



# The **Full-Funnel** Retail Media Formula

A PLAYBOOK FOR MARKETERS

skai®

# Executive Summary

Today's consumers enter and exit the buying journey at any point, and, in a channel like retail media, a conventional marketing approach can't keep up. Full-funnel retail media has been a topic of conversation for some time as a way to better align with this new market reality, but little has been written on how to implement it effectively. Within these pages, you'll find a clear and actionable, full-funnel framework to retail media that actively engages consumers at every touchpoint in order to move them seamlessly from one step to the next on their path to conversion.

**This isn't just about staying competitive; it's about staying ahead.**



## Key Tenets of the Full-Funnel Retail Media Formula



### No fixed roles for ad formats, placements, or networks

Retail media elements should not be pigeonholed to any funnel stage.

For example, video ads traditionally thought to be top-of-funnel can be effective at any stage.



### Targeting/Messaging should nudge customers down the funnel

Prioritize purchase path signals rather than broad behavior during audience segmentation.

For example, price-checking customers should receive promotional ads to push them toward purchase.



### Tailor goals/metrics to the strategy for each funnel stage

Align each element of the campaign with the bespoke strategy for each stage of the funnel.

For example, top-funnel campaigns should focus on metrics like reach or brand lift, not ROAS.

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## INTRODUCTION

### The Full-Funnel Retail Media Formula

For years, you've embraced the evolution of digital commerce and integrated retail media into your omnichannel strategy. With every passing year, you've refined your approach, tackling new ad formats, experimenting with placements, and finding ways to make each retail media network work harder for your brand.

Results have been pretty good, and you feel confident you're making good use of all the retail media elements—ad formats, placements, and networks—to drive performance. But as competition intensifies and consumers move more fluidly between digital and physical channels, the time has come to up-level your strategy.

**A full-funnel approach to retail media** has been widely embraced as the right way to engage consumers at every stage of their buying journey, yet it has never been fully defined. Experts have long pointed to this method as an ideal end-state solution, but few have provided a clear path forward. In response, we present the **Full-Funnel Retail Media Formula**—a clearly defined approach that transforms a loosely understood concept into a structured, actionable strategy.

Full-funnel is more than just being present at every stage of the funnel. It's about knowing how, when, and where to deploy retail media tools with precision, ensuring that each consumer interaction moves audiences toward conversion and loyalty. Whether it's reaching new customers through targeted sponsored ads or driving conversions with in-store placements, the Full-Funnel Retail Media Formula enables you to dynamically adapt and optimize your strategy for measurable success.

This report illustrates how a full-funnel approach can be tailored to your specific needs. It's not a rigid blueprint but a practical guide offering best practices and real-world examples to help you shape and refine your strategy. We aim to support you on your own full-funnel retail media journey, providing insights that can keep you competitive and aligned with your marketing goals.

## FIRST STEP

### Evolve the Marketing Funnel

The marketing funnel is an old concept, and for that reason alone, some marketers feel it's out of date. However, it still holds value by helping marketers wrap their heads around what can often feel like an unwrappable challenge—understanding a diverse group of individuals well enough to run a program that can effectively address them all.

The funnel still works because every brand has 3 distinct types of customers:

- 01.** Consumers who have never heard or know very little about you
- 02.** Consumers who are actively searching for solutions to their problems which your brand may solve
- 03.** Consumers who are active and ready to buy

Of course, these three segments align to the traditional marketing funnel. So, while somewhat of an outdated model to some, the fact is that it still represents a top-level way to view any brand's audience.



However, marketing has changed and so the funnel must too. For this new, full-funnel approach, we must first evolve the role of the funnel stages to incorporate retail media's sophisticated capabilities:



## TOP OF FUNNEL

### **Evolve from broad reach to precision targeting at scale**

The top of the funnel has been historically used to drive mass awareness, casting a wide net, and hoping to reach as many people as possible. We must shift this rather blunt focus to using retail media at the top of the funnel for precision targeting at scale to build awareness while maintaining maximum reach. By leveraging data and advanced targeting methods, you can ensure your retail media program reaches the right people at the right time, resulting in more meaningful interactions with your audience.

## MIDDLE OF FUNNEL

### **Evolve from consideration to shaping decision criteria**

The middle of the funnel has traditionally focused on nurturing consideration and staying visible to potential buyers as they evaluated options. We must evolve this approach to shaping the buyer's decision criteria. It's about using personalized messaging, dynamic ads, and smart targeting to actively influence how consumers make decisions in order to position your brand as the best option. The goal is that when they are finally ready to purchase, your product logically makes the most sense to buy — ideally never even realizing that you defined their selection process.

## BOTTOM OF FUNNEL

### **evolve from driving conversions to closing the sale**

Bottom-funnel customers are often regarded as the most valuable, and they typically command a significant portion of the ad budget — as they should — because they're on the edge of making a purchase. But to truly close the sale, you need more than just broad, segmented offers and coupons; you need to approach this stage like a skilled salesperson. Just as a salesperson adapts their pitch based on individual needs, retail media's powerful data segmentation lets you craft precise, relevant offers for each group. For example, instead of treating all price-sensitive shoppers the same, break them into frequent deal seekers, loyal bargain hunters, or first-time price-conscious buyers—each requiring the right combination of personalized tactics to seal the deal.

## Conventional Approach vs. The Full-Funnel Retail Media Formula

The following table highlights how retail media strategies have typically been approached and shows how the Full-Funnel Retail Media Formula redefines each of these practices for modern, dynamic marketing.

Conventional Approach	Limitations	Evolving To	New Value
Goal of every ad impression is driving conversion	Consumers rarely want to skip steps; pushing conversion too soon can alienate or lose potential customers.	Goal of every ad impression is moving consumers through the purchase path	Addresses each consumer based on where they are in the journey, at scale, guiding them seamlessly through each funnel stage at scale.
Segmentation-Based Targeting	Assumes that all consumers within a segment behave the same, overlooking nuanced behaviors and individual journey differences.	Behavior-Driven Adaptation	Dynamically adapts targeting based on real-time behavior, allowing for more precise and personalized experiences at each stage of the funnel.
Predefined Elements (Ad Formats, Placements, Networks)	Rigid assignment of elements (ad formats, placements, networks) to specific funnel stages misses opportunities for more impactful engagement.	Fluid Use of Elements	Data and consumer behavior inform which elements (ad formats, placements, networks) should be used where. This fluidity creates more impactful consumer interactions.
Fixed Budget Allocation per Funnel Stage	Budgets don't adjust to shifting consumer behavior or campaign performance, leading to inefficiencies and missed opportunities.	Dynamic Budget Allocation	Budgets adapt fluidly across funnel stages and channels based on performance, optimizing investment in real time.
Channel-Based Optimization	Optimizing within individual channels fails to account for the interconnected consumer journey across multiple touchpoints.	Cross-Channel Synergy	Enables seamless optimization across multiple retail media networks, ensuring a unified consumer experience and better results.
One-size-fits-all Metrics	Using the same metrics (e.g., ROAS, CPC) for all funnel stages misaligns evaluation and leads to poor decision-making.	Context-Specific Metrics	ROAS and CPC, while still important, should not be the sole focus across all funnel stages. Over-reliance on these metrics can lead to short-term wins but stagnant topline sales growth. volume plateaus as ad spend scales is critical.



