



IGNITING ENGAGEMENT

Elevating Retail Growth
with Identity based
Marketing



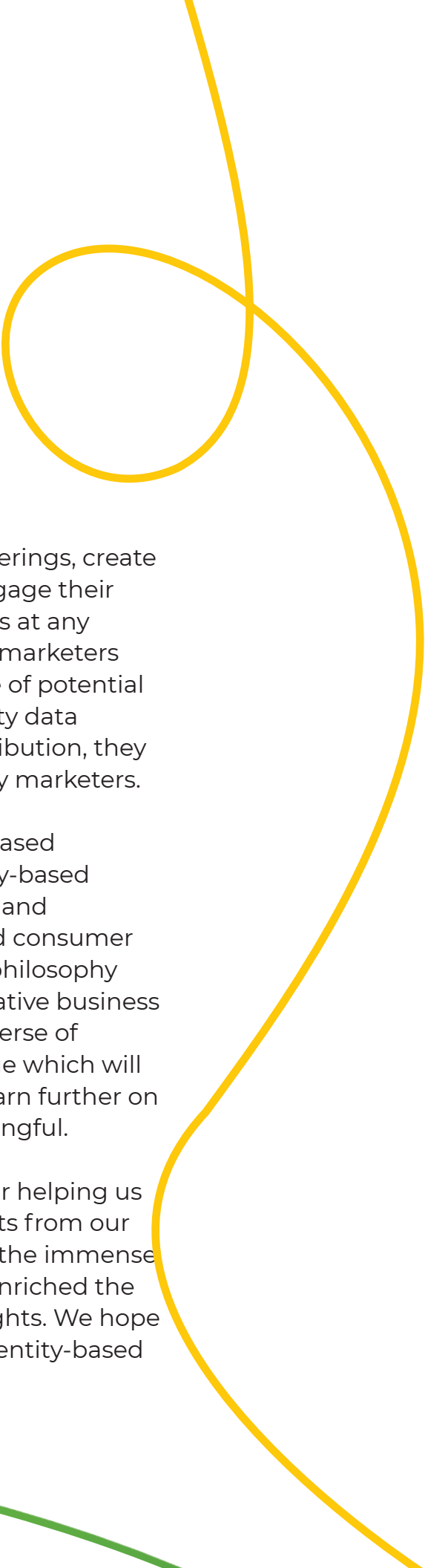
Alban Villani
CEO, Asia & EU,
Epsilon

Foreword

Today, people buy from modern retailers, small stores, e-commerce giants, D2C stores, and other channels. The purchase journey is extremely complex and difficult for any marketer to navigate. Attribution is one of the biggest challenges. They often struggle to attribute sales to the right people. Despite having several tools at their disposal, marketers find it difficult to create a single view of the entire customer lifecycle with the brand.

Key reasons for this challenge include a lack of data collaboration, brands being unable to capture customer data across multiple devices and touchpoints, and the absence of a single view of the customer. These challenges make it extremely difficult to develop a clear strategy and engage with audiences with relevant messages. While marketers have subscribed to several attribution tools, they still seek more accuracy.

However, marketers are now working towards building their own data to create clear identifiers of people's preferences. First-party data will give them a significant edge in the future, but it will be a long journey that requires a lot of patience, perseverance, expertise, and investment in technology and talent. The results will bear fruit as brands accumulate a sizable amount of first-party data.



First-party data will help marketers personalise offerings, create better products, attribute sales accurately, and engage their customers with relevant messages across channels at any given point in time and context. It will also lead to marketers with a comprehensive view of their entire universe of potential customers and reduce dependencies on third-party data providers. If anyone can solve the challenge of attribution, they will surely find a friend and a partner among many marketers.

For 50+ years, we've been the leader in outcome-based marketing. Powered by the world's leading identity-based offering, our platform is anchored in deterministic and transactional data and leverages privacy-protected consumer profiles globally. This allows us to stay true to our philosophy and belief that marketers must have access to creative business solutions that provide one view of their entire universe of potential customers, understand the right message which will resonate with the same potential audience and learn further on how each interaction in future can be more meaningful.

I would like to thank our partner ETBrandEquity for helping us curate the report findings and pinpoint the insights from our survey. I would be remiss if I did not acknowledge the immense contributions of retail industry leaders who have enriched the report's perspective with their anecdotes and insights. We hope you find this a valuable guide in your journey of identity-based marketing and growth.




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Executive Summary

In today's complex digital ecosystem, retailers are facing unprecedented challenges in collecting and leveraging customer data to drive marketing success. With the depreciation of third-party cookies, the proliferation of consumer touchpoints, and the rise of omnichannel journeys, marketers are grappling with fragmented data sources and declining attention spans. In this landscape, many organisations find themselves at a loss regarding where to begin and how to craft effective strategies.

