



eBook

Top 10 Reasons Advertisers Should Pair Retail Media Networks and Data Clean Rooms





Introduction

With a market value at \$45 billion and growing fast, retail media networks (RMNs) are increasingly a must-have in any advertiser's toolkit. In this eBook, we look at how a modern data clean room can power your RMN partnerships — and your media strategy.

For brands across industries, the retail media network space offers a rapidly-growing advertising market, unprecedented access to first-party data, and a new addition to your media plan with proven ability to reach in-market audiences. It's no surprise that the move among digital marketers to take advantage of RMNs has been swift.

In a study of recent advertiser trends, analyst firm McKinsey found that retail media networks now bring in somewhere between 10% and 15% of total media spend, and 73% of advertisers expect to increase their retail media network outlays in the coming year.

There are many RMNs to choose from, and competition among them is intense. That's a further benefit for brands — as retailers rush to roll out innovative, differentiated retail media network offerings that deliver better value — and they can afford to be choosy: the same study found that 27% of brands changed their RMN mixes in the last year in search of better results.

All of this sounds like a remarkable opportunity for brands, and it is, but marketing teams often face roadblocks in determining how to initiate their media network strategies and how best to approach them technically and operationally. That's where a modern data clean room like Habu can be a lifeline, as it provides the multi-platform integrations and high levels of automation that dramatically simplify retail media network adoption and operation.



How To Think About A Data Clean Room And RMNs

We've come up with our top 10 reasons brands should simplify and accelerate their media network strategies with a data clean room. Consider these both guidelines for choosing a data clean room and best practices for partnering with one or more retail media networks.



01

Seize A Competitive Advantage

Retail media networks offer the chance to get ahead of the competition. But they're code-heavy technical environments that require an experienced team — unless you have a modern data clean room with deep integrations to numerous partner retail media networks and advanced automation to speed your onboarding and workflows. Having a simple, efficient data clean room solution that's easy to use out of the box is itself a substantial advantage.



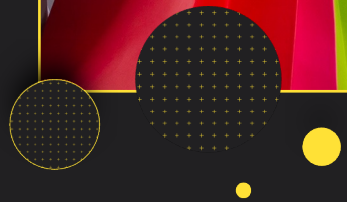


02

Reach Customers Ready To Buy



A retail media network provides brands with a valuable opportunity to connect with shoppers while they're in a purchasing mindset. Combined with a data clean room, an RMN enables you to efficiently deliver the right message at just the right time. In effect, you can deliver a highly personalized shopping experience that drives value via incremental sales, increased loyalty, and more.





03

Optimize Your Media Strategy

RMNs can increase campaign effectiveness by creating custom audiences from first-party data and improve targeting and messaging strategies with granular insights into consumer preferences. Data clean rooms provide access and orchestration for these activities, along with closed-loop measurement that provides an unprecedented view of the customer journey.

Use RMNs, a data clean room, and a “full-funnel planning” approach to drive engagement, optimize performance, and achieve business goals. Identify and target the right customers, and develop a set of key performance indicators (KPIs) to measure your progress in reaching core audiences.



04

Leverage Competition Among Retail Media Networks



The competition among RMNs is only growing as more and more come online. Each RMN offers specific audience data capabilities that can enhance your strategy and results. With a data clean room, brands can select among numerous RMN options, including certain online retailers who have built highly sophisticated e-commerce solutions that allow brands to build storefronts, run ads, analyze transactions, and ultimately measure and optimize return on ad spend (ROAS). Regularly evaluate your partner RMN offerings for the value they provide.



05

Maximize The Value Of Your Data — And Strengthen Partnerships

As you seek to drive campaign results, you'll want to experiment with and move between more than one retail media network. Look for a data clean room with unrestricted interoperability for cloud connectivity, identity resolution, and activation across platforms with no data movement to allow you to seamlessly connect to your choice of RMNs, securely and without data leakage. Also look for templated analytics that save time by allowing you to efficiently work with multiple RMNs across multiple clean rooms and via natural language frameworks.





06

Seek RMNs That Offer A Superior User Experience



Speed your time to insight by engaging with RMNs that themselves employ a data clean room that offers pre-written analytics for common business use cases and APIs for developing advanced analytics and integrations. You'll need to be sure your own data clean room can manage and orchestrate these features, particularly if you partner with multiple media networks.

07

Preserve Consumer Privacy

Effectively building your audience strategy requires advanced user segmentation that leverages the massive amounts of first-party data available from retail media networks. For privacy-preserving access to that data, you'll need a data clean room. This becomes even more critical when attempting to scale your audiences without sacrificing accuracy.



