

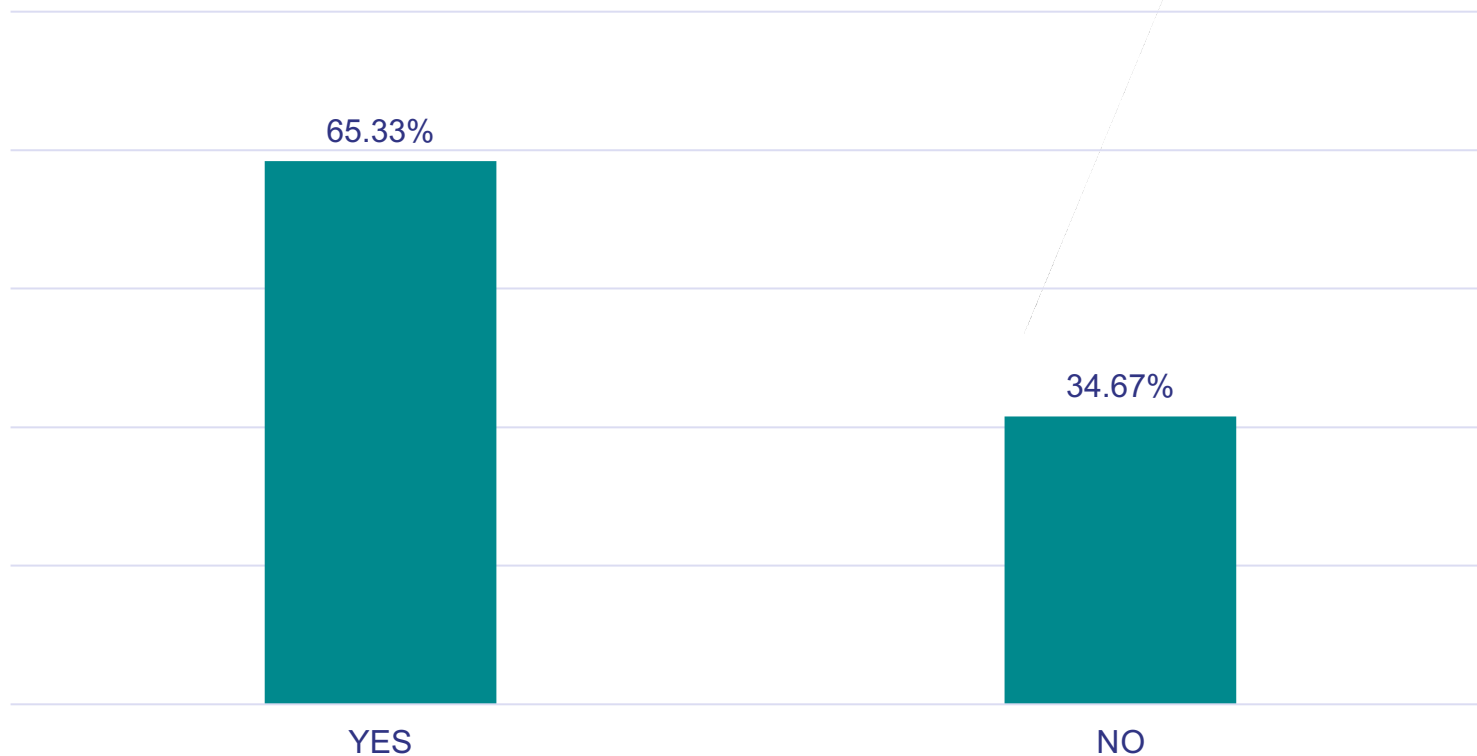


INMAR INTELLIGENCE RMN BRANDS SURVEY OVERVIEW

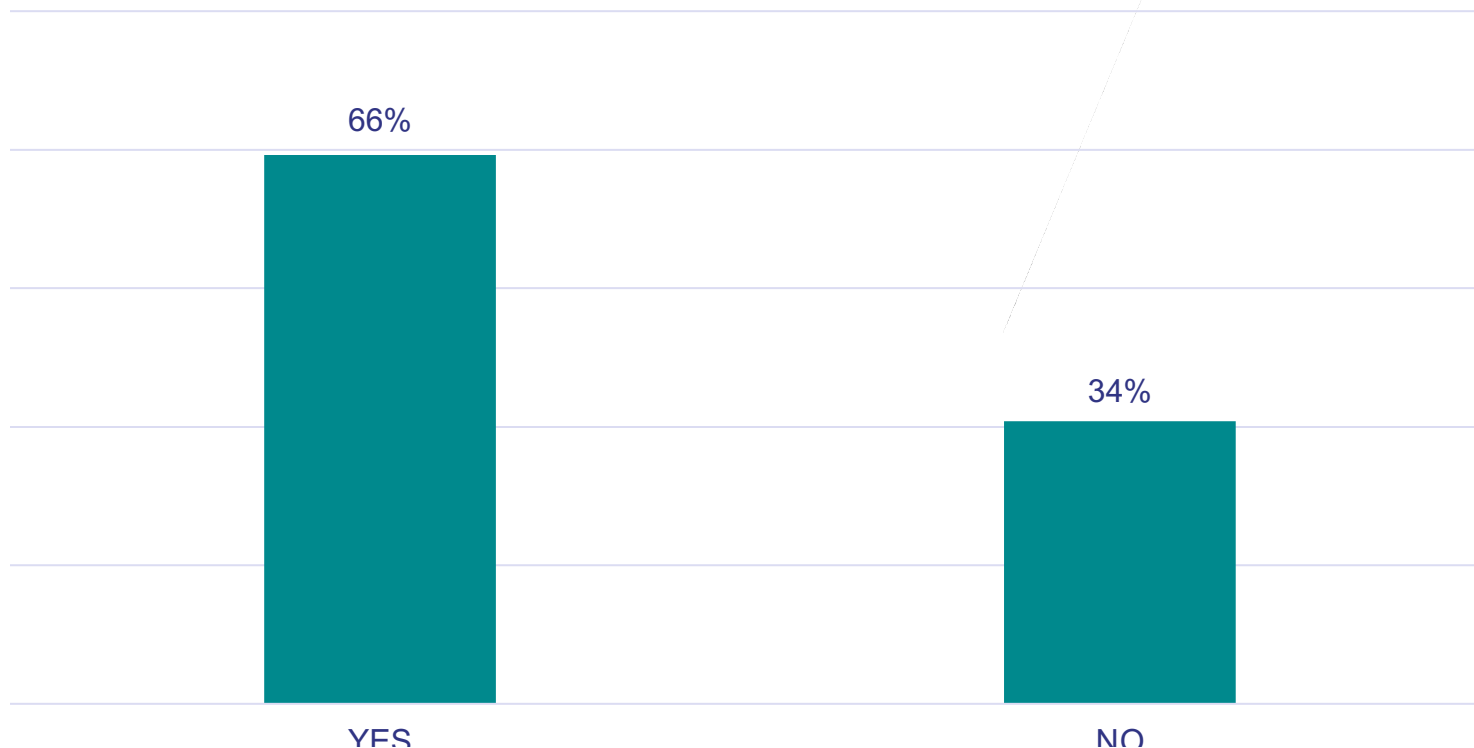
Inmar Intelligence RMN Brands Survey

- **300 U.S. employees working full-time in a Marketing/Sales function at a Consumer Packaged Goods (CPG) company**
- **Thursday, April 15 – Friday, April 30**