This report delves into the various facets of identity-based marketing strategies, enabling retailers and brands to navigate the emerging marketing landscape. By transitioning towards a first-party data strategy, retailers and brands can reduce acquisition costs, enhance product experiences, provide relevant recommendations, increase revenue, and improve customer loyalty.

Most brands are using social media channels to gain information such as names, emails, and interests. Brands leverage this data to deliver personalised ads and content. Others also use surveys and request feedback on products and services to gather data. However, retail media and retail media networks (RMNs) remain an underutilised channel to tap into the consumer journey. This report explores the opportunities and capabilities of retail media networks (RMNs).

As omnichannel marketing becomes the predominant way in which retailers and brands engage with their customers, companies must accelerate the shift to first-party data strategies. First-party data serves as a compass for leveraging consumer data effectively in the age of data privacy. As companies continue to innovate, we hope that this report serves as a guide to help them create personalised experiences, foster long-term connections with customers, and drive sustainable growth.

State of India's Retail's Market

INTRODUCTION

India's retail segment has been a cornerstone of the nation's economic growth, consistently driving consumption, job creation, global investments, infrastructure development, finance structures, research and development, supply chain efficiency, and people's aspirations. Across the country, people demand superior and premium products and experiences.

MARKET OVERVIEW

The retail market comprises traditional stores (unorganised segment), organised retail stores, and e-commerce platforms. The sector is highly fragmented, dominated by unorganised retailers, which account for 81% of the market, while organised retail and e-commerce platforms account for 12% and 8%, respectively.

KEY GROWTH DRIVERS

- Rise in income and purchasing power
- Increasing youth population and growing middle class
- Change in mindset towards premium and quality products
- Easy payment options and availability of credit
- Growing brand affinity and consciousness
- Increased investment by global brands in the Indian market

Market Size:

**INR 7 Lakh
Crore**

(in 2023)

Projected Size:

**INR 16.68
Lakh Crore**

(by 2033)

GDP Contribution:

9%

CAGR:

10%

Total Employment:

35 mn+

Marketing in Retail

DECODING RETAIL MARKETING STRATEGY

India's retail market is highly competitive, with both organised retail and e-commerce brands heavily investing in advertising to stand out, build loyalty, and engage people. Direct selling has gained prominence due to the rise of e-commerce, D2C growth, and digital transformation. This has significantly boosted digital advertising and marketing expenditure, with key investments in digital coupons, social media, on-site advertising, audience data sales, and paid search.

The rise of digital commerce has also led to the emergence of new advertising channels, including brands' owned and operated websites (on-site) as well as e-commerce marketplaces and grocery/food delivery/quick commerce apps (off-site). Similar to shelf space in brick-and-mortar retail outlets, these channels represent an opportunity to reach people during their purchase journey and drive brand awareness.

These emerging channels generate \$1.5 billion in annual ad revenues; however, Epsilon's survey indicated that shockingly few retailers have incorporated these channels into their marketing strategy.

Only


30%

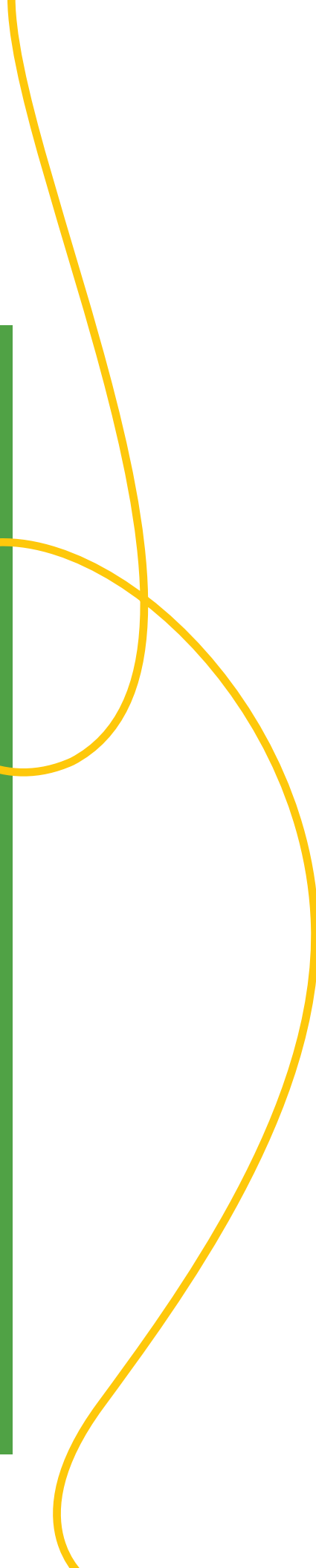
of respondents use **Programmatic Off-Site** in their **marketing strategy**

Only

35%

of respondents use **Audience Data Sales** in their **marketing strategy**





“We maintain a strategic approach across all platforms. Specifically, we implement an 80-20% split in our marketing efforts. This means that 80% of our resources are dedicated to targeting and attracting new consumers, while the remaining 20% focuses on retaining and engaging our existing consumer base.

