

UNRAVELING RETAIL MEDIA

MeMo² a Kantar Company x IAB Europe

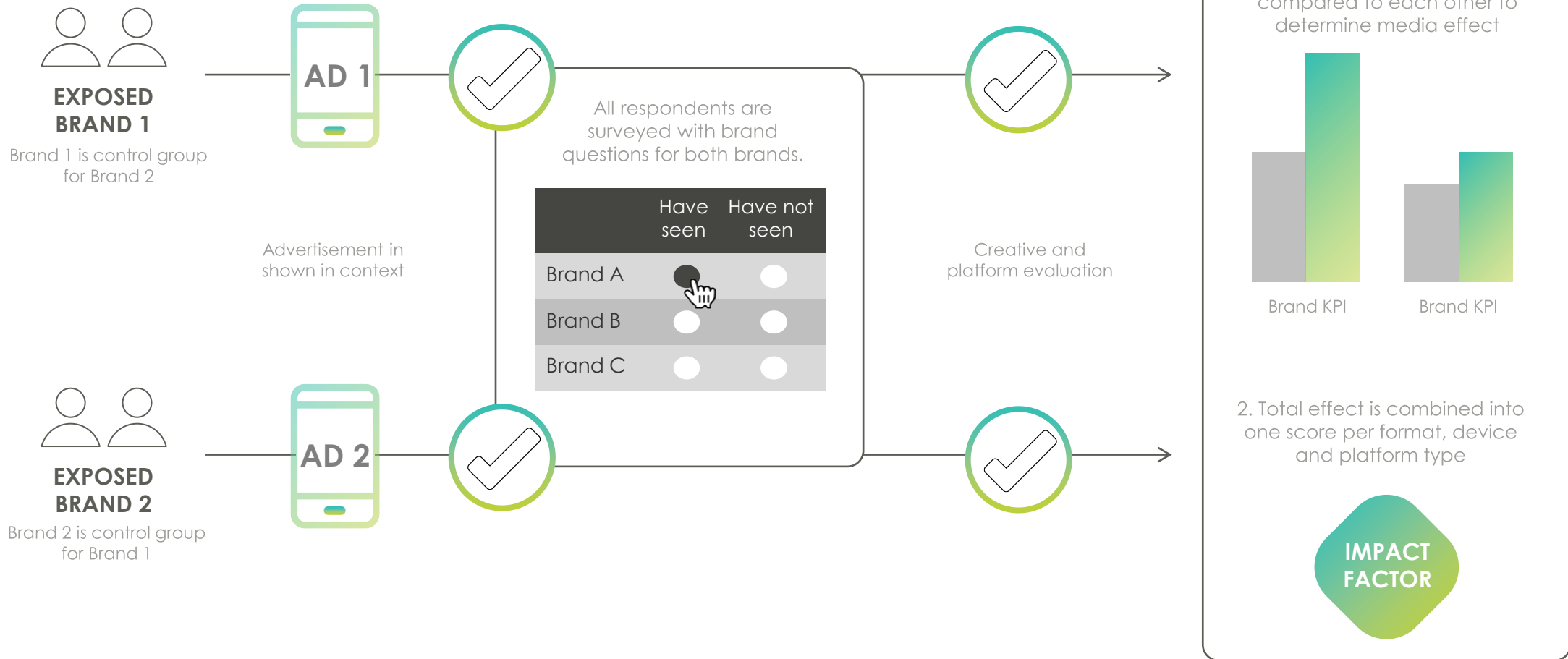
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www.memo2.nl

A woman with long dark hair is taking a selfie with a yellow smartphone. She is wearing a light-colored, vertically striped shirt with a large bow at the neck. The background is dark with vibrant purple and blue neon lights, creating a bokeh effect with out-of-focus light spots.