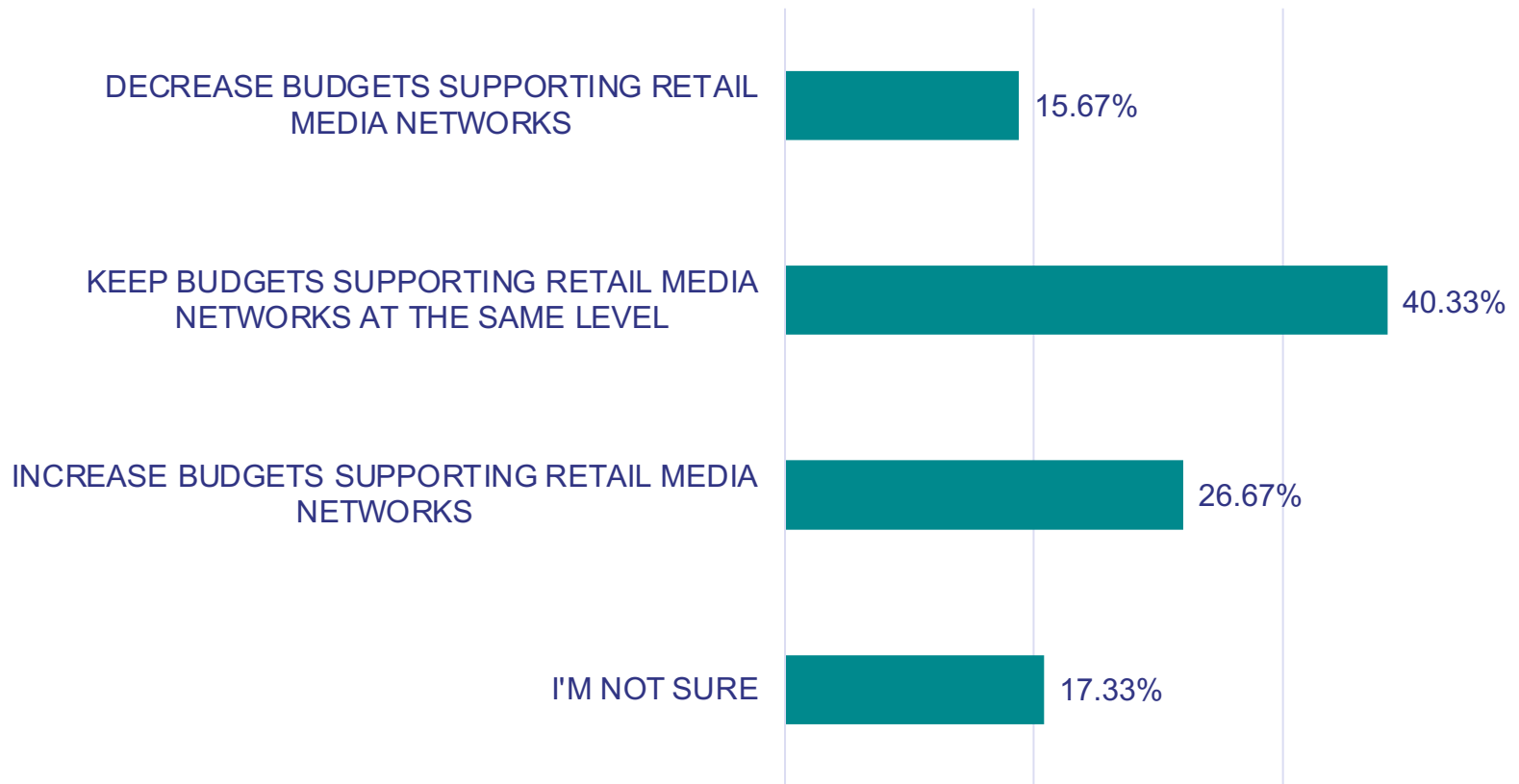
DID YOU RUN A MEDIA CAMPAIGN WITH A RETAIL MEDIA NETWORK IN 2020?



ARE YOU PLANNING TO RUN A MEDIA CAMPAIGN WITH A RETAIL MEDIA NETWORK IN 2021?