To consistently convert new consumers, we offer attractive first-time purchase incentives. These offers are designed to encourage new users to make their initial purchase, thereby expanding our customer base. By closely monitoring and adjusting our strategies, we ensure that our acquisition program remains effective in bringing in net-new consumers while maintaining a balanced approach to customer retention.”

Nisha Khatri
Head of Marketing, Libas

Barriers in Retail Marketing Strategy

People's behaviours have changed drastically over the past few years. Today, digital platforms such as e-commerce marketplaces, food delivery services, quick commerce, direct-to-consumer (D2C) platforms, and messaging channels are experiencing significant traction from people.

In response to these digital commerce trends, retail marketers have widely embraced omnichannel marketing strategies. They are driving marketing communications across eight or more channels to engage people and drive traffic both in-store and on their own platforms.

However, a majority of the digital traffic is being generated by online marketplaces, and brands must effectively tap into these ecosystems to reach a larger cohort of audiences successfully. Despite its potential, there are many perceptions around online marketplaces that hinder its adoption, such as:

- Low adoption of programmatic off-site in retail media audience targeting
- Issues with customization and accuracy
- Inability to attribute sales to off-site data
- Low-quality, unpredictable media inventory
- Lack of acceptance by advertisers

70%


respondents acknowledged that **low Rol of Programmatic Off-Site** compared to other **retail marketing strategies** was not a challenge.

95%

of respondents believe that **Programmatic Off-Site** is a **strategic fit in retail marketing strategy**

60%

of respondents **acknowledged** that distance from the **consumer's purchase decision** may be the biggest barrier for **Programmatic Off-Site adoption**



“One challenge that retailers face is that the data is scattered across multiple platforms and cross-departmental integrations aren’t streamlined making it difficult to analyse complete scenarios. A major reason behind this is also the split expertise of solution providers available in the industry due to which we have to rely upon cross-functional integrations. We’re witnessing improvements in this area and companies are understanding the importance of integrated solutions.”

Rajesh Jain

MD & CEO, Lacoste India

“Platform reporting - not telling the true or complete story is a challenge faced by retailers in the industry. This is largely due to the difference in attribution modelling followed by the brand and the platform. There is limited flexibility in the selection of attribution models thereby increasing the dependency on the platforms.”

Karthik Yathindra

President & Chief Sales & Marketing Officer, Jockey India

“While we are robust in utilising data and driving insights from it, a significant challenge arises with platform attributions that can often distort the overall narrative. Additionally, in performance campaigns, there is a tendency for consumers to navigate from the homepage to purchase different items than initially targeted. This highlights the critical need for custom tracking, which is something we find lacking in many instances.”

Madhur Acharya

VP - E-commerce, Lenskart

Technology Adoption and Integration

Off-site advertising uses retailers' data to buy advertising inventory outside of the retailers' owned shopping platforms. The inventory available with third-party partners may include display, video, social media, connected TV, and digital out-of-home (DOOH).

Technology becomes the backbone of scaling retail marketing. However, technology integration presents its own set of challenges. According to Epsilon, nearly a third of respondents believe that disjointed technology solutions, limited sales organisation, and difficulties in working with technology partners have created barriers to technology adoption and integration, hindering the successful implementation of omnichannel marketing strategies.

32.5%

of respondents were **concerned** about the cost of **new technology/partners**

32.5%

of respondents were also **concerned** about the **risk of data leakage and privacy**

25%

of respondents said they **had limited staff** to **scale technology operations**

"We use tools to measure cross-channel attribution of sales – it helps us gauge true attribution in comparison to attribution claimed by channels."

Nikita Agarwal
Chief Business Officer, Suta

"We use CLTV, profitability & engagement matrix to adjust campaigns in real-time."