## The new funnel for today's customers

The Full-Funnel Retail Media Formula reimagines the marketing funnel to fit the complexity of today's consumer journey. It allows brands to move beyond static, rigid strategies and adopt a dynamic, flexible approach that adapts in real time to consumer behavior.

By evolving from broad segmentation and fixed tactics to precision targeting and behavior-driven adaptation, the formula ensures that each consumer is met where they are in their journey, guiding them fluidly from awareness to conversion.

This fluidity also means that elements once considered specific to a particular funnel stage can now be used more broadly. For instance, advanced targeting methods once reserved for bottom-funnel tactics can be applied earlier in the journey to drive awareness, while upper-funnel tactics like broad video targeting can also be useful for driving deeper engagement, even closer to the point of sale. The result is a more cohesive, data-driven retail media strategy that maximizes performance across every funnel stage.





# A FULL-FUNNEL APPROACH TO AD FORMATS

In today's retail media landscape, the true strength of ad formats lies not in their versatility alone, but in how strategically they are deployed to move consumers seamlessly through the funnel. The Full-Funnel Retail Media Formula redefines how we think about ad formats. No longer confined to specific stages of the funnel, each format has the potential to engage and influence consumers in ways that are far more dynamic and context-driven.

Of course, there will be best practices learned over time—I *know video really works at the top*—but a full-funnel approach means that you aren't locked in to how any given ad format should work. The power lies in knowing when and where to use each format to deliver the right message to the right audience at the right moment. It's no longer about predefined assumptions—each format must be adaptable, deployed with precision to address the needs of consumers as they move through their journey.



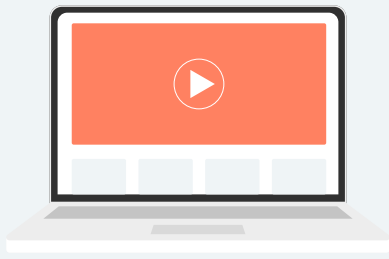
**SPONSORED ADS** formats prominently feature products and brands in search results or on product detail pages, seamlessly integrating into the shopping experience. These placements are inherently valuable for driving low-funnel conversions because they appear at critical decision-making points, sometimes right on product detail pages. With branded targeting, they are hyper-relevant for conversions.

However, sponsored ads can also be powerful mid-funnel when using in-market, peer brand, or contextual targeting, especially if you exclude past purchasers to boost new-to-brand conversions and top-line growth. Surprisingly, they can even support top-funnel awareness campaigns by leveraging broad in-market, lifestyle, or contextual targeting—particularly when paired with advanced targeting segmentation like what can be achieved with Amazon Marketing Cloud (AMC).



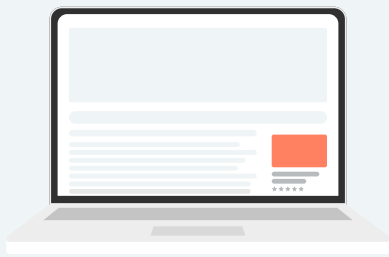
**DISPLAY ADS** are visually appealing and versatile, offering opportunities to catch a consumer's attention and keep your brand top of mind as they browse platforms. Their impact is shaped more by targeting than format, making them relevant at various funnel stages depending on the audience you're trying to reach.

On-site display ads, placed directly on retailer sites, are highly effective for conversions as they are close to the point of sale and contextually relevant to shoppers in a purchasing mindset. Off-site display ads, on the other hand, are great for awareness and incremental reach, especially when using contextual targeting, as they engage consumers on their favorite websites and content, ultimately driving them back to the retailer site.



**VIDEO ADS** (including online video, streaming, and CTV) can be used at any stage of the funnel. Their rich, immersive sight/sound/motion experience allows brands to tell a story, demonstrate product benefits, or create an emotional connection. They are especially vital for launching new products or brands, regardless of price point, as they help build market share and drive topline growth. While streaming TV (STV) may come with higher CPMs, intelligent targeting and retargeting segments for those exposed to STV ads make it a smart investment.

Contextually relevant placements and interactive features like QR codes, which drive viewers directly to product pages, can further enhance effectiveness. Investing in video ads, particularly for STV, can deliver impressive incremental reach and is essential for growing household penetration and overall market share—far beyond the returns of just focusing on on-site media or branded search ads.



**DYNAMIC ADS VIA DSP** adapt to consumer behavior in real time, offering personalized content that resonates with individual needs. On-site, they enable marketers to reach highly granular audience segments within a retailer's environment, ensuring that your message is delivered to precisely the right consumers at the right moment. Off-site, these ads can be applied to the millions of ad impressions available every second on the open web, expanding your reach while maintaining relevance. This format's unique value lies in its ability to change and respond to consumer interactions, providing a tailored experience that feels relevant and timely.

## Engaging Consumers Across the Funnel

In retail media, the versatility of ad formats allows marketers to engage consumers effectively at any stage of the funnel. Each format carries unique strengths that, when leveraged strategically, can meet the specific needs of consumers as they progress through their journey. The key is not to confine any format to a particular funnel stage but to understand how each format's characteristics can influence and guide consumers at various points.



## TOP OF FUNNEL From awareness to precise engagement

At the top of the funnel, ad formats play a critical role in capturing attention and making that all-important first impression. But it's not just about visibility — it's about engaging consumers in a way that resonates with them personally and piques their interest in your brand. The flexibility of ad formats here allows you to craft messages that align with consumers' early-stage behaviors, whether through compelling visuals, engaging narratives, or search-driven relevance.

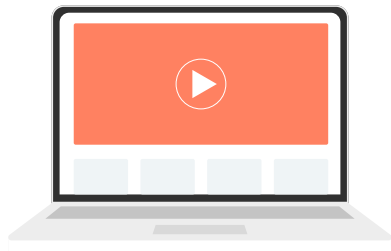
### EXAMPLES



**SPONSORED ADS** These ads can establish a strong presence during initial exploration, ensuring your brand is considered from the beginning, especially when combined with broad targeting strategies like lifestyle targeting, broad In-Market segments (people browsing in-aisle), category non-branded terms, or contextual targeting.



**DISPLAY ADS** Eye-catching visuals can create intrigue, encouraging consumers to delve deeper into your brand's offerings. While creativity is important, targeting is key.



**VIDEO ADS** Storytelling through video can foster an emotional connection, inviting consumers to learn more and start their journey with your brand. Targeting is key to maximizing these formats as mid-funnel consideration drivers—use In-Market segments (aisle-browsers), broad remarketing segments (people who viewed your brand with longer lookback windows for more scale), custom segments of those who viewed peer brand product pages, contextual targeting, and category-branded search terms.



## MIDDLE OF THE FUNNEL From nurturing to decision influence

In the middle of the funnel, the strategy shifts from merely being visible to actively shaping the consumer's decision-making process. Here, ad formats should be used to embed your brand's unique value propositions into the criteria consumers use to evaluate their options. By strategically leveraging the strengths of each format, you can ensure that your brand stands out as consumers weigh their choices.