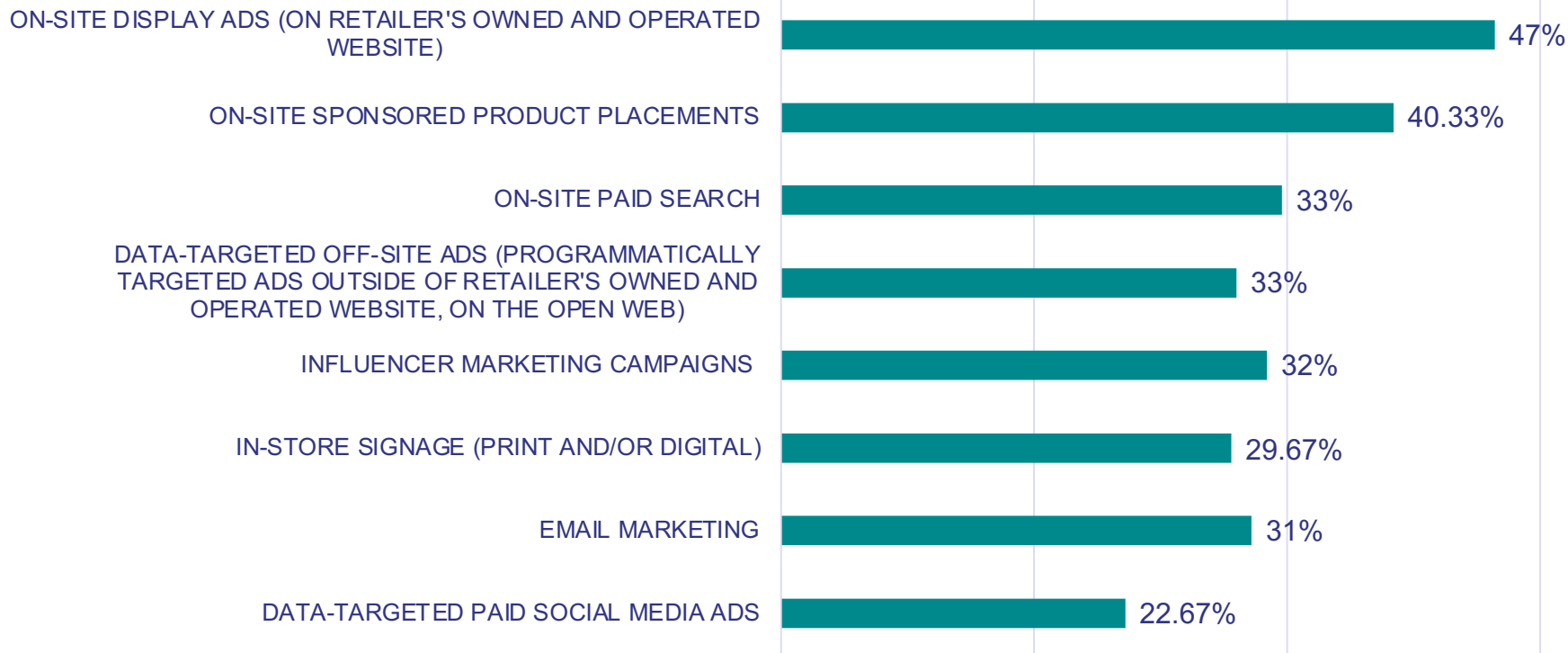
IN TERMS OF ADVERTISING BUDGET, I PLAN TO:



RANK THE FOLLOWING RETAIL MEDIA NETWORKS BASED ON HOW MUCH BUDGET YOUR ORGANIZATION ALLOCATED TOWARDS THEM IN THE LAST 6 MONTHS (1 BEING MOST MONEY SPENT, 9 BEING LEAST MONEY SPENT):

	1	2	3	4	5	6	7	8	9	MEAN
WALMART CONNECT (FORMERLY WALMART MEDIA GROUP)	78	30	30	28	29	27	27	20	31	4.2
CVS MEDIA EXCHANGE	22	45	34	45	33	38	25	35	23	4.8
ALBERTSONS PERFORMANCE MEDIA	19	27	50	30	32	30	43	36	33	5.2
DG (DOLLAR GENERAL) MEDIA NETWORK	33	37	35	36	31	41	30	33	24	4.8
WALGREEN ADVERTISING GROUP (WAG)	24	28	32	46	66	26	22	25	31	4.9
ROUNDEL (TARGET)	32	39	31	44	35	40	34	25	20	4.7
RITE AID PERFORMANCE MEDIA	22	27	39	31	22	33	60	31	35	5.4
KROGER PRECISION MARKETING (KPM)	26	37	34	18	26	39	31	64	25	5.3
OTHER	44	30	15	22	26	26	28	31	78	5.6

WHAT TYPES OF RETAIL MEDIA HAVE YOU PURCHASED FROM THESE NETWORKS?



Percentages above represent total respondents

WHICH TYPES OF RETAIL MEDIA DO YOU PLAN TO ALLOCATE MORE BUDGET TOWARDS IN 2021?