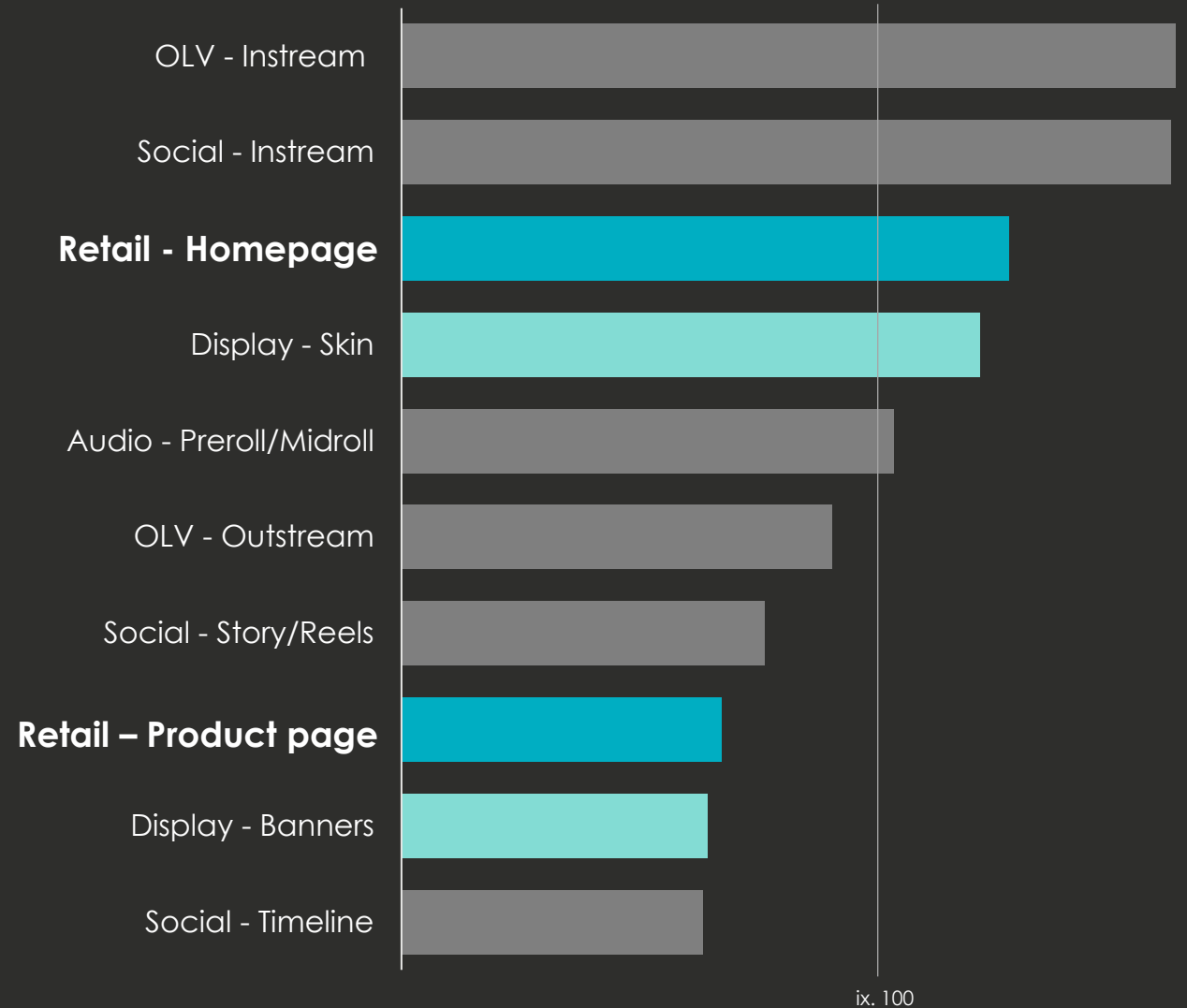
**ADS ARE
7X MORE
IMPACTFUL
AMONG A RECEPTIVE
AUDIENCE**

Capturing ad impact



Retail homepage ads rank third among most impactful formats for **awareness**