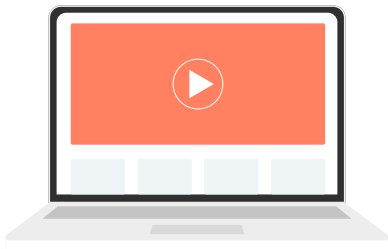
### EXAMPLES



**SPONSORED ADS** In the mid-funnel, highlight critical features and benefits that keep your product top-of-mind as consumers compare their options. Effective targeting can elevate these formats for mid-funnel consideration—whether it's engaging aisle-browsers through In-Market segments or leveraging peer brand product page views to attract potential customers, targeting ensures relevance and impact.



**DISPLAY ADS** Use retargeting to keep your brand top-of-mind, reinforcing value and influencing consumers as they move through their decision-making process. Targeting strategies should focus on re-engaging users based on their prior interactions with your brand. You can use Amazon Marketing Cloud to derive insights about how your display ads work best in conjunction with other ad types.



**VIDEO ADS** Mid-funnel video ads can showcase product demos or comparisons to emphasize your competitive advantages. Effective targeting ensures these ads reach users who are most likely to be influenced by your message during the consideration phase.

## BOTTOM OF THE FUNNEL From conversion to competitive advantage

The objective is clear at the bottom of the funnel: secure the conversion. However, this stage is also where competition is fiercest, and every brand will be vying for the consumer's final decision. Your ad formats must be optimized to drive conversion while also outmaneuvering competitors, ensuring that your brand is the one that ultimately wins the sale.

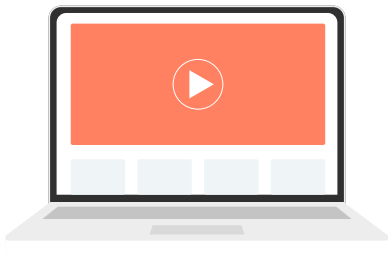
### EXAMPLES



**SPONSORED ADS** Consumers use search at every stage of the buyer journey, and when would they be more powerful than when a user is on the precipice of making a decision. Capture intent-driven traffic with search-triggered ads that offer compelling calls to action. Targeting is key—AMC for Sponsored Ads can leverage highly-granular audience segments to reach users truly ready to purchase rather than any shoppers that search for your product terms.



**DISPLAY ADS** Remove barriers to purchase with incentives like discounts or free shipping, encouraging final decision-making. Use targeted display ads to protect your product detail pages (PDPs) and contest similar brand keywords, keeping competitors from swaying customers at the final stage.



**VIDEO ADS** In a conventional approach, video ads are rarely cited as being valuable at the bottom of the funnel. But, you can strategically use video to reinforce your brand's value with testimonials or final offers that motivate the purchase decision. Leverage custom remarketing segments of users who viewed your product pages to ensure these messages hit the right audience, pushing them toward conversion.

## Best practices for ad format utilization

The best practices for utilizing ad formats across the funnel are crucial for ensuring that your strategy is effective and adaptable to the unique needs of consumers at every stage.



**Align ad formats** strategically with the consumer mindset, but avoid pigeonholing them into specific funnel stages. It's crucial to remain flexible when deploying ad formats, understanding their versatility across multiple stages of the consumer journey. Limiting formats to traditional uses can restrict impact. Instead, recognize their flexibility and tailor your approach to engage consumers meaningfully, no matter where they are in their journey. For example, raising bids and budgets for top-of-search placements or product detail page (PDP) placements can help capture high-intent traffic and drive conversions effectively.



**Leverage data** to enhance targeting and messaging across your ad formats. It's not just about matching an ad format to a funnel stage—the key is in precise targeting. Use the retailer's first party data (i.e. AMC for Sponsored Ads) to create custom remarketing segments of shoppers who viewed your product pages, as well as those who viewed similar brand product pages. Use a balance of short lookback windows (high purchase intent, so bid higher for these valuable segments) and longer lookback windows (lower intent, but larger audience size). Data-driven targeting ensures your ads are seen by the right people and are genuinely engaging.



**Test and optimize** continuously to develop a strong point of view on where and when to use each ad format. The key to mastering full-funnel retail media is an informed, adaptable strategy built on ongoing analysis and test-and-learn experiments. Focus primarily on two factors: ad placement and targeting strategy, which have the biggest impact, followed by creative, frequency capping, viewability settings, and bid levels. Consistently evaluate and refine your approach to stay effective in the ever-changing retail media landscape, as consumer behavior and platform capabilities continue to evolve.



**Focus on consumer experience** by understanding what your customers need at each stage of the funnel. Every interaction should be designed to meet those needs and exceed expectations. Upper funnel efforts focus on brand storytelling and lifestyle messaging, mid-funnel on product details and feature differentiation, and lower funnel on a mix of feature-selling and price/promo messaging. It's essential to test and learn with creative approaches that enhance the overall consumer journey, ensuring your ad formats contribute to a positive, impactful brand experience that drives both conversions and long-term loyalty.



# A FULL-FUNNEL APPROACH TO PLACEMENTS

In the Full-Funnel Retail Media Formula, placements are no longer just static touchpoints—they are crucial levers for moving consumers through the purchase path. Whether on-site, off-site, in-store, or on connected TV/streaming channels, placements serve as the dynamic connection between your brand and the consumer's moment of intent.

**For maximum impact, first, choose the placement, then choose the ad format.**

Placements determine where and when your message reaches the consumer, but their real power lies in their ability to adapt to the consumer's journey. Rather than confining placements to specific funnel stages, the formula emphasizes contextual flexibility—using placements in the most impactful way based on real-time insights and where the consumer is in their journey.

As retail media continues to evolve, maximizing placements across multiple contexts is vital. Whether it's reaching consumers while they browse an online store, scroll through social media, or walk down an in-store aisle, the formula ensures your brand is meeting consumers at the exact moment they are most engaged and ready to take the next step.



## On-site placements

The foundation of retail media success

On-site placements are the backbone of most retail media strategies, integrated directly into the retailer's online store and mobile app, where consumers are already in a shopping mindset. Examples include:

Search Results Pages

Homepage Banners

Product Detail Pages (PDPs)

Recommendation Widgets

Category Pages

Search Grid Placements

Marketers are most familiar and comfortable with these placements, but this familiarity can lead to a lack of strategic depth. Instead of fully leveraging their potential, they may default to standard practices without exploring how these placements can be optimized across the funnel. The opportunity here is significant—these beach-front, prime real estate placements are crucial for maintaining and winning market share. To be

competitive, marketers need to be aggressive with budgets and bids.

When used strategically, on-site placements can absolutely be powerful across the funnel to drive awareness, nurture interest, and convert shoppers within the same environment. Additionally, it's vital to recognize that retail sites are not just for conversions—they're also key for product discovery, with potential conversions happening off-site.

## Off-site placements:

### Extending reach beyond the retailer's domain

Off-site placements extend the reach of your retail media strategy beyond the retailer's properties, crossing into other channels that have traditionally been siloed.

