

**Attribution and Advertising Effectiveness**

**The Rise of Retail Media Networks and Disappearing Data**

**How Walmart and others pulling data is impacting accountability**

**Background:**

Retailer Media Networks are the hottest things this year in MarTech. The resurgence in shopper marketing tactics via modern digital technologies and escalating privacy standards has led many retailers to a critical tipping point: their data is worth more as a walled garden than as part of the data ecosystem.

As a result, in the last 12 months numerous retailers have pulled or greatly limited access of their sales data to outside parties. Walmart, Walgreens, Amazon, Kroger, Costco, Publix, etc are some of the names being talked about in the industry. History is repeating itself. The last time this happened led to the age of purchase panels (ie HomeScan).

**Impact of the problem:**

- . Loss of low-cost ad effectiveness, which is key for digital campaigns accountability
- . Loss of low-cost data for targeting, which is also key for digital campaigns, and exacerbates the “advertising spam”
- . Second-tier publishers (non Google, FB) facing an increasingly threatening competitor from RMNs

**Solution:**

- . Building the 1 to 1 relationship with consumers is future-proof
- . Large scale panels

Marketers and Publishers should invest in building the 1:1 relationship with consumers, as that is future-proof against any retailer’s decision to pull data. In fact, the relationship has many additional benefits.

Today’s marketers should not be satisfied in panels that represent 0.08% of households. With the advancements in data processing and clean rooms, solutions that represent 8 to 10% of households (100x increase in power) are possible now.

**Roundtable Chair**



**Jerome Shimizu**  
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Jerome is the co-founder of ABCS Insights, and one of the top data scientists in the U.S. He has been a key creative force behind some of the largest media accountability platforms in the industry. Today they influence, optimize, and reallocate billions of dollars in media annually.

Pioneer of ROAS for Digital Advertising, including the first ever to use retail POS data.

Previously Co-founder of Nielsen Catalina Solution and CRO Kantar Milward Brown.