Vrinda Aggarwal
Head of Customer Marketing, IGP

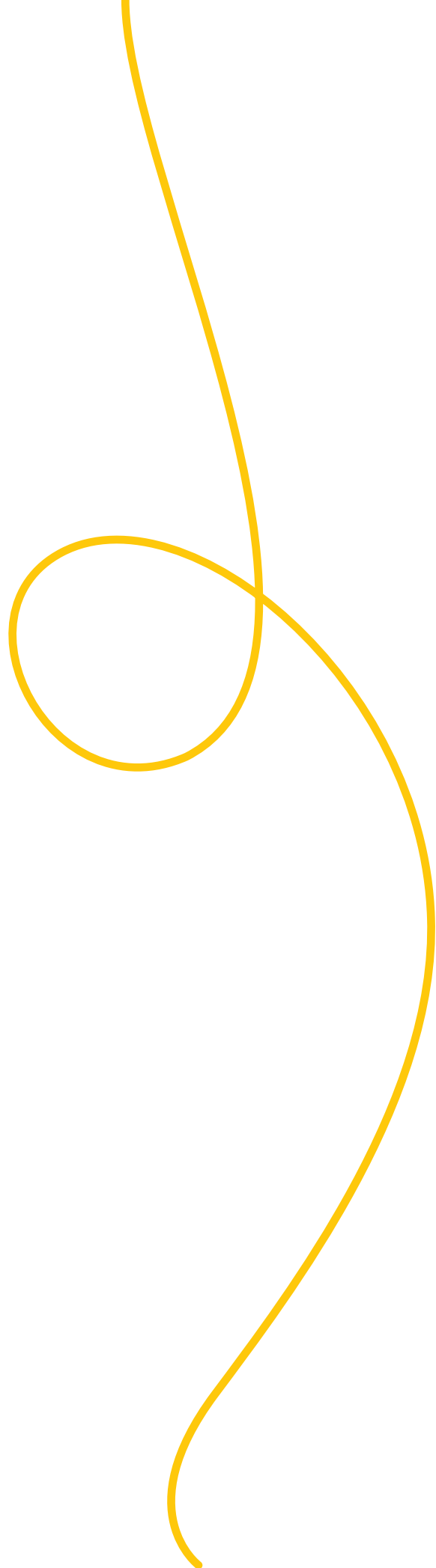
Evolving Role of Data in the Retail Market

DATA COLLABORATION STRATEGY

Retailers are eager to leverage data to personalise in-store and online shopping experiences. However, they are struggling to make data accessible to marketing teams and connect various data silos, resulting in ineffective or inefficient personalization efforts.

Furthermore, retailers are cautious about deploying personalization efforts, as any missteps can erode trust with people. Consequently, data collaboration—combining first-party data between retailers and brands for audience activation, analytics, or the development of proprietary data assets—has become of prime importance for many retailers.

To address these challenges, retailers are working on developing data collaboration partnerships, such as data clean rooms and second-party data sharing, in the coming year.



“Our data analytics strategies include predictive analytics to forecast trends and consumer behaviour, implementing segmentation analysis to target specific audience segments effectively, utilising machine learning algorithms for personalised recommendations and campaign optimization by reaching look-alike audiences and employing A/B testing to refine our strategies.”

Karthik Yathindra

President & Chief Sales & Marketing Officer, Jockey India

“In today’s world, data is abundant and available in many forms, from customer personas and interactions to website traffic and in-store transactions. However, the true value of data lies in how effectively it is utilised. We create affinity cohorts based on several criteria like customer all-time purchase value, market analysis, etc. and then choose the best-suited media options for each cohort created. We also perform A/B testing to experiment and determine the best promotional tools for our campaigns. It is an ongoing process for us to gain deeper insights, make informed decisions, and work towards providing a better experience to customers.”

Rajesh Jain

MD & CEO, Lacoste India






Future-proofing Retail Marketing

The consumer journey has become much more complicated, with people not only window shopping across different retail outlets but also passively shopping on their devices. Digital commerce has enabled unparalleled convenience, with the rise of 10-minute deliveries becoming a tried-and-tested business model. Building a brand with so many channels and platforms available to people means being present omnichannel.

An omnichannel brand doesn't just have to be available to people across channels, devices, and platforms; it also has to be backed by consistent, on-point brand messaging. This is crucial not only for winning new customers but also for retaining existing ones. Brands need to tap into the pulse of people so they can reach them at the right time on the right channel. If marketing efforts are not synchronised, brands run the risk of overloading people with redundant messaging.

As advertisers grapple with the vast range of touchpoints in the digital commerce landscape, they must integrate data from different channels to create a single view of the customer journey and make smart media investments. To implement this strategy, marketers must modernise their marketing mix and achieve several key strategic priorities.