#### Display Network Ads

#### Social Commerce Ads

#### Paid Search Ads

Display network ads offer tremendous growth potential, with vast inventory across the open web. Leveraging first-party retailer data, such as custom segments of in-market “aisle-browsers” or product page viewers, allows for precise targeting. These signals ensure your ads reach shoppers as they browse their favorite content, whether it's a blog, news site, or entertainment platform, keeping your brand top-of-mind. To take this a step further, apply contextual targeting so your ads appear next to relevant content—think tech sites for consumer electronics products, beauty blogs for CPG products, or outdoor gear on hiking sites.

The success of retail media has blurred traditional channel lines, allowing off-site channels to integrate seamlessly into your overall strategy. Social commerce and paid search ads, once separate from retail media, now play a pivotal role in guiding consumers through the journey. Experiment with a balance of open web inventory and more curated



premium inventory—both have their place. Curate a list of top publishers where you want your brand to appear and explore PMP deals for these premium placements. This convergence allows for a holistic approach where each channel works in concert to drive traffic back to retailer sites and maximize conversions across the funnel.

## In-store digital placements:

### Merging the physical and digital worlds

In-store digital placements bring the power of digital advertising into physical retail locations, representing a new frontier in retail media.

Digital Signage

Digital Checkout Counter Displays

Digital Endcap Displays

In-App Advertising

Digital Shelf Talkers

This is almost a full-circle moment for retail media, which has its roots in 100+ years of shopper marketing. In-store placements have always been a crucial part of the shopping experience. Still, the digitization of these placements is transforming how brands can engage with consumers in the physical world. As these environments become more digitized, the ability to deliver dynamic, real-time content directly to consumers as they shop will become increasingly valuable. The combination of digital flexibility with the tangible presence of physical retail creates a powerful tool for influencing consumer behavior at the point of purchase.

## Connected TV (CTV) / Streaming TV (STV) placements

### The future of television meets retail media

Connected TV placements represent the future of television advertising, where retail media is stepping in as the successor to linear TV.

Connected TV Ads

Shoppable TV Ads

Streaming TV Ads

The convergence of CTV/STV and retail media is game-changing, combining the mass reach of traditional television with the precision and accountability of digital advertising. As linear TV continues to decline—advertising spending dropped from \$72.8 billion in 2018 to a projected \$59 billion this year—CTV/STV is taking center stage, offering unprecedented opportunities for targeted, data-driven advertising. Retail media data, such as purchase histories and browsing behaviors, enables incredibly precise targeting for CTV/STV ads, reducing wastage and boosting ROI. This shift is significant, with retail media CTV/STV ad spending expected to soar by 335.5% this year alone.

Additionally, making these ads shoppable adds a new dimension to TV advertising, allowing consumers to go from inspiration to purchase without leaving their screens. Advertisers can create remarketing segments from those who viewed CTV/STV ads and retarget them with display ads, both on-site and off-site. For brands



looking to increase household penetration and market share, this is where the battle will be won. Advertisers should consider shifting budgets from linear TV to make bold investments in CTV/STV.

To optimize, focus on targeting, frequency capping, and measuring reach, especially incremental reach across formats. Set up brand lift studies to gauge impact and measure success. As CTV/STV continues to grow, it will become a cornerstone of any comprehensive retail media strategy, offering both reach and precision that were once exclusive to digital channels.



## Engaging Consumers Across the Funnel

Placements are not just about where your ads appear — they're about aligning your strategy with the consumer's mindset at each stage of the funnel. Every placement category offers unique opportunities to connect with consumers, whether they're just discovering your brand, considering their options, or ready to make a purchase.



Remember, choose the placement first, then the ad format.



## TOP OF FUNNEL From visibility to precise engagement

In the initial stage of the consumer journey, the goal is to build awareness and capture attention. Visibility at this stage is paramount, as potential customers are exploring options.

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**Search Results Pages** Whether as sponsored products or brands ads, the strategic placement of ads on search results pages is essential for capturing interest when consumers are beginning their research. To maximize effectiveness, brands should focus on both high-traffic keywords and long-tail variations that reflect specific consumer queries. This approach not only increases visibility but also aligns closely with user intent, creating opportunities for deeper engagement. Experts emphasize that brands need to craft compelling ad copy that clearly communicates their unique value proposition, enticing users to click through and learn more.

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**Display Network Ads** These ads serve as a powerful tool for visual storytelling and brand recognition. At this stage, it's crucial to create visually striking ads that resonate with the target audience's preferences. Using demographic and behavioral targeting can significantly enhance the likelihood of engagement. Experts recommend conducting A/B tests on different creatives and messaging strategies to determine which combinations yield the highest click-through rates, allowing brands to refine their approach continuously.

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**Product Detail Pages (PDPs)** While traditionally seen as conversion-oriented, PDPs also play a critical role in awareness. Ensuring that products are well-represented on relevant PDPs within various retail media networks can introduce your brand to new consumers. Expert insights suggest that PDPs should contain rich content, including detailed descriptions and high-quality images, to capture interest and convey the brand's quality and credibility.

## MIDDLE OF FUNNEL From nurturing to decision influence

At this stage, placements are not just about keeping your brand top-of-mind — they're about strategically positioning your brand to shape the consumer's decision-making process. Effective placements in the middle of the funnel include product detail pages and social commerce ads, where you can present detailed information and comparisons that guide consumers toward choosing your brand.

By strategically placing your ads where consumers are actively researching and comparing products, you can insert your brand's value proposition into their decision criteria, significantly increasing your chances of being selected.

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**Search Results Pages** As consumers weigh their choices, maintaining visibility on search results pages becomes vital. Brands should implement ad extensions to provide additional information and differentiate their offerings from competitors. Utilizing structured data to display ratings, prices, and availability can also enhance the consumer's ability to make informed decisions. Experts suggest updating ad content regularly to highlight promotions or new product features, ensuring that the messaging remains relevant and compelling.

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**Display Network Ads** These ads can be tailored to reinforce brand messaging during the consideration phase. By leveraging retargeting strategies, brands can remind users of products they've previously shown interest in. Experts advocate for using dynamic creative formats, such as carousel ads, to showcase multiple products or features, encouraging deeper exploration and engagement from potential customers.

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**Product Detail Pages (PDPs)** PDPs are critical for addressing potential objections and guiding consumers toward a favorable evaluation. Brands should focus on providing comprehensive information, such as comparisons with competing products, customer testimonials, and answers to frequently asked questions. This transparency can alleviate concerns and enhance trust. Experts recommend that PDPs utilize persuasive language and compelling visuals to highlight key differentiators, ensuring that they effectively influence consumer decisions.



## **BOTTOM OF FUNNEL** From conversion to competitive advantage

The bottom of the funnel is where the final decision is made, and placements at this stage must be laser-focused on conversion while outmaneuvering the competition. Search results pages and shoppable TV ads are powerful placements here, capturing consumers at the exact moment they are ready to purchase.

The challenge at this stage is not just to drive conversions but to ensure your brand is chosen amidst all the competitive noise. Your placements must be optimized to close the deal, offering clear calls to action and making it as easy for consumers to choose your product.

