

# Retail Media Launch Timeline

New retail media networks and key features launching in 2022 and beyond

As more retailers launch their own retail media networks, eCommerce advertisers are beginning to treat their media mix like a stock portfolio. Look to diversify and get ahead of new trends in 2022 with this retail media launch timeline.

## **\$50 Billion**

US digital retail media advertising will surpass \$50 billion by 2023, representing nearly 20% of digital ad dollars. This is up from 10.1% in 2019.

## Brands Are Experimenting with New Retail Media Networks

- **81%** plan to spend more media dollars with retail media networks this year
- **62%** want access to their first-party data
- **77%** work with Amazon, while 56% work with Walmart Connect, 29% with eBay, and 27% with Home Depot

## Retail Media Timeline

More networks than ever launched in the past year and new retailers and ad features are coming. Here are the major dates and launches to inform your strategy:

May 2019 - Target rebrands its digital-advertising business as Roundel

May 2020 - Instacart launches Instacart Ads

January 2021 - Walmart launches Walmart Connect and partners with The Trade Desk

April 2021 - Dollar Tree launches Chesapeake Media Group

June 2021 - Gopuff launches Gopuff Ad Solutions

July 2021 - Publicis Group acquires retail media platform CitrusAd

October 2021 - Lowe's launches Lowe's One Roof Media Network

October 2021 - Kroger launches Kroger Precision Marketing

January 2022 - Instacart Ads introduces brand pages and new display ad options

February 2022 - Brand campaigns begin on Albertson Media Collective

February 2022 - Michaels partners with Criteo to enable retail media advertising

February 2022 - Best Buy launches Best Buy Ads

March 2022 - Criteo finalizes acquisition of IPONWEB, a Market-Leading AdTech Platform Company

Sidebar/Popout stats for the timeline:

- 76% of brands rate Walmart Connect's off-site media placements as good or excellent
- 61% of brands have seen a strong ROI from Dollar General
- 91% of brands rate the targeting effectiveness of Kroger Precision Marketing as good or excellent

#### Sources

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