“Some of the approaches that we use in data analytics are data cleaning and hygiene to enhance the accuracy of the processed data. Based on recent and latent parameters, we find out those members who are most likely to transact. We are now doing a lot of predictive analytics, using segment data using propensity modelling to help predict the next purchase or trigger the next best product using essential features such as RFM (Recency, Frequency, Monetary), seasonality trends, and Recency-Latency. Also, we undertake data analysis in real-time to prepare a report quickly for quick decision-making.”

Deepak Mahnot
CMO, Soch Apparels

“Engaging with consumers across cross-platforms means identifying the consumer and tracking them. We endeavour for ethical practices to the utmost extent and try the least intrusive methods. Though, cross-device and cross-channel engagement can be done effectively by integrating through the CRM system that consolidates the data and doesn't intrude upon customers' privacy. We believe that as responsible retailers, it's our responsibility to ensure the privacy of our customer is not violated.”

Rajesh Jain
MD & CEO, Lacoste India

Third Party Identifier Deprecation

The biggest challenge in modernising retail marketing is the deprecation of third-party identifiers such as cookies. Most organisations deploying digital advertising campaigns have relied on third-party cookies to target and understand people's preferences, as they allow targeting of two-thirds of audiences on the Internet.

The Epsilon survey indicates that some advertisers rely on cookies more heavily than others; however, the majority of brands have expressed concerns about third-party identifier deprecation and its impact on retail marketing strategies in the future. Since identity-based marketing relies on first-party data to drive outcomes, it has emerged as a way for brands to modernise their marketing strategies. Epsilon research suggests that brands prefer to increase investments in identity-based marketing strategies and build customer data solutions.

37.5%

of respondents said that it is **extremely important** to have a retail **media strategy** in place to future-proof against third-party identifier deprecation

45%

of **respondents** said it is very important to have a **retail media strategy** in place for **future-proofing** against third-party identifier **deprecation**

"Effective utilisation of first-party data is pivotal for overcoming delivery challenges, optimising customer engagement across channels, and implementing advanced analytics strategies to enhance campaign performance and customer satisfaction."

Rajeswar Rao
VP B2C, Clovia



Building First Party Data Strategy

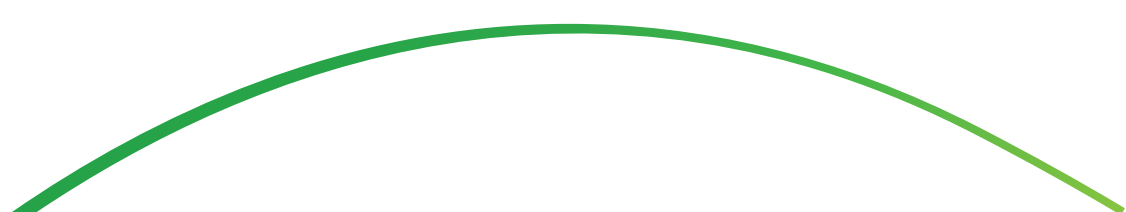
Clearly, building on the brand's owned data, or first-party data, is a priority for marketers. First-party data allows retailers to deepen insights, improve targeting accuracy, and enhance overall campaign effectiveness. It also fosters stronger customer relationships through relevant and personalised experiences, ultimately driving better ROI and long-term brand loyalty.


Marketers believe that a robust customer data platform with an intelligent customer engagement platform helps put first-party data to best use. Since the onus of data privacy and usage is completely on the brand, the requisite governance needs to be built in.

However, identity-based solutions are also a potential area of interest among marketers to drive the effectiveness of off-site advertising campaigns. Essentially, identity solutions combine retailers' first-party data with a unified and deterministic customer ID that can be used to track them across platforms without invading their privacy.

Identity-based marketing offers many potential benefits to retail marketers, including transparent measurement of campaign performance. It empowers brands to connect with real people across the journey and confirm whether their personalization efforts are actually leading to sales.

However, most marketers are at a loss on how to implement this within their organisations. Since most of the plug-and-play solutions do not have a predefined template for identity-based marketing, marketers have not planned or started to collect the required data.



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"Leveraging first-party data allows retailers to deepen customer insights, improve targeting accuracy, and enhance overall campaign effectiveness. It also fosters stronger customer relationships through relevant and personalised experiences, ultimately driving better ROI and long-term brand loyalty. A robust CDP layered with an intelligent customer engagement platform helps put first-party data to best use. The onus on data privacy and usage is completely on the brand and requisite governance needs to be built in."

Karthik Yathindra

President & Chief Sales & Marketing Officer, Jockey India

"Identity graphs and identity-driven media leveraging first-party data are indeed pivotal in modern marketing strategies. They enable a comprehensive view of the customer journey across multiple touchpoints, allowing for more personalised and targeted marketing efforts. By integrating first-party data, retailers can enhance customer segmentation, improve engagement, and drive higher conversion rates. This approach not only fosters stronger customer relationships but also maximises the return on marketing investments through more effective and efficient campaigns."