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**Search Results Pages** As consumers near the end of their decision-making process, optimizing ad placements for high-intent keywords is crucial. Brands should focus on creating clear and enticing calls to action, emphasizing unique selling propositions such as “Limited time offer!” or “Best value.” Experts suggest that incorporating structured snippets can provide essential information directly within search results, further aiding the consumer in their final decision.

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**Display Network Ads** These ads can be strategically employed to reduce friction in the purchase process. Brands should highlight special offers or remind consumers of items left in their shopping carts. Experts stress the importance of creating a sense of urgency in these ads, such as using countdown timers for promotions, which can motivate consumers to complete their purchases before missing out.

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**Product Detail Pages (PDPs)** PDPs are the final touchpoint before conversion, and they should be optimized for clarity and persuasion. Brands must ensure that these pages feature strong calls to action, detailed product descriptions, and social proof, such as customer reviews and ratings. Experts recommend showcasing promotional messaging—like “Only a few left in stock!”—to create urgency and prompt immediate purchases, enhancing conversion rates effectively.

## Best Practices for Placement Utilization



### Strategically diversify your placements.

Focus on utilizing placements that align with your full-funnel strategy rather than just spreading your efforts thinly across all available options. Identify the placements that will best support each stage of the funnel — capturing initial awareness, nurturing consideration, or driving conversion — and allocate your resources accordingly.



### Utilize placement-specific creative.

Truly mastering placements requires a deep understanding of all your options, including targeting settings, ad format choices, and creative possibilities available for each placement. Tailor your creative to maximize the potential of each placement, ensuring that your message resonates with the consumer in the specific context where they encounter your ad.



### Maintain a strong POV and knowledge sharing.

Developing a strong point of view on each placement and sharing insights across teams is crucial for optimizing placement strategy. Encourage collaboration and knowledge sharing between teams (such as paid search, social, and in-store marketing) to ensure everyone understands when, where, and how to use placements most effectively.



### Focus on placement efficiency.

Rather than prioritizing placements based solely on visibility or potential reach, concentrate on those that offer the most efficient path to achieving your marketing objectives. This means continuously evaluating which placements provide the best return on investment, both in terms of cost efficiency and impact on the consumer journey.



# APPLYING THE FULL-FUNNEL RETAIL MEDIA FORMULA TO RETAIL MEDIA AUDIENCES

Here are some example retail media audiences and how you might evolve the way you market to them in a full-funnel approach. Ideally, use the retailer's own data — such as Amazon Marketing Cloud insights — to create highly granular segments for more control.

Audience Type	Conventional Approach	Full-Funnel Retail Media Approach
Recent Purchasers	Often excluded from further ad targeting, assuming conversion is complete.	Continue engagement with personalized ads for complementary products, cross-sell opportunities, or loyalty-building offers.
Cart Abandoners	Aggressive retargeting to drive immediate conversion.	Gradual re-engagement with dynamic, personalized ads that offer solutions (e.g., discounts, product benefits).
Repeat Buyers	General loyalty-focused campaigns.	Tailored ads that showcase new releases, exclusive offers, or early access to sales to reinforce loyalty and brand advocacy.
Loyal Customers	Basic retention ads, offering periodic sales or loyalty points.	Continuous engagement with VIP offers, rewards, and product suggestions tailored to their past behaviors and preferences.
High-Intent Shoppers	Direct push for conversion through limited-time offers.	Use personalized, data-driven ads showing product reviews, social proof, or targeted discounts that match browsing behavior.
Ad Engagers	Generic retargeting ads with a focus on immediate purchase.	Dynamic ads based on the last interaction (viewed product, category) to gradually move them through the purchase journey.
Retargeted Visitors	Repeated exposure to the same ad or offer.	Adaptive ads based on recent behaviors (e.g., new offers, related products) to maintain relevance without ad fatigue.
Lookalike Audiences	Broad application of general campaigns.	Precision-targeted ads aligned with known behaviors of high-value customers, driving discovery with relevant product ads.
Seasonal Shoppers	Targeted during predictable events like Black Friday.	Early engagement with ads suggesting relevant seasonal products and exclusive deals for key holidays or shopping events.
Discount Seekers	Consistently shown sale or discount ads.	Mix of value-based messaging and urgency tactics (e.g., "limited-time offer") based on past purchasing behavior.
Cross-Category Browsers	Retargeting with ads from all categories browsed.	Use behavior insights to highlight best sellers or popular items from specific categories to encourage cross-category buying.
Inactive Customers	Shown reactivation ads with discounts.	Engage with personalized reactivation campaigns that consider past purchases and use messaging to re-engage with relevance.

# A FULL-FUNNEL APPROACH TO NETWORKS

The rapid rise of retail media networks (RMNs) has created unparalleled opportunities for brands to reach consumers across a wide variety of platforms. With over 200 RMNs now available, including retail giants like Amazon, Walmart, and Target, the market offers a wealth of data-driven, targeted engagement options. However, in the Full-Funnel Retail Media Formula, networks are not just channels for exposure—they are integral components of a dynamic, evolving strategy that guides consumers through the entire purchase path.

Of course, working with just a few networks is easier than working with twice as many. But, to trade easy for right is not the mission. The goal is to always maximize the retail media budget like any other investing. Would you want your financial advisor to only work with a few stocks because it takes more time to evaluate the entire market? Of course not! There are now technologies that can reduce the resource costs of multi-network management so that it's not much harder than managing a few.

Each network provides unique strengths, from targeted audience segments to advanced analytics, but leveraging these networks effectively means more than just tapping into them individually. The Full-Funnel Formula emphasizes the importance of selecting and combining RMNs strategically, ensuring that the right portfolio of networks play an ensemble role in seamlessly moving consumers from awareness to conversion, rather than working in isolation.

Beyond selecting the right networks, the formula stresses the importance of business alignment—Joint Business Plans (JBPs) and strategic retailer relationships play a pivotal role in how media budgets are allocated and how well brands can leverage RMNs to meet their overarching business objectives. By aligning RMN selection with both media and business goals, brands can fully harness the power of retail media to drive meaningful results at every stage of the funnel.





## Take a Portfolio Approach to Network Selection

In a landscape where over 200 retail media networks vie for attention, marketers must be strategic in their selection. Each network is at a different stage of its evolution, with varying capabilities and offerings. Understanding these nuances is essential for maximizing the impact of your retail media investments.



### Amazon: The retail media titan

Amazon commands 89% of the retail media universe, making it a category in itself. As the largest and most advanced RMN, Amazon offers unparalleled reach and data-driven targeting capabilities through Amazon Marketing Cloud that are difficult to match. Its robust ecosystem allows for precise consumer engagement across all stages of the funnel.



**Pros:** Unmatched scale and reach, advanced data-driven targeting, comprehensive environment for consumer engagement. It also has exclusive inventory on devices (Alexa, Fire TV) and premium STV with Prime Video.



**Cons:** High competition, complex management due to vast offerings.



### Online-only retailers: Broad reach, focused impact

Networks like eBay, Instacart, and Etsy offer extensive reach and the ability to precisely target specific audiences. They are entirely digital, making them highly adaptable to real-time data and consumer behavior changes, but they require a deep understanding of ecommerce dynamics to leverage effectively.



