



EBOOK

Retail media strategies for the data-driven seller

How to execute and optimize retail media campaigns

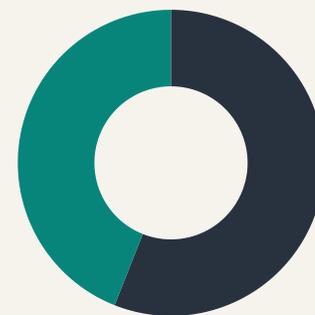


THE RETAIL MEDIA OPPORTUNITY

Ecommerce is getting a little crowded. Consumers have endless choices when it comes to how, where, and when they shop. Instead of choosing one path, they're following nonlinear journeys across multiple channels and touchpoints to purchase.

In fact, according to a 2025 study, 70% of shoppers discover new products at least once a week, with 23% of customers researching products five or more times before buying.¹

For brands and retailers, keeping tabs on this long and winding journey is harder than ever. If consumers are constantly jetting from one website, search engine, AI platform, and marketplace to another, how can you possibly catch their attention—especially when you're surrounded by mounting competition, also chasing those same clicks?



56%

of consumers start their search when online shopping on Amazon

Source: EMARKETER

The answer is through retail media, advertising channels' rising star

Retail media provides a more targeted and effective way to reach consumers when they shop across a multitude of channels.

And we've only seen the beginning of its impact.

In this ebook, we explore the retail media opportunity for ecommerce sellers, including:

- Why retail media is taking the industry by storm
- What elements are critical for optimal retail media performance
- How to increase your retail media efficiency and return on ad spend (ROAS)



THE STATE OF RETAIL MEDIA

U.S ad spend on retail media is predicted to reach \$107 billion by 2027. And global advertising revenue from retail media is expected to surpass television revenue by 2028.

This growth trajectory is truly remarkable, especially compared to other advertising mediums. In just five years, retail media accomplished what took digital ads 14 years and social media 11 years to achieve: \$30 billion in revenue. For this reason, some industry analysts are calling retail media “the third wave of digital advertising.”

Consumers are growing more accustomed to retail media too. When presented with ads for best-selling items in the category they’re browsing, 44% of consumers indicated they pay attention to them and 37% go on to purchase from those ads. Thirty-six percent of shoppers purchase from ads that suggest products they “may also like.”

On Amazon, retail media ads have become so ingrained into the fabric of the site that it’s difficult to tell what’s an ad and what’s non-paid content. But consumers seem to embrace it. In our recent consumer behavior survey, more than 50% of U.S. shoppers said they had purchased a product on Amazon after seeing an ad for it on the platform (and 11% weren’t sure).

As of 2026, Amazon holds 40% of the overall online ad market. Because of this, the marketplace and media giant shows other retail media networks (RMNs) what’s possible. Amazon’s extensive menu of ad types, which includes Sponsored Products, Sponsored Brands (including video content), and Sponsored Display, enables sellers to paint an accurate picture of their brand voice on the platform.