Digital ad formats ranked by awareness impact

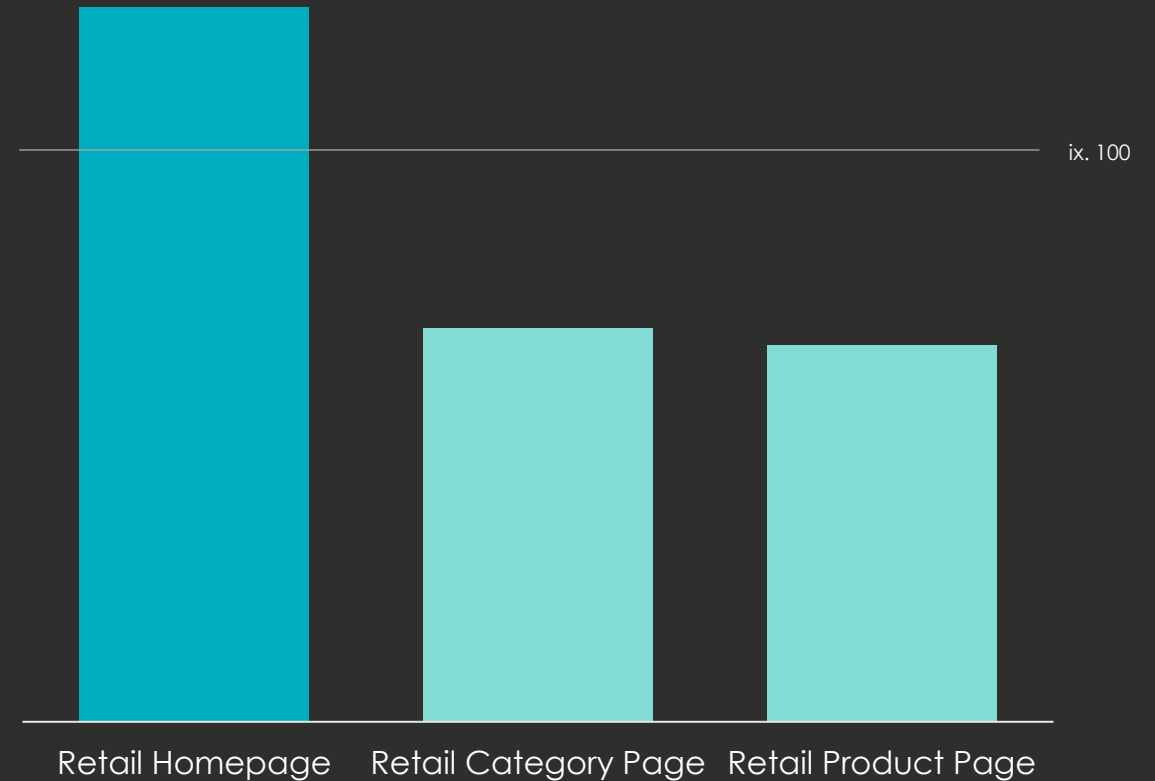




THE IMPACT OF RETAIL 5 INSIGHTS

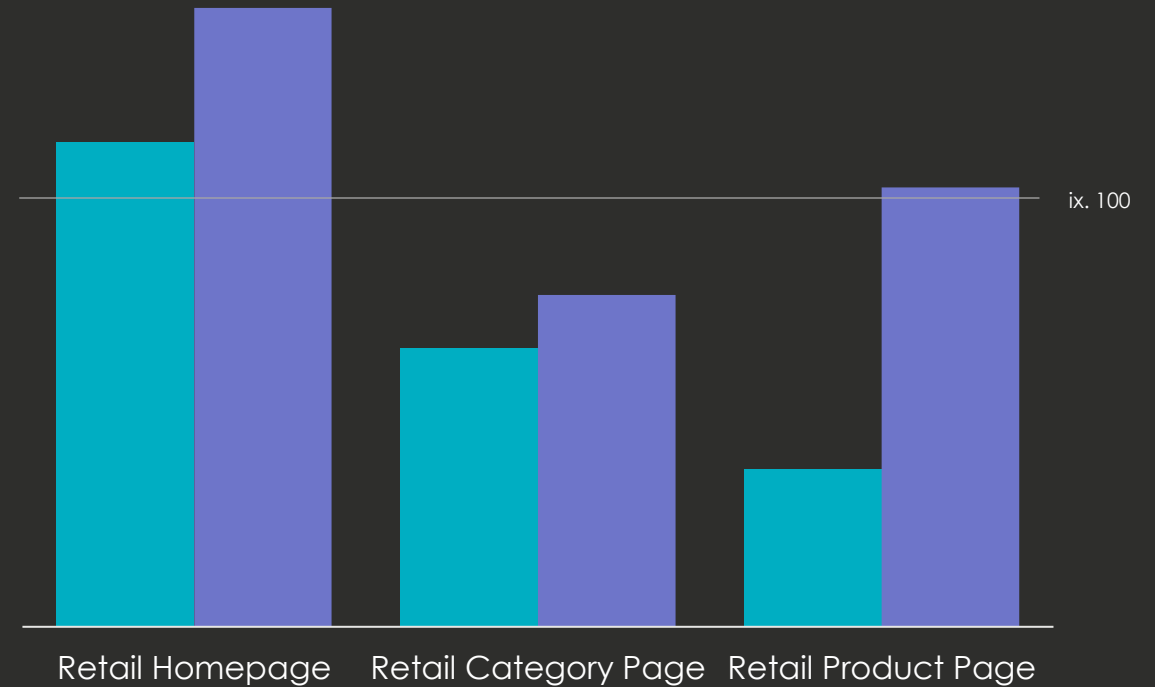
1.
Online retail ads 2x
as impactful when
displayed on the
homepage