**Pros:** Strong digital presence, flexibility in targeting, real-time adaptability.



**Cons:** High competition among advertisers, requires constant optimization and understanding of digital ecosystems.



### Omnichannel retailers: Bridging the physical-digital divide

Omnichannel RMNs, such as those run by Walmart, Target, and Nordstrom, are on track to deliver the online-offline connection marketers have desired since the internet's inception. These networks offer the ability to create cohesive consumer experiences across digital and physical stores, leveraging vast amounts of consumer data.



**Pros:** Seamless integration across online and physical stores, access to comprehensive consumer data, ability to create cohesive customer experiences. They may also be able to report on offline sales from on-line campaigns (and vice versa).



**Cons:** Complex management and synchronization across channels, higher operational costs.





### Category-specific retailers: Deep specialization, focused audiences

Category-specific RMNs, such as Sephora in beauty or REI in outdoor gear, allow brands to target highly engaged and loyal customer bases. These networks are ideal for brands looking to leverage deep expertise and a focused approach to reach consumers already interested in their specific product categories.

- +** **Pros:** Highly targeted audiences, deep expertise in specific categories, strong brand loyalty from consumers.
- **Cons:** Limited reach compared to broader RMNs, highly dependent on specific sector trends.



### Grocery retailers: The data-rich opportunity

Grocery RMNs like Kroger, Albertsons, and Publix offer a wealth of loyalty data that provides deep insights into consumer purchasing behavior. These networks are essential for brands in the food and beverage sector, providing consistent demand and opportunities for highly targeted promotions.

- +** **Pros:** Access to rich loyalty data, consistent demand, and opportunities for targeted promotions.
- **Cons:** Low profit margins, complex logistics for managing perishable goods.



### Membership clubs: Leveraging loyalty for full-funnel engagement

Membership-based RMNs, such as those run by Costco and Sam's Club, offer unique opportunities for full-funnel engagement due to the identified nature of their customer base. Every member interaction is tracked, providing detailed insights that can drive highly personalized marketing strategies.

- +** **Pros:** Highly loyal customer base, detailed consumer insights due to membership tracking, consistent engagement opportunities.
- **Cons:** Limited audience to members, higher expectations for personalized experiences.



### Non-retailer networks: Exploring new frontiers

Non-retailer RMNs, like those launched by Chase, Marriott, and American Airlines, are still in their early stages but offer intriguing possibilities. These networks allow non-endemic brands to reach specific consumer segments through trusted platforms outside traditional retail channels.

- +** **Pros:** Diversify revenue streams, leverage existing customer relationships, offer unique targeting opportunities.
- **Cons:** Still evolving, may require different marketing and operational strategies, potential brand dilution if not managed carefully.

# Engaging consumers across the funnel

The strength of retail media networks lies in their ability to connect with consumers across all stages of the funnel. From awareness to conversion, these networks offer unique touchpoints that can be leveraged to guide consumers through their journey. Whether through digital touchpoints like sponsored products on Amazon or physical placements in Walmart stores, the context in which consumers encounter your brand plays a critical role in how they engage with it. Remember, choose the placement first, then the ad format.

## TOP OF FUNNEL

### Targeting the Right Audiences

At the top of the funnel, the primary goal is to establish a strong presence and reach the right consumers. Different RMNs cater to varying demographics and psychographics, making it essential to select networks that align with your target audience. For example, Amazon provides extensive reach with a broad audience, while category-specific networks like Sephora or REI offer targeted access to niche markets. Consider the ad formats available as well; platforms that offer engaging formats like video ads or interactive displays can enhance visibility and drive initial interest. By choosing networks that resonate with your desired audience, you can effectively create awareness and interest in your brand.

## MIDDLE OF FUNNEL

### Influencing Decision-Making

In the middle of the funnel, the focus shifts to actively shaping consumer decision criteria. Here, it's vital to select RMNs that not only have access to your target audience but also offer the right ad formats to deliver persuasive messaging. For instance, omnichannel retailers like Walmart and Target can create cohesive experiences across online and in-store environments, allowing brands to engage consumers through personalized promotions and retargeting strategies. Meanwhile, online-only networks like Instacart can leverage real-time data to adapt messaging based on consumer behavior. Choosing networks that enable tailored, dynamic advertising will ensure your brand remains top-of-mind as consumers weigh their options.

## BOTTOM OF FUNNEL

### Driving Conversions with Tailored Strategies

At the bottom of the funnel, converting interest into action is paramount. This stage requires a focus on networks that provide the most relevant and impactful advertising opportunities. Grocery retailers, for instance, offer rich loyalty data that can inform targeted promotions, enhancing the likelihood of conversion. Similarly, membership-based networks like Costco allow for highly personalized marketing efforts that cater to known consumer preferences. By segmenting your audience and utilizing networks that enable precise targeting and frictionless purchasing experiences, you can effectively convert intent into action while also laying the groundwork for future loyalty.

## Best Practices for Leveraging Retail Media Networks



**Strategically allocate budgets.** Marketers won't be able to work with all 200+ networks, so it's crucial to allocate budgets wisely. Focus on RMNs that align best with your brand's target audience and overall objectives. Conduct thorough research to identify which networks not only provide reach but also align with specific consumer segments that matter most to your brand, ensuring that every dollar spent maximizes return on investment. Find networks where your competitors aren't present so that you can dominate your category like you aren't able to on Amazon.



**Foster joint business plans.** Building strong relationships with retailers through Joint Business Plans (JBPs) can significantly impact your success. These plans align mutual goals and provide additional leverage for your media program. By collaborating closely with retail partners, you can co-create strategies that capitalize on shared insights, enhancing the effectiveness of campaigns and fostering long-term partnerships that drive growth for both parties.



**Know them inside and out.** Each RMN is different, with varying options and capabilities. To maximize your investment, it's essential to have a deep understanding of each network's strengths and limitations. This includes staying updated on their latest features, audience insights, and advertising formats. By mastering the nuances of each network, you can tailor your approach to leverage their unique offerings effectively and navigate challenges more adeptly.



**Utilize all available data.** Retail media networks offer a wealth of data, from consumer behavior to campaign performance. Leveraging this data to its fullest potential is vital to optimizing your plan across all funnel stages. Take the time to analyze consumer interactions and feedback, allowing you to refine your targeting and messaging strategies continually. Employing advanced analytics tools can help you uncover actionable insights that drive more effective decision-making.



**Continuously evaluate and optimize.** As with any marketing strategy, continuous evaluation and optimization are critical. Regularly assess the performance of your RMN campaigns and be ready to pivot based on real-time data and insights. Establish a routine for analyzing key performance indicators (KPIs) and utilize A/B testing to explore new strategies. This iterative process not only helps improve current campaigns but also informs future initiatives, keeping your marketing efforts aligned with evolving consumer behaviors and preferences.

# FIVE STEPS TO FULL-FUNNEL RETAIL MEDIA MEASUREMENT

Achieving full-funnel retail media success requires more than just optimizing campaigns for specific metrics. A full-funnel strategy demands a measurement approach that captures the entire consumer journey—from initial awareness to post-purchase loyalty.