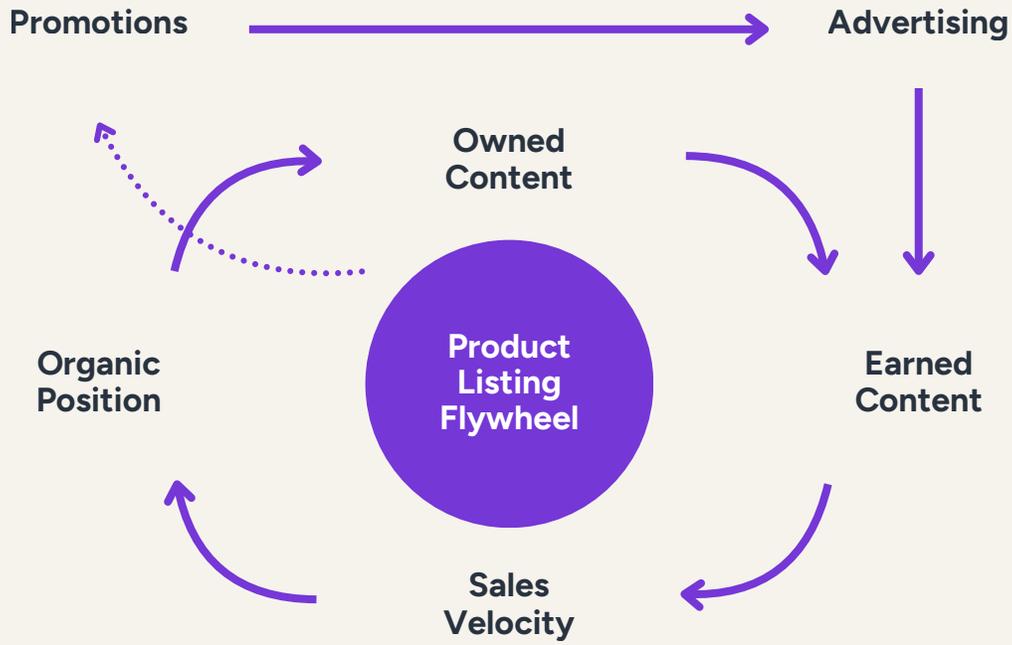


But Amazon isn’t the only one shaping the industry. Walmart, Target, eBay, Home Depot, Lowe’s, Nordstrom, Kroger, CVS, Walgreens, Macy’s, Delta, and Marriott are among the major brands that have recently launched their own retail ad networks. Walmart’s ad revenues are growing twice as fast as Amazon’s, and eBay reported an impressive 35% year-over-year (YoY) growth in its retail media business in the second quarter of 2023.

As retail media embeds itself deeper into the fabric of the ecommerce industry, brands must reallocate budgets to stand out and connect with consumers—all while maintaining efficiency and consistent brand voice.

RETAIL MEDIA ALGORITHMS & PRODUCT VISIBILITY

Every RMN has its own algorithmic nuances. But in general, they all operate with the same core elements. We like to describe these elements as the “logs” around your listings that you can add to your platform presence “fire” to make it burn brighter.



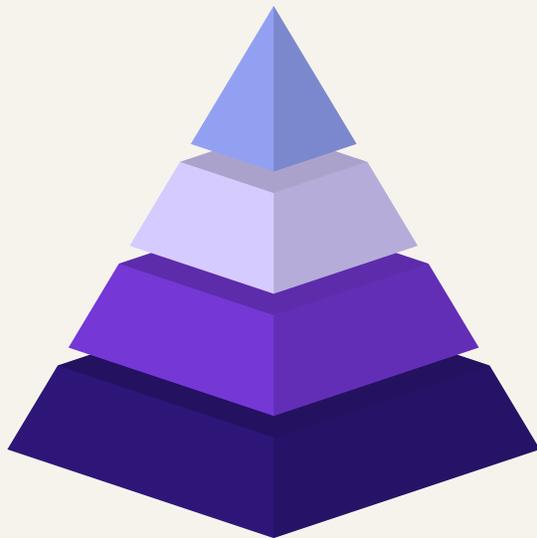
Owned content, such as your listing titles, descriptions, and bullet points, all work together with earned content (such as reviews, star ratings, and comments) to drive conversion. Once orders start coming in, your products start to generate sales velocity. This momentum and product popularity in turn impacts your organic position in search results. The better your organic position, the more exposure your product receives.

The cycle continues on as successful listings affect purchases and sales velocity influences search rankings. To accelerate performance, promotions and advertising ignite the entire process, improving each element exponentially.

THE RETAIL MEDIA STRATEGY PYRAMID

Building a well-balanced retail media account requires the adoption of multiple strategies, each with its own targeting, campaign types, and catalog segmentation. By scaling your account with this multifaceted approach, you can prioritize high ROAS strategies and a strong foundation before investing in broader KPIs, like future growth.

A pyramid structure helps create efficiency throughout the entire process.



Balance your retail media strategy

- 1 Competitor Conquesting
- 2 New Customer Acquisition
- 3 Brand Protection
- 4 Catalog Segmentation & Keyword Harvesting

Catalog segmentation and keyword harvesting form the foundation of a strong retail media program.

Major platforms, including Amazon and eBay, primarily run auto campaigns. These use an algorithm to help you identify your most important keywords and segments so you can focus on what your customers are actually searching for, how it's relevant to your products, and which keywords make the most sense to target.

Auto campaigns enable you to cast a wide net on the search page and reel in what will most likely convert. They can also be a good indicator of what your average account ROAS will be. By establishing a baseline with your auto campaigns, you can guide future goal setting, and establish your average ROAS based on how much growth you can expect.

