4. On-Site Advertising / Retail Media

"Some people say, 'Give the customers what they want.' But that's not my approach. I think Henry Ford once said, 'If I'd asked customers what they wanted, they would have told me, 'A faster horse!'"

— Steve Jobs

Introduction

In the ongoing quest to maximize the monetization possibilities of a multi-vendor commerce ecosystem, Retail Media stands out as one of the larger areas of opportunity. The nature of retail media's message delivery embedded within the shopping experience makes it a particularly effective form of advertising. When relevant suggestions are made within the context of the buying experience, the value of such a suggestion is much greater. As such, a sponsored listing within a search result, or a suggested related item, or a featured item receiving preferential placement, are viewed more as "helpful suggestions" than "advertising".

It is this value-added nature where technology is making the biggest strides in boosting the effectiveness of retail media delivery to customers. By leveraging first-party data and adaptive technologies like artificial intelligence, the