The following are five critical changes that marketing organizations need to embrace to realign their measurement approach for full-funnel retail media. These principles serve as a guide, helping brands create custom frameworks that align with their business goals and foster long-term growth.

## **No silver bullet: you must build a custom approach**

The notion that there is a single, universal methodology that works for every brand in full-funnel retail media is a misconception. Every organization must build its own approach, shaped by its product mix, market position, and customer base. This goes beyond choosing the right tools—it involves crafting a measurement strategy uniquely tailored to the brand's business objectives and adaptable as those needs evolve.

Additionally, success in full-funnel measurement depends on balancing granular data with overall behavior data. Granular data, like ad performance or specific audience segment insights, is crucial for optimizing campaigns at a tactical level. However, this data must be paired with high-level behavior data, such as brand lift or total program success, to ensure both micro-optimizations and broader strategic goals are achieved.

By moving away from off-the-shelf solutions, brands can build adaptable measurement frameworks that grow alongside their marketing programs and future challenges.



### **Action items:**

- Evaluate your brand's unique needs to build a custom measurement approach.
- Balance granular data (e.g., ad performance) with overall behavior data (e.g., brand lift) for a holistic perspective.
- Work with a technology partner that allows for flexibility and customization in their measurement solution

## 2 Incrementality: the gold standard for full-funnel retail media measurement

Incrementality has emerged as the gold standard for retail media measurement, largely due to the opaque nature of consumer behavior behind retailer walls. Traditional measurement methods often fall short in this space, but incrementality testing helps marketers determine the true lift driven by their media efforts in these closed environments.

Retail media presents unique challenges—many ad impressions go unseen, and countless conversions happen organically without marketing touches. Incrementality isolates which campaigns genuinely drive additional sales, providing the clarity needed to assess the real impact of ad spend. A key consideration here is the debate between view-through vs. click-through attribution, especially when ads are served close to the point of sale on product pages or through branded search terms. The question of how many conversions would have occurred organically versus how many are truly incremental is always present. Testing these scenarios is difficult, as most retailers don't offer native solutions for incrementality measurement, particularly for on-site ads.

Another crucial aspect is understanding the offline impact of on-site ad impressions, which is often overlooked. Incrementality not only helps provide a clear view of how retail media efforts influence hidden consumer behaviors but also future-proofs measurement strategies, as it doesn't rely on cookies for attribution. For decision-makers in SVP and C-Suite roles, incrementality remains a vital metric to truly assess the effectiveness and ROI of their retail media investments.



### Action items:

- Implement incrementality testing to measure the real impact of your retail media campaigns.
- Isolate campaign-specific contributions to avoid over-attribution in closed retail environments.
- Use these insights to optimize retail media strategies and refine budget allocation.



### 3 Merging fragmented data for a complete and future-proof picture

One of the most pressing challenges of retail media measurement is fragmented data. Campaign data, retailer backend data (e.g., Amazon Marketing Cloud), first-party data, and digital shelf analytics often exist in silos. To obtain a comprehensive view of full-funnel performance, these disparate datasets must be harmonized into a single, actionable measurement framework.

Integrating fragmented data is also crucial for future-proofing your measurement strategy. With data privacy regulations tightening and new retail media networks emerging, brands need flexible measurement systems that can adapt to future changes. When data systems are set up to handle the merging of new sources, measurement becomes not only more accurate but also sustainable in the long term.

#### Action items:

- Merge retailer backend data, like AMC, with first-party and campaign data for a unified view.
- Build a flexible system that can adapt to evolving data sources and privacy regulations.
- Ensure your data infrastructure is robust enough to evolve alongside new technologies and market needs.

### 4 Funnel-specific metrics: tailoring success at every stage

To succeed with full-funnel retail media, brands must move beyond blanket metrics applied across all stages of the funnel. For example, holding top-of-funnel (TOFU) awareness campaigns to bottom-of-funnel (BOFU) conversion metrics will lead to misaligned goals and poor optimization. Each stage of the funnel demands its own unique metrics, reflecting the distinct role it plays in the customer journey.

At the top of the funnel, success is measured by metrics like reach, awareness, and engagement. In the middle of the funnel (MOFU), metrics should reflect consideration and intent, such as add-to-cart rates or time spent on product pages. Finally, at the bottom of the funnel, the focus shifts to conversion-driven metrics like ROAS, cost-per-conversion, and overall revenue impact.

Tailoring metrics to each stage ensures campaigns are evaluated fairly and optimized effectively, leading to improved performance across the consumer journey.

#### Action items:

- Align funnel stages with appropriate metrics: TOFU (awareness), MOFU (consideration), BOFU (conversions).
- Set clear goals for each campaign based on the specific funnel stage it targets.
- Regularly assess and refine funnel performance based on the metrics tied to each stage.

## 5 Cadence: continual testing vs. campaign-level evaluation

Measuring full-funnel success requires balancing ongoing optimization and detailed post-campaign evaluation. The best marketers strike a balance between continual, real-time test-and-learn strategies to optimize campaigns in flight and in-depth, campaign-level assessments to get smarter over time. Both approaches are critical to ensuring short-term agility and long-term success.

Continual testing allows brands to make real-time adjustments to creative, targeting, or bidding strategies, maximizing immediate campaign performance. In contrast, campaign-level evaluation provides a broader, strategic perspective on how well a campaign performed holistically and informs future initiatives.

Maintaining this balance between real-time optimization and post-campaign insights helps brands stay agile while also refining long-term strategies.

### Action items:

- Implement a real-time test-and-learn approach for ongoing optimization.
- Conduct post-campaign evaluations to extract deeper insights for long-term strategy.
- Balance continual testing with strategic campaign assessments to ensure long-term growth.



# MASTERING FULL-FUNNEL RETAIL MEDIA WITH SKAI

If you want to successfully implement a full-funnel retail media strategy, you need a partner who understands the complexities of today's landscape and has the foresight to prepare for future challenges.

Mastering the options of ad formats, placements, and networks isn't just about having the right tools — it's about having a platform that can flexibly integrate these elements into a cohesive plan. Skai is uniquely positioned to be that partner:

**Legacy of innovation** over 18 years of building groundbreaking technology for advertisers, with an advanced approach to retail media (in addition to search and social).

**Performance at the core** A relentless focus on growth and measurable outcomes.

**Flexibility for any need** Accommodating your objectives with capabilities that put you in control.

## Legacy of innovation

With over 18 years of experience building ad tech, Skai has consistently stayed ahead of the curve. We took an advanced approach with retail media, applying the automation, bidding intelligence, creative/asset management, and powerful analytics tools we developed for paid search and social advertising, ensuring our platform evolves with the industry. Our continuous focus on innovation means you have the most advanced tools at your fingertips, designed to meet the unique needs of full-funnel retail media.

## Performance at the core

Performance is our number one priority. For two decades, we've been helping brands and agencies grow, ensuring that our platform is designed to drive results no matter the complexity of full-funnel retail media. We understand that the ultimate goal is growth, and our platform is built to optimize every aspect of your retail media strategy to deliver measurable outcomes.