Digital ad formats ranked by awareness impact



Digital ad formats ranked by awareness impact

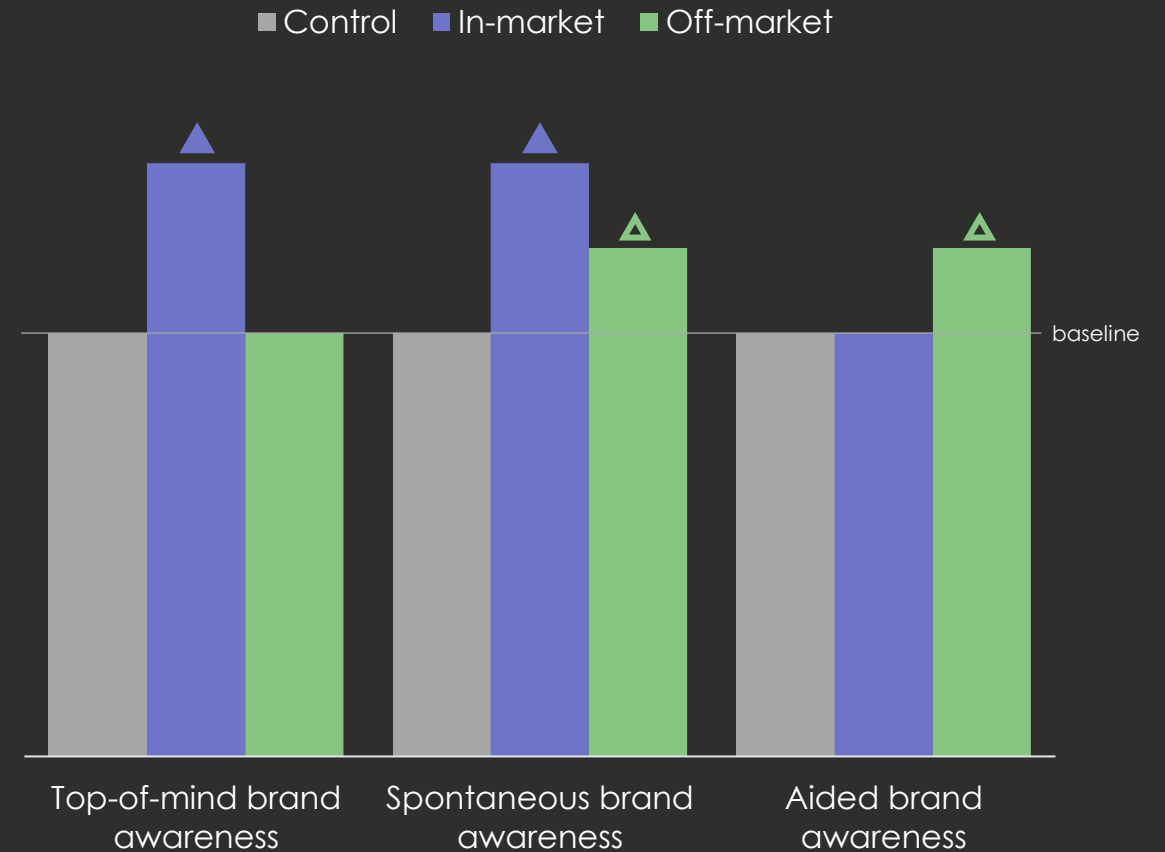
■ Mobile ■ Desktop



2.
Non-homepage ads
are more effective
when viewed on
desktop

3. Retail ads have **65% more impact** on the in-market audience

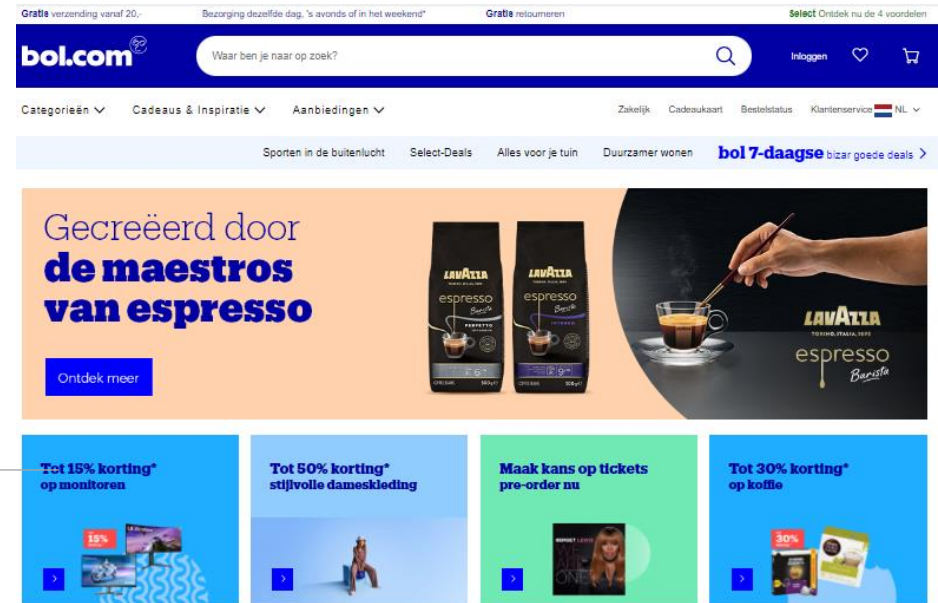
Retail uplift on brand awareness



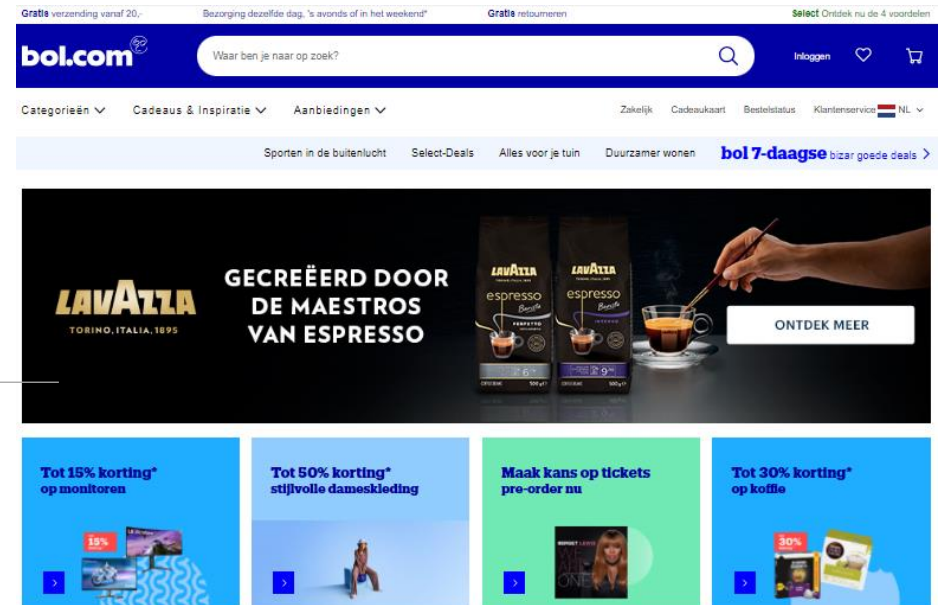
4.

Native ads have **10% more impact** than regular ads

Native:
In style of platform



Regular:
Normal banners



Retail performs strongly on positive ad characteristics ▶▶

And low on the negatives ▶▶

Characteristics of impactful ads

+

Trustworthy

+

Relevant

+

Better quality

-

Too many ads

-

Intrusive

-

Repetitive

5. Endemic ads have **30% more impact** than non-endemic
But only on impactful positions such as homepage

Deze week bij Albert Heijn



Endemic: Sold on platform



Deze week bij Albert Heijn



Non-endemic: Not sold on platform



1. Positioning is key: homepage > product page

2. Product page ads work better on **desktop**

3. Use **retailer data**: +65% impact among in-market

4. Audience is more open towards **native ads**

5. Endemic works, but only on outstanding positions

MeMo²
A KANTAR COMPANY

More info: www.memo2.nl