

# HOW TO MAKE RETAIL MEDIA WORK FOR YOU

## INSIGHTS FROM AUSTRALIAN SHOPPERS

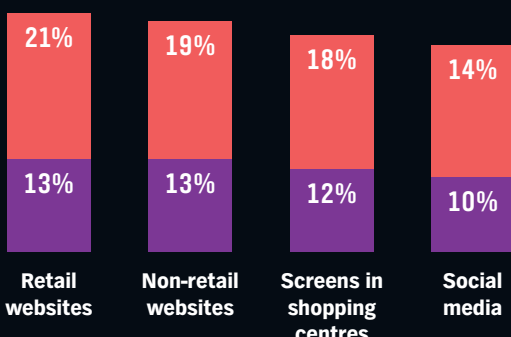
PubMatic commissioned Inside Retail to explore **how shoppers engage with advertising across different types of media**. Below are insights for advertisers and retailers to drive increased shopper engagement, sales and incremental revenue.

### UPPER FUNNEL MARKETING

**Website ads are more effective** in sparking shopper interest than screens and social media

IN GENERAL, HOW DO YOU FEEL ABOUT ADVERTISEMENTS ON VARIOUS TYPES OF MEDIA?

Curious to find out more  
Informed

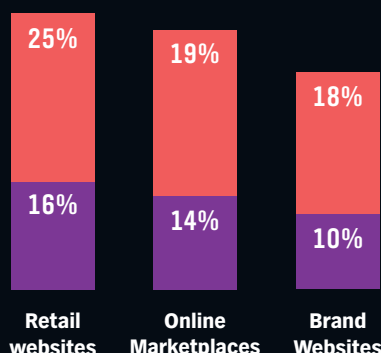


In terms of sparking engagement, ads are:

**26%** more effective on retail websites than social media  
**22%** more effective on non-retail websites than social media

IN GENERAL, HOW DO YOU FEEL ABOUT ADVERTISEMENTS ON RETAIL WEBSITES?

Curious to find out more  
Informed



Retail websites drive the most shopper engagement

Engagement across all types of retail websites are higher than social media

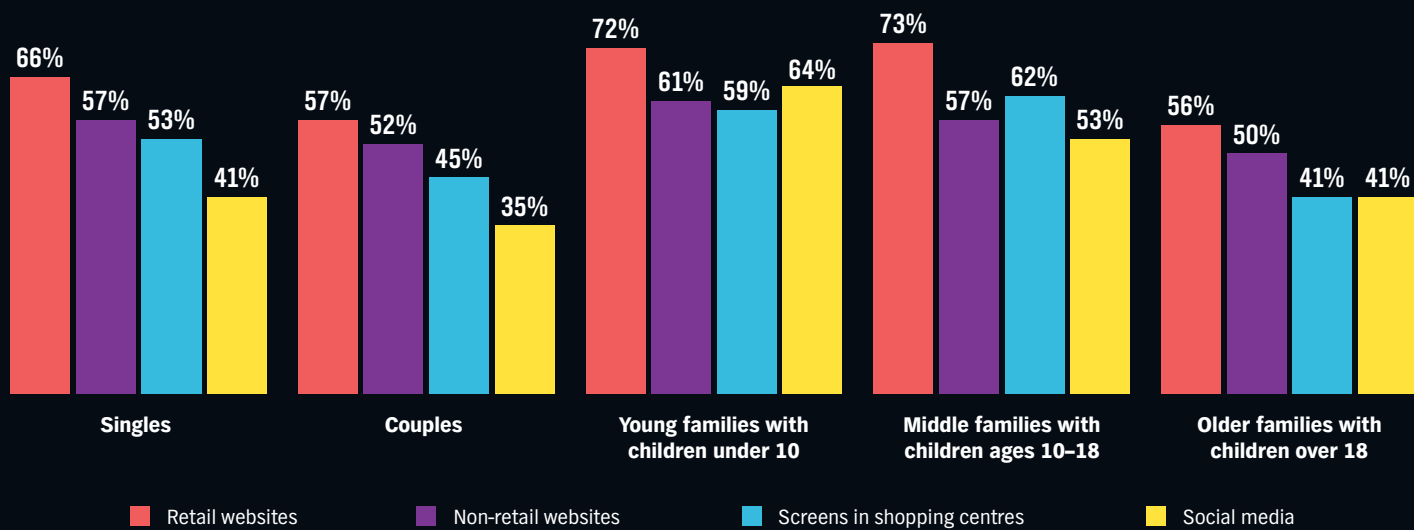
**Audience extension technology** allows advertisers to **add incremental reach** by leveraging retailers' first-party data, and applying on non-retail websites across the open web.

### LOWER FUNNEL MARKETING

**Families with children respond to online ads more** than other population segments

PERCENTAGE OF SHOPPERS WHO RESPOND TO ADVERTISING ON DIFFERENT MEDIA TYPES, BY HOUSEHOLD TYPE

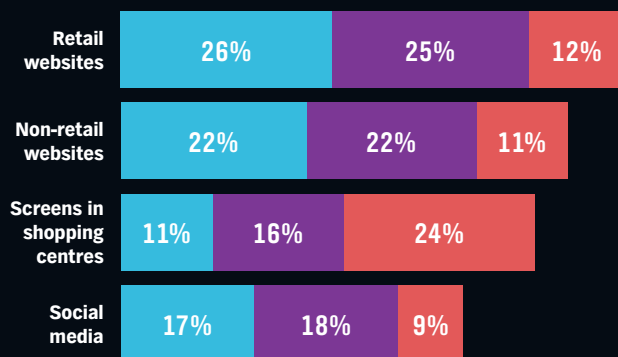
(Total of 'Click on/go to website to find out more' + 'Go to other websites to find out more' + 'Look for the product in a physical store')



**Offsite advertising** empowers advertisers to reach audiences through retail and non-retail sites

IN GENERAL, WHAT DO YOU DO IF YOU SEE AN INTERESTING AD ON?

Click on/go to website to find out more  
Go to other websites to find out more  
Look for the product in a physical store



While retail sites drive the most responses, non-retail sites provide advertisers with more scale for campaigns.

Leveraging retail data for offsite advertising on retail and non-retail sites delivers more relevant, personalised advertising to the most receptive shoppers — avoiding wastage.

[Download the study to learn more.](#)

**Methodology:**

In this study, PubMatic and Inside Retail conducted an online survey of 500 Australian shoppers. Respondents were asked a series of questions related to their perception of and responses to ads across a variety of formats. This study was conducted in March 2024.

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