [testBrand]? (Select one for each option)

*Brand storytelling – is a brand that has an interesting story to tell

*Differentiating the brand – is a brand that stands out from competitors

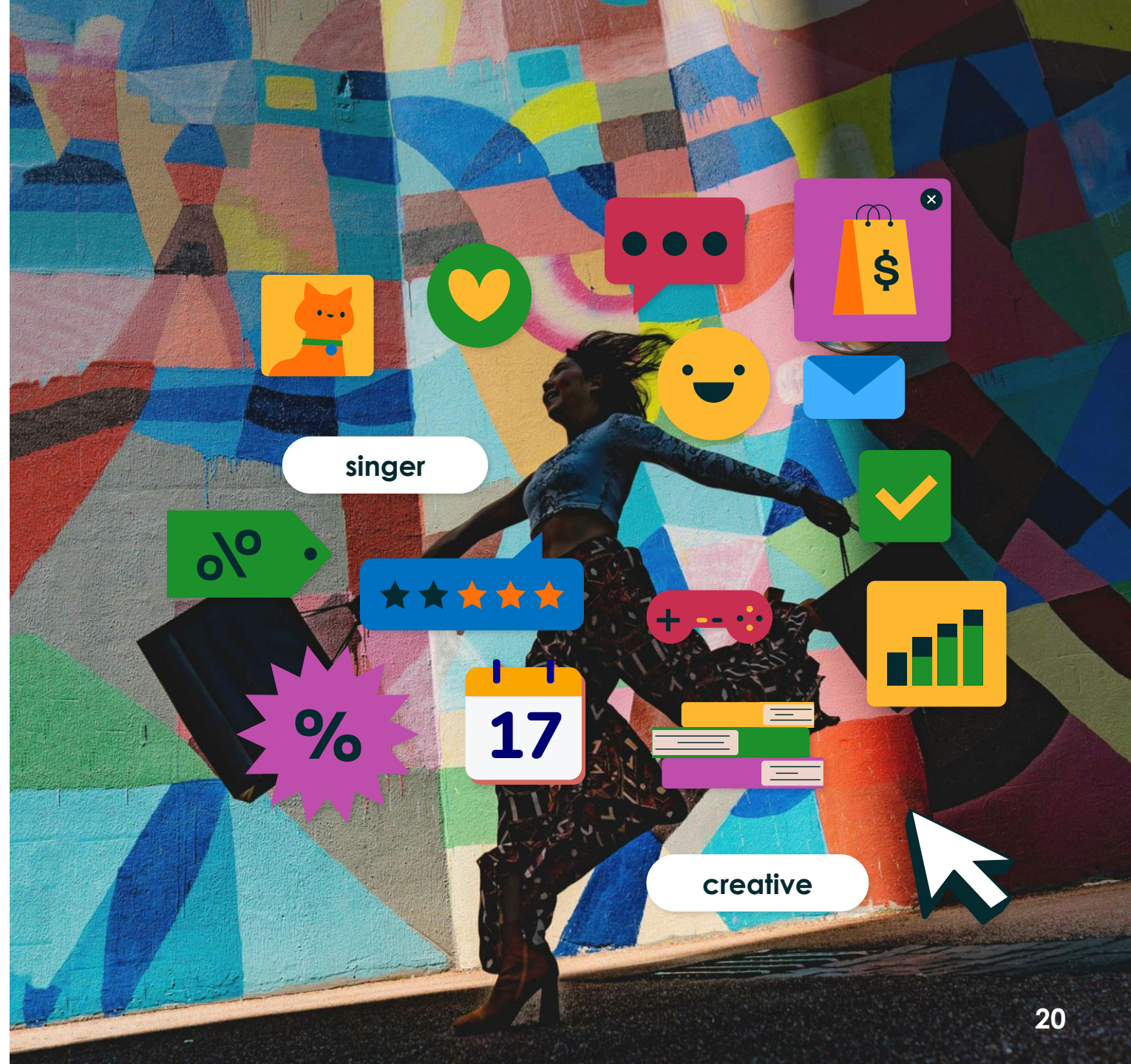
Non-Endemic: Retail Media Data Control N= 159, Exposed N= 159

Demo Data Control N= 109, Exposed N= 108

▲ Statistically significant difference between exposed and control at >=90% confidence

Implication

Retail Media Data is a powerful asset that helps advertisers – including non-endemic brands – expand reach to unique audiences, connect with potential new customers, and effectively conveys their story





Thank You

🍷 instacart

M/GNA MEDIA TRIALS

This presentation provides no guarantee of future results. Outcomes may vary due to factors beyond our control.