Madhur Acharya

VP - E-commerce, Lenskart

Finding the Right Partner/Tech Stack

EVALUATING THE RIGHT PARTNER/TECH STACK

When evaluating an agency or technology partner, any retail marketer worth their salt begins with the outcomes they want to accomplish. Building a partner ecosystem or technology stack to drive retail marketing strategies is done with certain key priorities in mind.

According to Epsilon research, retailers' priorities change less depending on industry or category and more based on whether the retailer is a single brand, multi-brand, online, or brick-and-mortar retailer. The survey indicated that the primary reasons retailers were frustrated by technology or agency partners were due to disparate reporting across channels/tactics, disjointed targeting and messaging across channels, and uneven budgets. The size of the retail organisation also played a significant role in setting priorities in terms of retail media strategy. For example, large retailers were more particular about where they wanted their brand to be visible.

32.5%

of respondents said their **priority** was access to **in-depth** first-party **data for brands**

37.5%

of **respondents** said their **priority** was access to **measurement** tied to first-party data

52.5%

of **respondents** said their priority was transparent, **advertiser-verifiable** measurement

50%

of **respondents** said their priority was the **amount** of inventory available through **technology partners.**

47.5%

of **respondents** said their **priority** was **identity resolution** and online/in-store attributable reporting

45%

of **respondents** said their **priority** was building a **support services organisation**

“The foremost challenge in offering a personalised experience to customers across channels is integrating data sources to create a 360-degree profile of the customer. A strong customer data platform for any omnichannel brand is crucial for driving a strong & well-targeted marketing strategy.”

Nikita Agarwal

Chief Business Officer, Suta

“There are CRM tools like Customer Data Platforms, Loyalty Programs etc. that can help in customer identification and unifying the data from multiple touch points. By using tools like these, retailers can better understand and correlate the impact of their digital activations on offline conversions.”

Rajesh Jain

MD & CEO, Lacoste India

“Last-click attribution, while simple, is often complicated as it fails to consider the earlier interactions that contribute to the customer journey. It tends to overlook the significance of initial touchpoints that play a crucial role in guiding the consumer towards conversion.

Time-lapse attribution, which gives more credit to interactions closer to the conversion, can provide a more nuanced view but may undervalue early interactions that also influence the decision-making process. This model can also be complex to implement effectively.

Other attribution models, such as first-click, linear, position-based, or data-driven, offer a more balanced approach by spreading credit across multiple interactions. These models can provide a comprehensive understanding of the customer journey, though they require more data and effort to set up and maintain accurately.”

Nisha Khatri

Head of Marketing, Libas



North Star Metric

When it comes to measuring the success of retail marketing campaigns, brands obviously want to see a return on their investment. However, what emerged from the Epsilon survey is that most brands did not agree on one single North Star metric but instead relied on a spectrum of different metrics to measure retail media performance.

22.5%

of respondents said brand lift is the **most important metric** to measure **retail media campaigns**

15%

said **total sales** is an important metric to **track retail media campaign performance**

“Attribution models have their pros and cons. Choosing the right model is largely guided by the industry and campaign goals. Last-click attribution aids in straightforward performance analysis and planning for ROAS-optimized campaigns. Conversely, multi-touch or time-lapse models are better for understanding awareness campaigns as they capture the influence of various interactions throughout the buying journey providing more accurate insights.”

Karthik Yathindra, President & Chief Sales & Marketing Officer, Jockey India

“We use multiple models including last click, first click & any touch for attribution. We are heavily doing incrementality testing for high-cost channels. Dashboards are generally configured for one/two models only- we have to collate most of the data manually.”

Vrinda Aggarwal, Head of Customer Marketing, IGP

Changing the Game with Retail Media Network

RETAIL MEDIA NETWORK CAPABILITIES

A retail media network (RMN) is an advertising platform that allows retailers to sell ad space on their digital channels to brands. RMNs put ads right where interested shoppers can see them, making brands more noticeable. This enables brands to reach a captive audience and amplify their digital marketing strategies. It also helps drive more traffic to the products from an advertising enterprise, potentially leading to increased sales. RMNs are poised to play a significant role in the growth of India's retail media landscape by aggregating eager consumers for brands to tap into.

RMNs also leverage their own first-party data, enabling brands to plan, make better buying decisions, and implement more targeted and strategic campaigns. However, the Epsilon survey highlighted a significant gap among marketers in understanding the benefits and capabilities of retail media networks.