ON-SITE DISPLAY ADS (ON RETAILER'S OWNED AND OPERATED WEBSITE)

41.67%

ON-SITE SPONSORED PRODUCT PLACEMENTS

38.33%

ON-SITE PAID SEARCH

33.33%

DATA-TARGETED OFF-SITE ADS (PROGRAMMATICALLY TARGETED ADS OUTSIDE OF RETAILER'S OWNED AND OPERATED WEBSITE, ON THE OPEN WEB)

37.33%

INFLUENCER MARKETING CAMPAIGNS

29.67%

IN-STORE SIGNAGE (PRINT AND/OR DIGITAL)

28.33%

EMAIL MARKETING

31.33%

DATA-TARGETED PAID SOCIAL MEDIA ADS

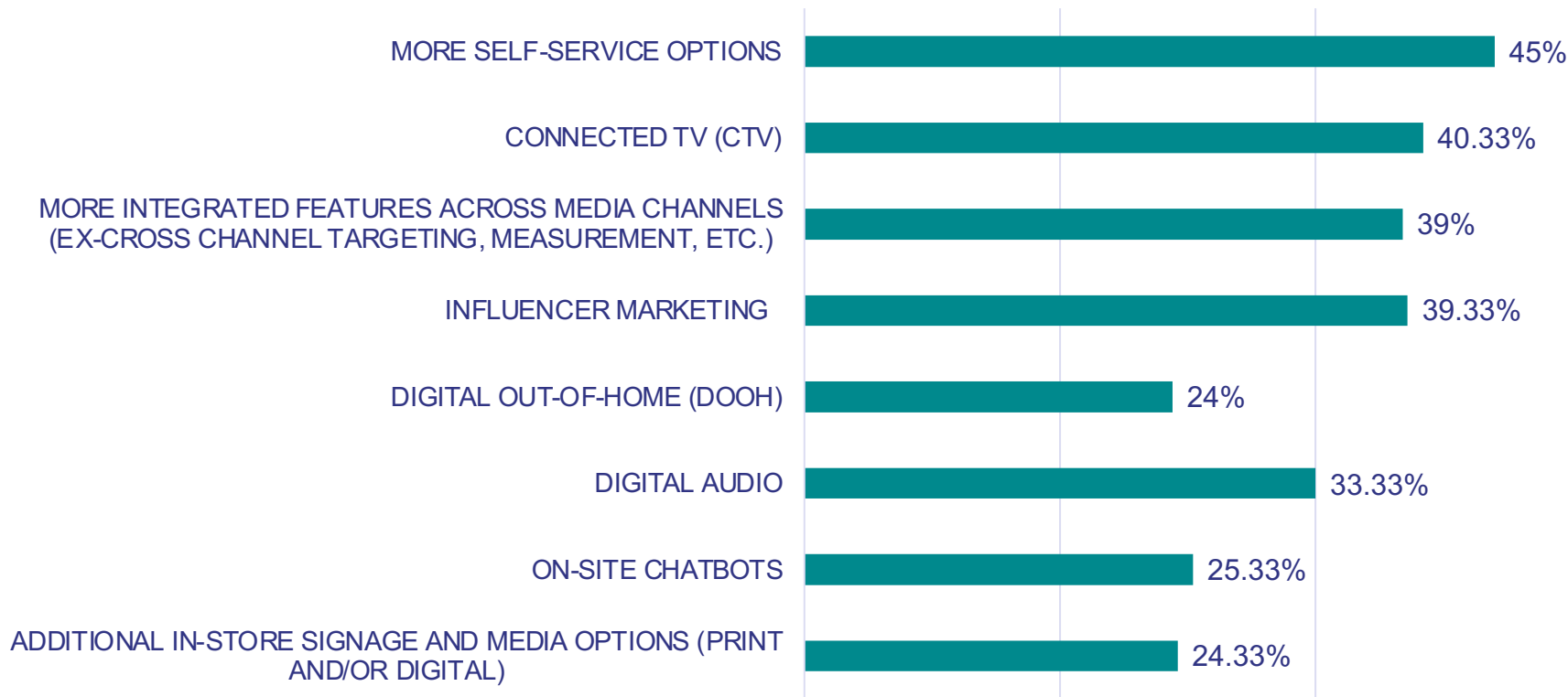
22.33%

Percentages above represent total respondents

WHICH CAPABILITIES OF RETAIL MEDIA NETWORKS NEED THE GREATEST IMPROVEMENT? (RANK IN ORDER OF PRIORITY)

