

# THE RISE OF MEDIA NETWORKS FOR RETAIL AND BEYOND

Delivering privacy and performance for a new wave of growth.



**PRIVACY** **GROWTH**

When marketers were asked if they were planning to increase, decrease, or maintain their retail media network (RMN) spend in 2022, the majority responded that they planned to increase or maintain spending levels.

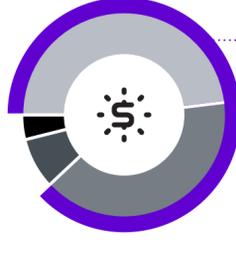
## GET READY FOR GROWTH

Marketers are tightrope walkers. Every day, they balance consumer demand for privacy with new ways to connect with people and grow revenue streams.

Media networks are an applause-worthy way to make everyone happy. Take your first step to growth by learning what advertisers think of media networks, what the industry needs to make them successful and discover opportunities for your brand to improve performance.

### METHODOLOGY

Proprietary data was gathered by Yahoo in 2022. More than 300 U.S. media decision-makers with ad budgets of \$1M+ digital ad spend were surveyed.



**88%**

Said they plan to either maintain or increase their spending on RMNs.

48% Increase  
40% Maintain  
8% Decrease  
4% Don't know



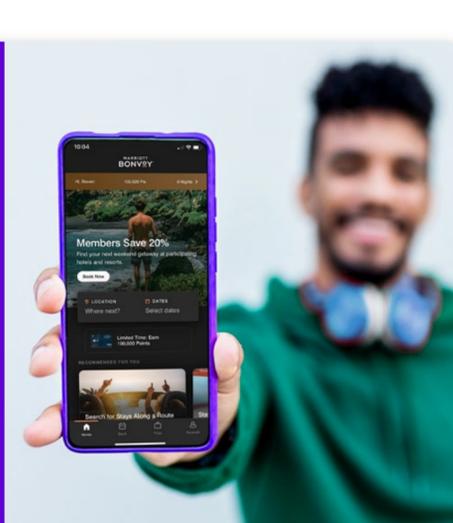
**49%**

Of CPG brand advertisers plan to increase RMN advertising as a replacement for third-party cookies.

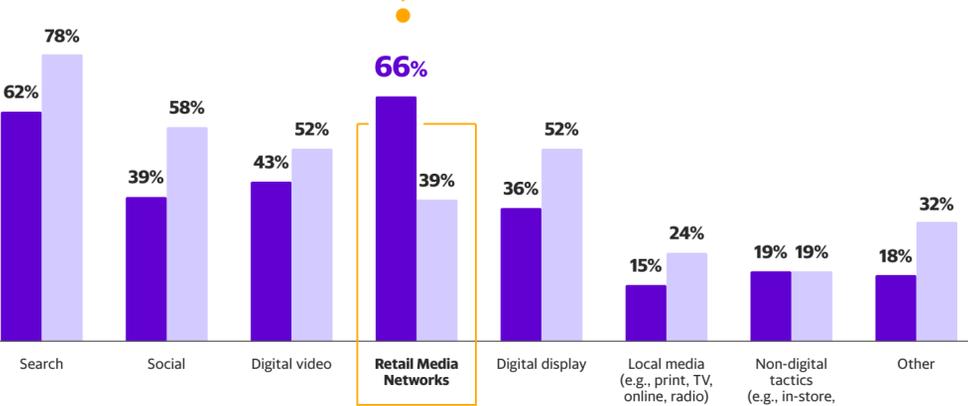
## CPG BRANDS LOVE RMNs FOR ROI

**#1**

When it comes to ROI, CPG brands rank RMNs best, whereas non-CPG brands still prefer using paid search, social and digital display, or video.



■ CPG ■ Non-CPG



### Top 2 benefits for CPG advertisers



**68%**

Rely on RMNs for strengthening the retailer partnership.



**65%**

Look to RMNs for closed-loop reporting.

### RMN spending is looking up in 2022



**26%**

Of CPG ad budgets were allocated to RMNs in 2021.