Brand protection

Protecting your brand is a strong next step for your retail media presence. This includes bidding on branded keywords, as well as product detail page protection.

On Amazon, these tactics can cover all campaign types. Brand protection allows you to guard your brand against competitors within your category while serving as an educational tool for customers who are learning about your brand.

You can expect a higher ROAS on brand protection campaigns, as customers who search by your brand name or scan your detail pages know what they're looking for and are ready to buy. In this way, individual clicks may convert shoppers much quicker than a longer discovery journey. By investing in brand protection and expanding your coverage, you can improve your overall account efficiency, building on your ROAS and strengthening the power of each ad dollar.

New customer acquisition

After you've exhausted your brand-aware audience, new customers will help you grow your business and continue generating revenue. This is especially true if you offer a smaller catalog of products and the average lifespan of your customer is shorter.

New customer acquisition campaigns can include integration of upper to mid funnel channels, including DSP, as well as nonbranded category keywords harvested from your auto campaigns, category targeting, or "similar to" audiences. Testing multiple creative concepts will also provide additional coverage. For example, Sponsored Brand Video has a very high click-through rate thanks to high visual engagement.

You can also expect acquisition campaigns to have a lower-than-average ROAS, as these customers are usually at the start of the journey, requiring more time to select their preferred product.

For this reason, it's important to pair brand protection and new customer acquisition campaigns together. As shoppers become aware of your brand, they may think of your products and look for them specifically upon continuing their search. By combining these campaigns, you can establish your average or goal ROAS knowing brand protection is on the higher end and customer acquisition will be on the lower end of your results.

Competitor conquering

This stage is similar to the new acquisition phase, but targets your competitors' customers. It is not uncommon to have a low ROAS for this strategy because the goal is to interrupt the customer shopping journey of a competing brand and turn their attention to your product(s). The shopper may not be ready to purchase from you just yet, resulting in a low conversion rate. Cost-per-click may also be high, especially if your competitor is investing in their own brand protection. For this reason, investing in this strategy requires willingness to spend a little more for these clicks.

Instead of focusing on ROAS or conversion rate as your main KPIs for these campaigns, aim instead for high click-through rates and increase in share of voice for your brand. This will demonstrate how often you bring brand-unaware customers to your detail page. It can help you get a feel for how large the pool is of shoppers who are just now discovering your brand.

INCREASE YOUR RETAIL MEDIA EFFICIENCY

Prioritizing efficiency is a natural desire for any advertiser. But at what point does efficiency limit your overall growth? It's important to establish goals and vary your strategies to achieve both.



Establish target ROAS for each strategy

Establishing individual ROAS goals for each of your targeting strategies is important for measuring overall growth and keeping your account constantly generating new-to-brand customers. These goals help create overall efficiency for your account, while maintaining balanced growth.

For instance, you might set a goal ROAS of \$12.50. Breaking it down into individual strategies helps you plan and visualize how you will actually achieve it. In this example, your auto campaigns may hover around the average at a \$10 return, whereas brand protection campaigns are highly efficient at \$20 and new customer acquisitions produce smaller ad returns. But together, these strategies and results help achieve your goal or average ROAS.