## Flexibility for any need

Skai's platform is purpose-built to handle any full-funnel retail media approach. With over 100 retail media networks and dozens of integrations with popular industry tools and data solutions, we provide the flexibility needed to execute your preferred strategy. We recognize that every brand and agency is different, and our omnichannel platform is designed to accommodate every desired objective, ensuring that any marketer from any category and region can achieve their goals with Skai.



"Partnering with Skai gave us the opportunity to be one of the first adopters with Nectar360. The ability to manage multiple retailers in one platform brings unmatched value to our retail media program, and we look forward to onboarding more retailers soon."

**Rob Byrne** Digital Analytics, Search & eCommerce Manager, Kellogg's Europe

*Kellogg's*

# Realizing success with Skai

Skai's commitment to adaptability, performance, and flexibility is demonstrated through our clients' success stories. These case studies illustrate how mastering each element of full-funnel retail media leads to significant results.

## Scaling Full-Funnel Success with Workflow Automation

Haleon, a global leader in consumer health, aimed to grow its multivitamin brand Centrum's presence on Amazon in Mexico. Partnering with Publicis LeOne, they faced the challenge of efficiently [managing a complex full-funnel strategy across Amazon DSP](#) and always-on search campaigns. Using Skai's Advanced Automated Actions, the team automated the setup and optimization of campaigns, allowing them to scale their efforts without sacrificing performance. As a result, Haleon saw a 7% growth in order volume and a 156% increase in new-to-brand orders while reducing cost-per-order by more than 5%.

## Streamlining multi-platform operations

Vishvos and Happy Egg faced challenges managing separate budgets and platforms for their retail media advertising. By consolidating all their efforts under Skai, they streamlined their operations, achieving [a 30% increase in revenue](#) and a 10% increase in ROAS. This case highlights the importance of the integration of ad formats, placements, and networks to drive growth.

## Customizable solutions for large-scale operations

A Fortune 500 pharmaceutical company needed more control over its retail media advertising than its external agency could provide. Transitioning to in-house management with Skai's Expert Services, they leveraged tools like Budget Navigator and Competitive Insights,

resulting [in a 40% increase in ROAS](#) and a 90% boost in attributed sales. This case underscores how each component of a full-funnel strategy can align with large-scale operational needs.

## Optimizing performance across platforms

Kellogg's required optimization across multiple retail platforms to enhance ad performance. Utilizing Skai's comprehensive suite of tools, they gained data-driven insights that led to [significant ROI and improvements in overall performance](#) metrics. This example demonstrates the power of using every ad format and placement to maximize the impact of full-funnel marketing.

## Effective ad spend management

In a highly competitive digital advertising environment, Domain faced high costs per acquisition. Implementing Skai's powerful optimization insights and smart bidding tools [reduced their acquisition cost by 84%](#). This success story highlights how mastering every aspect of your retail media approach can lead to more efficient and effective spending.

## Driving growth despite budget constraints

Managing the Michaels account, Camelot needed to significantly lift ROAS despite stringent budget constraints. By applying Skai's Budget Navigator and Custom Metrics, they achieved [a 150% increase in ROAS](#). This case demonstrates that every component of your retail media can yield impressive results even with limited resources.



## CONCLUSION: EVOLVING WITH THE LANDSCAPE

The retail media landscape is in constant flux, and while this report presents a codified approach through the Full-Funnel Retail Media Formula, it's crucial to understand that this strategy is not a static solution. Success in retail media requires an ongoing commitment to evolve and adapt. The formula itself is built on flexibility—allowing you to dynamically adjust based on real-time data, shifting consumer behaviors, and the ever-changing digital landscape.

The formula redefines how we think about each stage of the funnel, but its real power lies in its ability to continuously adapt. Just as the retail industry will continue to evolve with new platforms, technologies, and consumer trends, so too must your retail media strategy. Achieving sustained success demands constant iteration, where your approach is refined and optimized over time to meet new challenges and seize new opportunities.

Skai is here to support you in this journey. With a focus on innovation, performance, and adaptability, we are committed to ensuring that your retail media strategy remains ahead of the curve. The Full-Funnel Retail Media Formula is designed to help you lead, not just keep up, in this dynamic landscape. Together, we'll help you maximize the potential of your retail media efforts—today and into the future.





# FULL-FUNNEL RETAIL MEDIA MARKETING CHECKLIST

Mastering the dynamic elements of ad formats, placements, and retail media networks is critical for excelling with the Full-Funnel Retail Media Formula. This checklist will help you evaluate and refine your current strategies, ensuring that your retail media efforts are adaptable, data-driven, and optimized for maximum performance across every stage of the funnel.

## AD FORMATS

Are you using a variety of ad formats (e.g., Sponsored Products, Display Ads, Video Ads) specifically tailored to move consumers fluidly through the funnel?

Are you leveraging retailer first-party data (like AMC for Sponsored Ads) to create granular targeting segments?

Do you continuously test, optimize, and iterate on ad formats to enhance their effectiveness at each stage of the funnel?

## PLACEMENTS

Are you leveraging a diverse mix of placements, including on-site, off-site, in-store, and connected TV (CTV), to engage consumers across multiple touchpoints?

Is your placement strategy adaptable, with resources and budget allocated based on the performance and needs of each funnel stage?

Do your placements reflect the consumer's mindset at each stage, ensuring the right message reaches them at the right time?

## RETAIL MEDIA NETWORKS

Are you strategically selecting and managing relationships — a portfolio approach — with a range of retail media networks (e.g., Amazon, Walmart, Target), ensuring they align with your overall full-funnel strategy?

Do you understand the unique strengths and audience insights that each retail media network provides, and are you utilizing them effectively across funnel stages?

Are you fully leveraging the data tools from retail media networks (e.g., Amazon Marketing Cloud, Walmart Connect) to refine targeting, personalization, and measurement?

## OVERALL STRATEGY

Is your retail media strategy fluid and adaptable, allowing for adjustments based on evolving consumer behavior, market trends, and performance data?

Are you continuously learning from campaign performance and real-time data to inform where, when, and how to use each ad format, placement, and network?

Do you regularly review and optimize your full-funnel approach to ensure all elements—formats, placements, and networks—work harmoniously to move consumers seamlessly through the funnel?

This checklist is designed to help you assess whether your retail media strategy is not just performing, but evolving in line with the Full-Funnel Retail Media Formula—ensuring you're positioned to lead in an ever-changing landscape.

## About Skai

Skai is an omnichannel advertising platform, uniquely enabling brands and agencies to run data-driven programs across walled garden media. It empowers both media leaders and activation teams to drive impactful results from their advertising program with AI-powered decisioning, activation and optimization solutions. Its partners include Google, Amazon Ads, Microsoft, Walmart Connect, Apple Search Ads, Instacart, Criteo, TikTok, Snap, Pinterest, Meta and more.

For over a decade, Skai has earned trust from notable brands such as HP, DoorDash, Sony, Philips, and L'Oreal. Renowned for innovation and a values-driven culture, Skai is headquartered in San Francisco and has eight international locations.