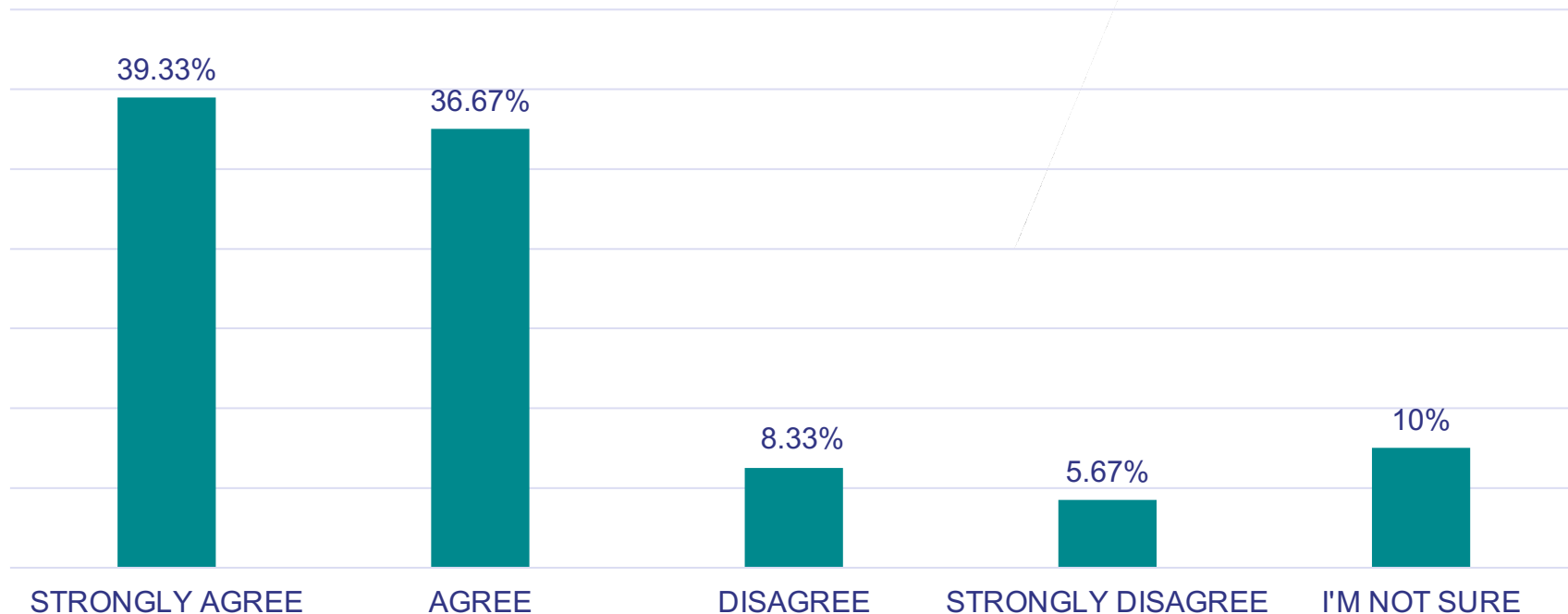
	1	2	3	4	5	6	MEAN
TARGETING OF KNOWN SHOPPERS USING RETAILER DATA	88	49	39	34	44	46	3.1
SELF-SERVICE OPTIONS	46	71	48	48	53	34	3.3
SALES MEASUREMENT AND REPORTING	23	51	70	53	62	41	3.7
NEW CREATIVE FORMATS	48	41	57	82	34	38	3.4
CAMPAIGN OPTIMIZATION	40	51	44	46	65	54	3.7
NUMBER OF TACTICS AVAILABLE TO REACH KNOWN RETAIL SHOPPERS	55	37	42	37	42	87	3.8

WHICH TACTICS OR FEATURES WOULD YOU LIKE RETAIL MEDIA NETWORKS TO ADD TO THEIR SOLUTIONS?



Percentages above represent total respondents

WHAT IS YOUR OPINION OF THE FOLLOWING STATEMENT: ALL RETAILERS AND GROCERS SHOULD HAVE SOME FORM OF RETAIL MEDIA NETWORK SOLUTION IN PLACE TO SUPPORT THEIR CPGS ADVERTISING AND MARKETING EFFORTS.



RETAILERS ARE WORKING TO BETTER INTEGRATE ALL MEDIA CHANNELS AND CAPABILITIES WITHIN THEIR RETAIL MEDIA NETWORK. WHICH OF THE FOLLOWING INTEGRATED FEATURES DO YOU FIND THE MOST APPEALING?