Establish ROAS Goals Across Strategies

Account: \$12.50 ROAS

Auto
\$10 ROAS



Brand Protection
\$20 ROAS



New Customer Acquisition
\$6.5 ROAS



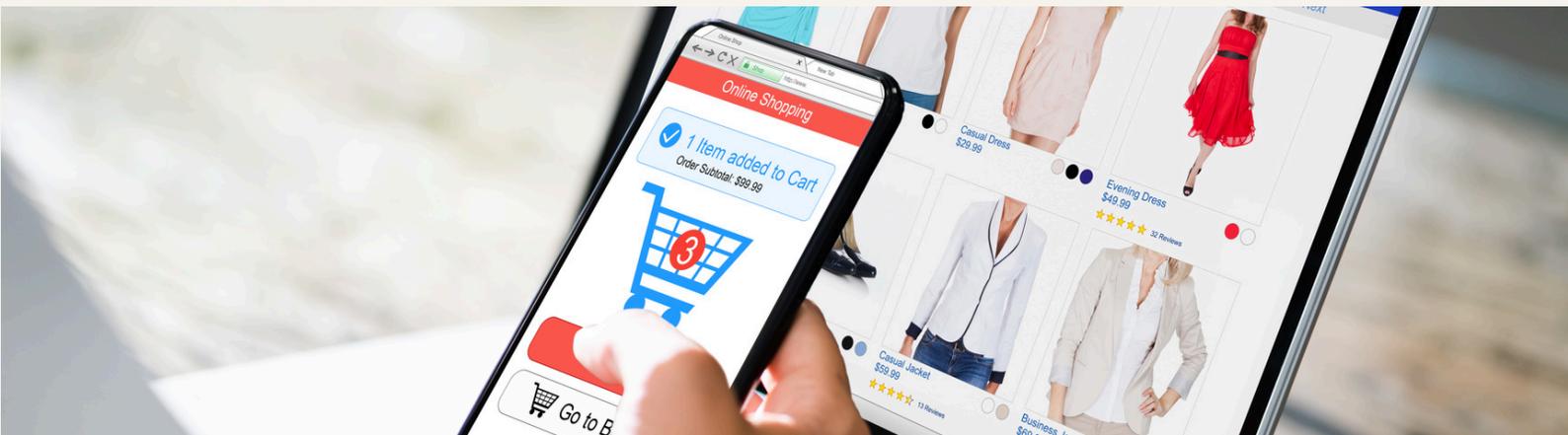
OPTIMIZE CAMPAIGNS AND ALLOCATE INVESTMENT ACCORDING TO ROAS GOALS

Once your campaigns are up and running, optimizing your performance can help you actually achieve your targets. Inefficient campaigns fail to recoup your investment, while campaigns that are too efficient slow your overall growth. In response, try these corrective measures:

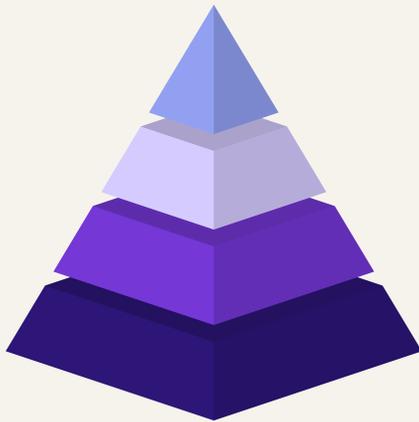
TOO EFFICIENT	INEFFICIENT
<ul style="list-style-type: none">• Increase daily budgets on any campaigns meeting their ceiling	<ul style="list-style-type: none">• Decrease spend on inefficient/poorly converting targets and ads
<ul style="list-style-type: none">• Explore acquisition and conquering strategies	<ul style="list-style-type: none">• Utilize negative keyword targeting
<ul style="list-style-type: none">• Test new creative assets	<ul style="list-style-type: none">• Explore day-parting opportunities
<ul style="list-style-type: none">• Conduct continuous keyword and category research	<ul style="list-style-type: none">• Reduce investment in acquisition and conquering
<ul style="list-style-type: none">• Consider an overall budget increase and allocate toward growth strategies	<ul style="list-style-type: none">• Re-evaluate your ROAS goals per strategy

Depending on the ad platform, you can make these optimizations manually or (ideally) automatically to continually improve while making your job easier.

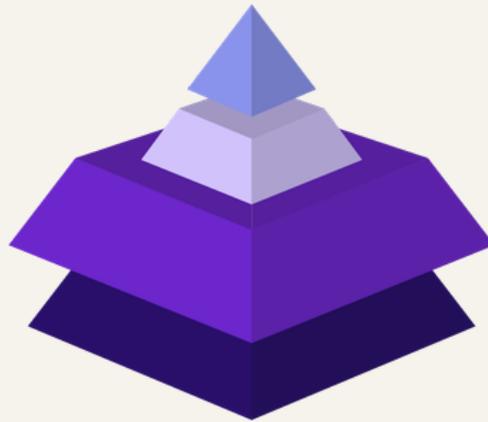
Ad investment should also go hand in hand with your ROAS goals. For instance, if you're prioritizing efficiency and hoping to increase ROAS, invest more heavily in brand protection. Brand protection campaigns include branded keyword bids and product detail page ad placements. They typically perform at a high ROAS since customers are closer to their buying decisions.



