

THE STATE OF COMMERCE MEDIA NETWORKS

A GLOBAL MARKET STUDY ON HOW HIGH PERFORMING COMPANIES SUCCEED

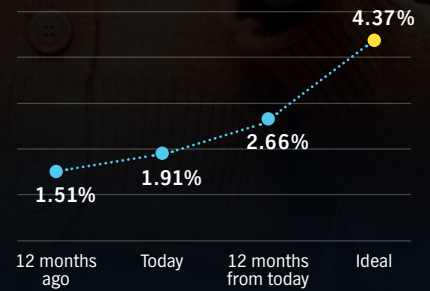
PubMatic commissioned Forrester Consulting to explore what the commerce media landscape looks like today, what challenges retailers are facing, what there is to be gained from expanding or beginning commerce media programs, and what the keys to a successful commerce media network are.

Early returns are exceedingly positive, but there is still significant opportunity to unlock

90% say that advertiser demand for commerce media 1P data has increased significantly

2% of their overall revenue from commerce media ads and will ideally **more than double**

Percentage of Retailer Revenues from Commerce Media Ads



Retailers are looking for unified auction solutions, flexibility and scalability

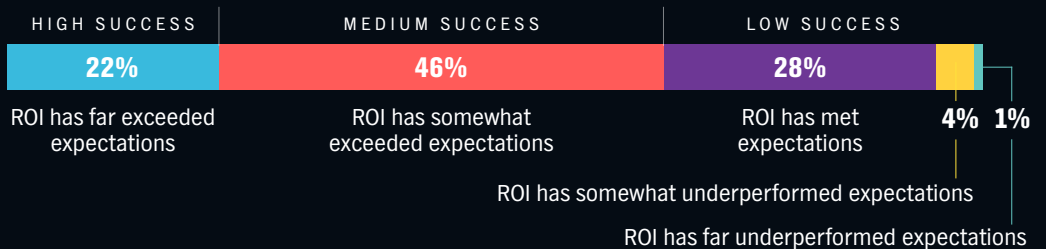
86% say their organization needs a **unified auction solution** across its properties to drive monetization and acquisition across multiple tactics and data sets

82% say their organization needs a **flexible yet custom** commerce media network solution that provides a **seamless CX** to drive multiple tactics in one place

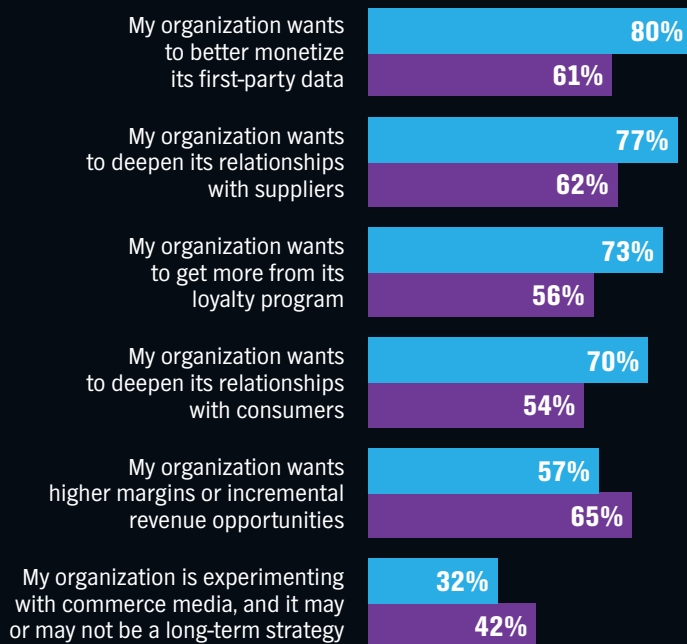
81% say their organization would like a tool to enable **advertisers to buy across retailers** because it is **too small to scale**

Deep partnerships cultivate high performance

How has your organization's return on investment (ROI) for its commerce media network compared to your expectations?



Which of the following are motivating factors behind your organization expanding its use of commerce media?



High success retailers are more focused on improving relationships with suppliers & consumers and monetizing first-party data.

Low success orgs are more focused on finding revenue streams or are just piloting commerce media.

■ High Success ■ Low Success

For more data and insights from this commerce media study, please [download the full report.](#)

Methodology

In this study, Forrester conducted an online survey of 309 commerce media strategy decision-makers. This study included respondents at enterprises (companies with \$500m or more in annual revenue) at US & UK-based Retail and/or Travel organizations. Respondents were asked a series of questions related to their current commerce media programs, their challenges with these programs and their plans for the future. The study began and was completed in August 2023.

Research Contact:

SUSAN WU
Senior Director, Marketing Research
susan.wu@pubmatic.com

Press Contact:

BROADSHEET COMMUNICATIONS
pubmaticteam@broadsheetcomms.com