**30%**

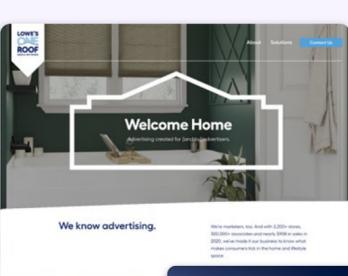
Increase in spend on RMNs expected in 2022.

### SUCCESS STORIES

#### Meet some of our RMN partners

##### Enjoy your stay at our newest media network partner

Yahoo and Marriott International recently announced a collaboration to create the hospitality industry's first media network. The Marriott Media Network will offer tailored brand experiences to 169 million Marriott Bonvoy customers across the Marriott portfolio of 30 brands. Check out the [full story](#) now.



##### Building great media experiences with Lowe's One Roof Media Network (LORMN)

We're powering LORMN's off-site media business, including all inventory outside Lowes.com and the Lowe's app. This is a new opportunity for retail brands to meaningfully connect with consumers through personalized, omnichannel experiences beyond Lowe's owned and operated platforms. Read the [full story](#) now.

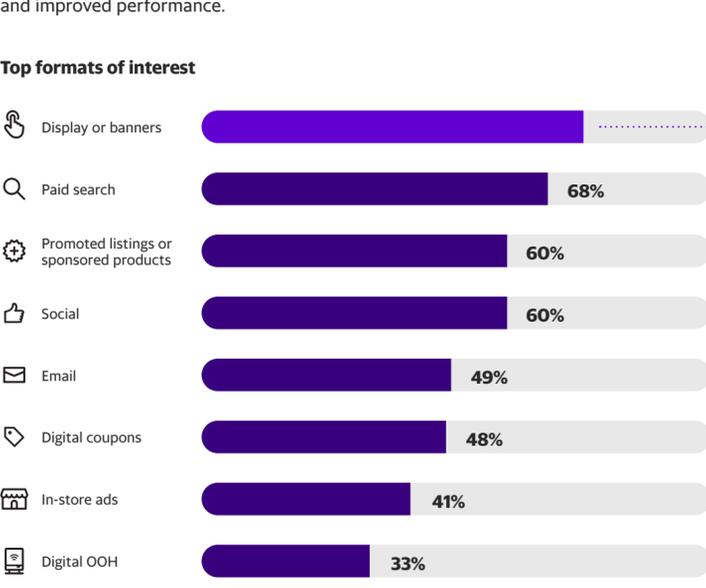
“ ” Our Yahoo partnership fosters unforgettable audience experiences without limits, giving the brands we serve exactly what they need to inspire and engage with their audiences at every stage of their path to purchase.

— **Abi Subramanian, Vice President and General Manager, Lowe's One Roof Media Network**

## WHERE DO RMNs GROW FROM HERE?

While retail is a great place to start, advertisers are looking for additional options, better consumer connections and improved performance.

### Top formats of interest



**75%**

Of advertisers are interested in display advertising on RMNs followed closely by paid search.

56% Of advertisers expect RMNs will grow to include non-retail partners.

32% Of advertisers are interested in advertising with non-retail media networks.

But they want to see the right context, scale and measurement added before investing with these networks.

### Opportunities to improve the RMN experience

Despite ongoing growth, survey participants want:

✓ Easier access to multiple RMNs

✓ More granular sales insights for optimization

✓ Holistic campaign management across RMNs

✓ Reduced costs

✓ Robust self-service tools

✓ Greater access to inventory off site

## INTRODUCING YAHOO MEMBER CONNECT: STRIKE THE RIGHT BALANCE BETWEEN CONSUMER PRIVACY AND GROWTH

Yahoo Member Connect is a future-proof monetization solution for retail (and non-retail) media networks. This cutting-edge solution suite enables businesses to build even more meaningful customer connections via a full-stack offering in advertising reach, data and identity. Ready to improve performance? Yahoo Member Connect can help.

Learn all the benefits of Yahoo Member Connect and how a retail media network can help you grow.

Let's talk today

**yahoo!**