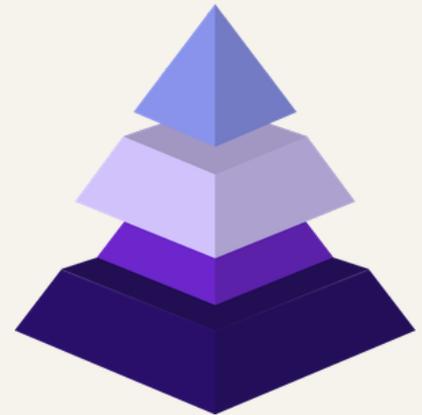
ALLOCATE INVESTMENT ACCORDING TO ROAS GOALS



Balance



Efficiency



Growth

If you're in a growth phase, it's smarter to invest more heavily in customer acquisition and conquering strategies, such as nonbranded keywords, category exploration and clicks versus conversions. By thinking about your strategy in phases, you can invest with flexibility as your goals change.

Shift strategy and goals to match the customer journey

Another approach to strategic planning and budget allocation is to consider the customer journey and marketing funnel from start to finish. By matching your strategy to the customer journey, you can start to identify goals beyond just meeting a ROAS target.

Want to increase new-to-brand customers? Need to improve conversions? Once you identify these goals and priorities, you can appropriately allocate budget to each stage of the customer journey, from awareness to consideration to conversion and beyond. Each phase includes several campaign and targeting types for full coverage and visibility on your advertising platform.



RETAIL MEDIA BEST PRACTICES

Your retail media strategies and goals won't mean anything if your ads don't perform. Whether you're a veteran in the space or new to the game, these retail media best practices are the most effective tactics to increase your advertising success.

Don't neglect your product content—optimize it strategically and often

Your product content is truly the foundation of every campaign. That's because great content influences every performance metric, from showing up in search results to increasing conversion to strengthening ad relevance. The more relevant the ads, the more efficient your ad spend is and the more room in your budget to scale.

Tailor your campaigns to how shoppers actually search by:

- Providing six or more clear, high-quality images
- Using at least 80 characters in titles with product-identifying terms
- Writing with detail and proactively answering questions shoppers might have
- Improving "skimmability" with concise, catchy bullets that simplify and describe the product

Amazon A+ Content

Amazon A+ content is a highly effective tool available to brand registered sellers. It allows you to develop a deeper brand and product story with highly visual, branded content below the search page fold. Amazon says this eye-pleasing content is not only easier for consumers to understand, but can increase total sales by 3%-10%.

[Get more Amazon A+ content best practices](#)

Refine targeting on product detail pages (PDPs) with Sponsored Products

On Amazon, Sponsored Products are a great way to conquest competitors and defend your brand against competing pages. They provide optimal product page coverage by:

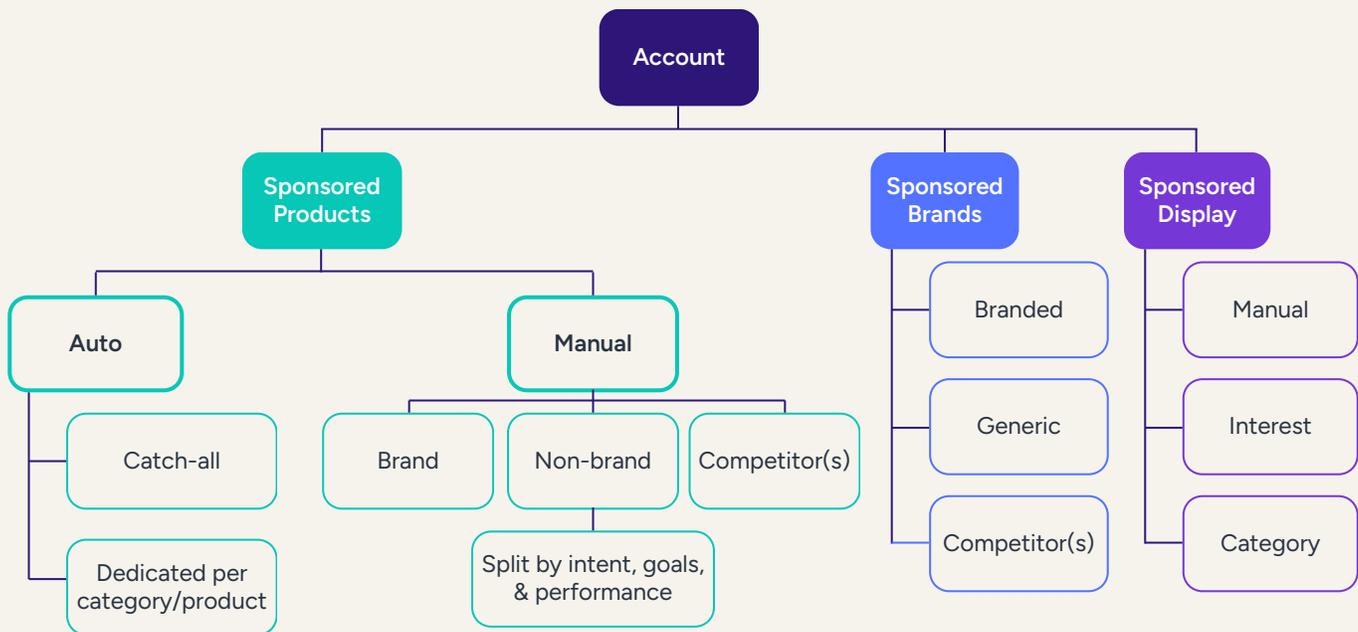
- Targeting your own Amazon standard identification numbers (ASINs) to eliminate competitor real estate
- Providing a boost with high impression placement to increase conversion from other paid sources like Sponsored Brands or Sponsored Display