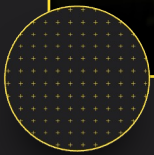


08

Rely On A Data Clean Room To Orchestrate Everything



Retailers use a variety of infrastructure tools to support their media networks. For example, certain cloud platforms provide powerful and purpose-built tools to activate and analyze interactions with advertising placed on RMNs. You will need a modern data clean room to orchestrate and streamline interactions with these tool sets on each of the RMNs with which you partner.





09

Continuously Refine Your Retail Media Buying

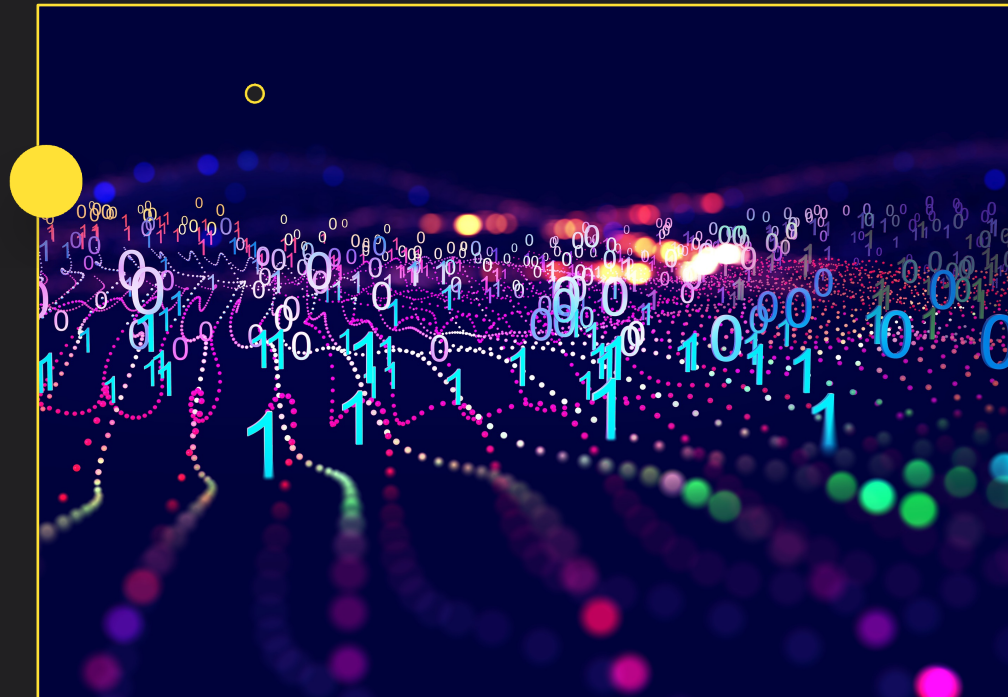
As your campaigns progress, you'll use specific tactics to target potential customers via a combination of offsite (for upper funnel) and onsite (for lower funnel) media buys, as well as potentially some in-store investments to drive sales. As you seek to optimize these media buys, your ongoing measurement will likely lead to adjustments and rebalancing. A modern data clean room empowers you with the data and insights you need to dynamically adjust your buying strategy.





10

Deepen Your Use Of Advanced Analytics And Machine Learning



As your data collaborations grow, you're likely to move into more advanced analytics and machine learning tasks, such as model training. To be future-proof, your clean room should provide a secure environment to run arbitrary compute – including SQL, Python, R, Spark, and other data science tools and libraries – without your partner RMNs being able to access your proprietary model or see your underlying data.



Maximize Your Retail Network Investments With Data Clean Rooms

To sum up, making the most of your retail media network engagements requires a modern data clean room. From targeting and measurement to interoperability, security, and orchestration, advanced data clean room software has the power to transform your experience of RMNs and dramatically accelerate your time to value.

Habu data clean room software provides a powerful data collaboration solution that's the essential link in accessing and analyzing data from retail media networks — as well as any other data owners you may be interested in. With industry-leading multi-cloud orchestration capabilities and high levels of automation, Habu delivers data collaboration that's smart, secure, scalable, and simple — enabling brands to drive their media network strategies via critical insights from a much broader universe of data.

[Contact Us](#)



Habu enables organizations to master decentralized data, uncovering insights that fuel better business decisions via data collaboration that's smart, safe, scalable, and simple. With flexible, multi-cloud deployment, high levels of automation, and an intuitive interface, a Habu Data Clean Room empowers data teams. Easily connect your data from any source and start accelerating growth today.



Habu

**Collaborative
Intelligence for
Decentralized Data**