

Retail Media Strategy 2025 – Implementation Checklist

1 Foundation

- Align retail-media goals with overall business objectives
- Secure leadership and stakeholder buy-in

2 Market & Audience Insights

- Define primary shopper personas
- Run competitive gap analysis (share of shelf and spend)

3 Budget & Forecast

- Set annual retail-media budget (€/ \$)
- Allocate budget by marketplace (Amazon, Walmart, Instacart etc.)
- Ring-fence 10–15 percent for test-and-learn

4 Product & Content Readiness

- Validate inventory availability ≥ 95 percent
- Optimise PDP titles, bullets, images and A+ content

5 Channel Mix

- Sponsored Products / Search
- Sponsored Display / DSP
- Retail Media Network Off-Site
- In-store digital placements (if applicable)

6 Campaign Setup

- Keyword and ASIN targeting list finalised
- Bid and budget caps configured
- Creative / banner approvals completed

7 Measurement Plan

- Define KPIs: ROAS, TACoS, Incremental Sales
- Enable closed-loop reporting (retailer API or clean-room)

8 Governance & Optimisation

- Weekly performance review cadence established
- Budget re-allocation rules documented

- Negative keyword hygiene scheduled

9 Compliance & Finance

- Vendor / third-party contracts signed
- Invoice and accrual reconciliation workflow in place

10 Post-Campaign Learnings

- Publish lift study or incrementality analysis
- Update 2026 roadmap with insights