Additionally, you can update the product page bid modifier to be more aggressive on your product page placements.

Don't forget about other Amazon ad types, either. Use Sponsored Display Ads to target competitors with placements right below the Buy Box. Or, use Sponsored Brand Video to welcome shoppers and show off your most engaging digital content.

Clean up your account structure to enable automation

Before you can even begin to consider automating your campaigns, you must have a clean account structure. Organization and clarity are key and may manifest in an account structure that looks something like this:



Structuring your account based on your goals, intent and performance allows for better budget allocation, strategic bidding and efficient automation. The work you put in up front is likely to pay off with better performance in the end.

Automate your ad management

If you want to effectively operate at scale, automation is absolutely essential. Automation can especially be a game changer for segmentation and ad management.

Without the need for constant monitoring, automation allows you to:

- Manage ads based on filter criteria you set (e.g., selling performance, new products, clearance products)
- Pause ads for products that no longer meet defined criteria
- Add or unpauses products in an ad group as they meet defined criteria
- Activate product and sales data from all your marketplace listings

Test, test, test

Nothing is constant. Especially not in ecommerce. Testing is absolutely essential to the success of your retail media program, but is often forgotten. You can continue to innovate and improve performance by reviewing your analytics, trying new strategies and making adjustments.

RITHUM HELPS YOU DRIVE E-COMMERCE GROWTH WITH EFFECTIVE RETAIL MEDIA SERVICES

As retail media takes off and new ad formats increasingly cover the full depth of the sales funnel, improving your ad program is a no-brainer for e-commerce success. For every retail media campaign you launch, ChannelAdvisor can help you plan and execute from a centralized platform.

Whether you're growing brand awareness or chasing new ROAS targets, we help you automate your retail media program and focus on the right levers to achieve your overall business goals. Most importantly, by combining the strength of our technology with the experience of our ecommerce experts, we're able to streamline your retail media campaigns setup, management and tracking—helping deliver sales growth and a higher return on your ad spend.

1. *The modern customer journey: Understanding multichannel discovery, research, and purchase patterns* report from emarketer and impact.com

Rithum (formerly CommerceHub and ChannelAdvisor) is a leading global commerce solution that supports the entire commerce journey—from product listing and discovery to order fulfillment and performance optimization. By streamlining the path to purchase, Rithum enables brands and retailers to operate more efficiently, so they can maximize profitability.

With AI-powered automation, unified insights, and seamless integration across commerce and media channels, Rithum enables your team to focus on growth strategies while we handle the complexity of omnichannel orchestration. Whether you're launching new products, expanding into new markets, or optimizing retail media campaigns, Rithum helps you turn every customer touchpoint into a revenue-driving opportunity.

Top global retailers and brands, including Adidas, Best Buy, B&Q, Draper Tools, The Home Depot, and Zalando, trust Rithum to streamline their commerce operations and maximize results. With teams based in the U.S., U.K., Ireland, Spain, and Australia, we partner with clients worldwide to make commerce smarter, faster, and more connected.