The survey revealed that most respondents were ambivalent about RMN capabilities, such as the ability to self-serve, the ability to serve across multiple RMNs, visibility into the pacing of campaign delivery, control over campaign setup, control over campaign pacing and delivery, and the brand's choice to manage and service their own campaigns.

Only

12.5%

of respondents said that self-service capability is extremely important

Only

15%

noted that self-service capabilities are very important

Only

15%

said that transparency on up-to-date campaign performance reports was extremely important



Retail Media Network Opportunities

Unlike other retail media, Retail Media Networks (RMNs) allow brands to gain access to people at the path to purchase, becoming a treasure trove of insights. This enables marketers to drive the performance of their digital advertising campaigns and more effectively utilise their spending.

Marketers should view RMNs as an opportunity to get closer to people at the moment of truth in the purchase journey. Epsilon research suggests that the biggest advantage of RMNs is media exposure to purchase patterns, aided by rich first-party data.

The continued rise of online browsing and shopping behaviours is only going to increase the relevance of RMNs for brands. RMNs enable brands to diversify beyond on-site product ads and banners to encompass retailers' omnichannel capabilities and unique advertising formats.

By utilising RMNs' first-party data and ecosystem, brands can contact people across the marketing funnel and influence purchase decisions. However, the Epsilon survey showed that many retailer brands perceive RMNs as competitive to their own business interests.

30%


said that retail media **networks** are **equally competitive** and **complementary**.

17.6%

said that **funds** have already been **allocated** to retailers for other **tactics**.

8.8%

noted that **funds** have been **shifted** from **non-retail** media-specific digital marketing **budgets**.



Optimising Investments in Retail Media Network

To maximise the investments in RMNs, retailers should focus on strengthening their existing customer relationships, enhancing off-site advertising to attract new consumers, and ensuring they have the right tools and knowledge to leverage first-party data effectively.

With RMNs, advertisements can now be strategically positioned at key points in a user's e-commerce shopping journey, such as above or between search results, or alongside recently viewed products. Additionally, utilising consumers' first-party data allows for more precise targeting, ensuring products and advertisements reach the right audiences at the right time.

Studying other RMNs can help retailer brands gain insight on what works and what doesn't as they hone their own strategies.

- What do ads communicate about the retailer's understanding of its customer base?
- How engaging are advertisements? What kinds of strategies are being executed?
- Where are ads placed (on-site and off)? Is placement effective?
- What, if any, new or creative methods are being explored?

50%

of respondents said that **data collaboration** is the most important part of their **advertising strategy**

37.5%


of respondents said that **data collaboration** is somewhat **important** to their **advertising strategy**

65%

said they are actively **developing data collaboration** partnerships in the **next year**

27.5%

said they have **data collaboration** partnerships in **place**



“RMNs differ from traditional digital advertising platforms in terms of their proximity to purchase, access to first-party data, the ability to deliver highly targeted omnichannel ads, provide closed-loop measurement and offer a brand safe environment.

“RMNs don’t just offer advertisers a digital option but provide a complete 360-degree view of the consumer, from data activation and in-store networks to flyers and serving digital ads to consumers. That’s where brands are seeing more merit. RMNs help them understand consumers better, and they are sharing first-party data with partners (brand advertisers) to get more out of RMNs. These are some of the advantages that traditional digital advertising platforms cannot match easily.

“Building a successful RMN requires leveraging FPD, integrating the network across the retailer’s e-commerce, in-store, and other touchpoints, providing advertisers with diverse ad formats, clear measurement & reporting tools and dashboards and partnering with ad tech players to power the ad network.”

Anand Narang
Chief Marketing & Digital Officer,
Vedant Fashions



Future Outlook

Just as digital commerce transformed the way people shop, retail media will remain and become an increasingly important component of retail marketing strategy. Epsilon research highlighted that key decision-makers in defining retail media budgets include not just performance marketing and trade teams, but also brand marketing teams, demonstrating its growing relevance at the top of the marketing funnel.

25%

of respondents said **brand marketing** team was key decision making in **defining** retail **media budgets**

22.5%

of respondents said **trade team** was key **decision maker** in defining retail **media budgets**

20%

of respondents said **performance marketing** team was **key decision maker** in defining retail **media budgets**

The survey shows that over the next three years, one-tenth of respondents expect to increase their retail media investments by up to 25%. Notably, 40% of respondents have already allocated some portion of their budgets towards retail media activation, indicating that it is gaining acceptance within organisations.

14.3%

of **respondents** **expect** their retail media **investments** to increase by **up to 25%** over next **three years**

15%

of respondents have **allocated 26-50%** of media **budgets** towards **retail media** activation

10%

of respondents have **allocated 11-25%** of their media **budgets** towards **retail media** **activation**

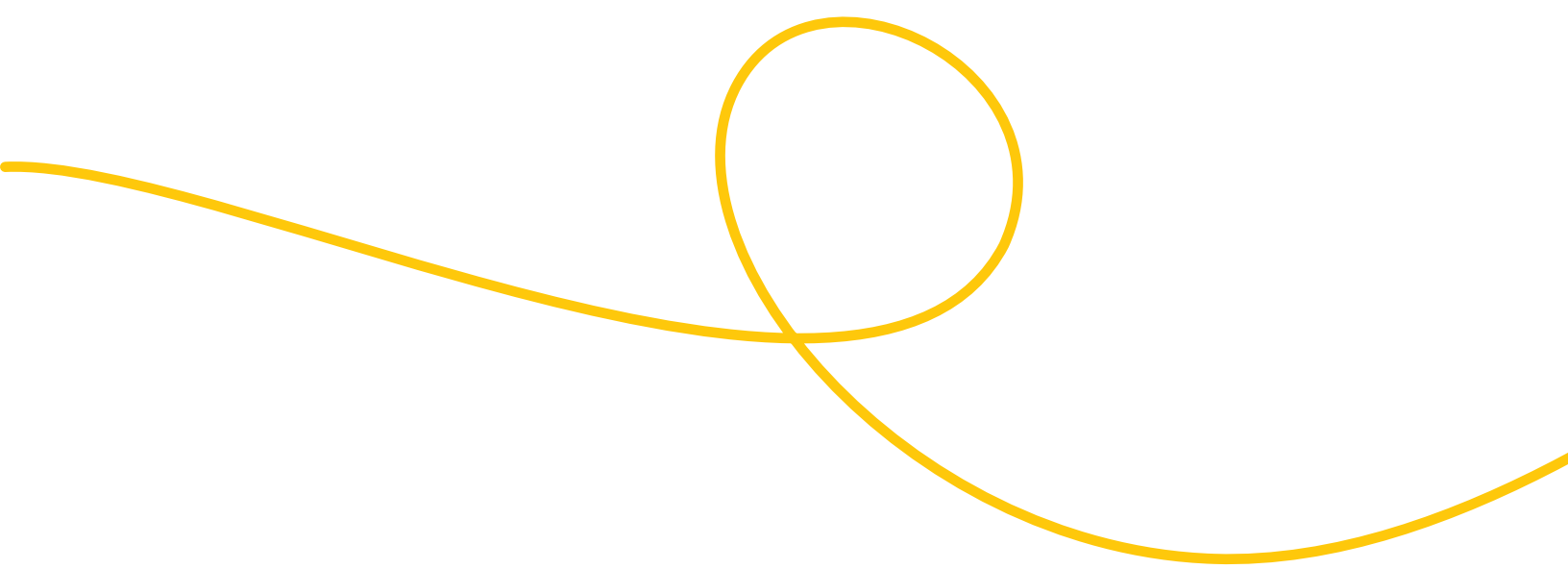
5%

of respondents said they have **allocated >50%** of media budgets towards **retail media** **activation**



Methodology

In partnership with global research and analytics firm Phronesis Partners, Epsilon conducted a survey of executives, including retailers and brands from mid to large-sized enterprises, to gain insights into their perceptions of retail media and the current and future state of the industry. The study was conducted in Q1 2023. Respondents were screened to be at least Director-level or above. Please note that in charts, percentages may not total 100% due to multiple choice selection.





SPECIAL THANKS to

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Marketing is a business driver as well as a social changemaker. ETBrandEquity.com is a celebration of this spirit and power of marketing to make the world a better place. We bring to fore the biggest questions, challenges, developments: all that elevates marketing as a driving force for an individual, a business and the community-at-large. Through our rich portfolio of content as well as in-house events, conclaves and more, we're here to help you build influence, enhance your effectiveness and become the best marketer you choose to be.

Today, ETBrandEquity has grown into a globally-networked media brand focusing on data and analysis, people and culture, and innovation and forecasting. Furthermore, we transfer our core values of honesty, curiosity, quality, and integrity to the events, conclaves, sessions, and other such gatherings in the fields of MarTech, AdTech, PR, corporate communications and more. The DigiPlus Conclave and Awards, Martech Asia, India Communication Summit, Kaleido Awards, Brand World Summit, Shark Awards, iStream Congress, SPOTT Awards, Brand Disruption Awards, Brand Bharat Summit, CX+ Summit, are just some of our landmark properties that have grown from strength to strength in recent years.

Much like the rest of marketing, the story of ETBrandEquity is still being written.