



2025

Guide to

Retail Media

*What you need to know to turn your
webshop into a profitable media
platform*

E-commerce professionals like you face intense competition, with rising costs and inflation adding even more pressure.

Many are prioritizing profitability by creating new revenue streams and optimizing overhead. Retail media is a powerful solution to these challenges.

Effectively turning your webshop into a media platform can enhance the shopping experience through highly relevant product placements while also generating a high-margin revenue stream for your business.

In this white paper, we'll explore how multi-brand retailers can begin to monetize their digital assets and give suppliers premium visibility—right when shoppers are actively searching for their products.

Finally, we'll show you how Relewise Retail Media makes implementation seamless, requiring minimal resources to get started.

I hope you enjoy your read!

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**What is the
hype around
retail media?**

A saturated market makes it increasingly difficult for e-commerce businesses to capture and retain customer attention, often leading to **shrinking margins**.

Then, there's the threat of phasing out third-party cookies that has raised concerns about how to **effectively capture intent** and deliver timely, relevant messages. For e-commerce sites that rely on this data to create meaningful experiences, this shift presents a major challenge.

For this reason, multi-brand retailers—both B2B and B2C—must shift their focus on **leveraging their first-party data** to maximize the value of their traffic. This comes down to two key needs:

- 👉 For the **retailer**, a need to create meaningful experience for customers that increases conversions.
- 👉 For the **supplier**, a need to optimize marketing efforts in a way that isn't too resource intensive

Relewise Retail Media gives you, as a multi-brand retailer, the opportunity to offer your suppliers premium placements in search results and product listing pages (PLP's) through a bidding framework. This allows them to pay for **visibility** at the bottom of the funnel.



One thing is collecting customer data - another thing is consolidating and using it

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One to remember



Findability is critical for e-commerce conversion rates.

Having relevant items easy to find for users **when they need it** will make them much more likely to complete a purchase

*Baymard Institute

The result is a highly relevant, conversion-driven marketing strategy that increases sales while allowing retailers to generate **additional revenue** on products they might have sold **anyway**.

In the past, retail media was largely reserved for the biggest players—companies with the resources to manage complexity, hire tech talent, and implement structural changes.

Relewise Retail Media changes that. Now, multi-brand retailers of **all sizes can access and implement retail media** without the need for a massive in-house team or enterprise-level infrastructure.



What is the difference between retail media and regular merchandising?

While retail media focuses on **advertising within the site** itself, merchandising deals with the strategic **planning and presentation of products** to enhance the shopping experience.

Merchandising is very valuable but it doesn't offer the same precision, flexibility, or data-driven optimization as retail media.

Ideally, **both should be working together** on your site. They complement each other, ensuring a personalized experience throughout the buyer's journey.

The table below summarizes the key differences between retail media and merchandising for you, as a multi-brand retailer.

	Retail Media	Merchandising
Definition	Monetizing your data and digital shelf by selling ad space to brands and suppliers	Planning and optimizing your product presentation and placements
Focus	Creating targeted advertising	Focusing on product display, arrangement, promotion etc.
Goal	Monetize visibility and drive sales	Optimize baseline product visibility that aligns with retailer strategy
Strategy	Having a personalized, dynamic advertising based on behavioral insights	Preset, "static" merchandising rules that apply across all users
Key players	External stakeholders, ie. your suppliers, decide what they wish to be advertised	Your internal stakeholders decide what is promoted according to business needs
Metrics	CTR, conversion rates, ad-generated revenue, etc.	Conversion rates, inventory turn-over rates, average order value, etc.
Impact on revenue	Direct by turning placements into supplier-funded, competitive strategy	Indirect through impacting product prioritization and placement





**How will it
work on
my site?**

An important aspect of Relewise Retail Media is **relevance**.

The ads shown to users must be highly relevant based on their behavior. Having ads that are only dependent on which supplier bids the highest may be highly irrelevant to the customer, significantly **compromising your search engine**.

To provide the best experience for your customers while maximizing supplier investment, we highly recommend using **Relewise Search & Personalization** as a basis for your retail media efforts.

This ensures every ad placement is uniquely driven by **real-time behavioral insights**.



Defining the **placements**

Before getting started, you need to decide **where** you want the sponsored product placements to appear and **how many** you wish to make available. Typically, placements will be on PLPs or search results but can also be in an app, e-mails, and more.

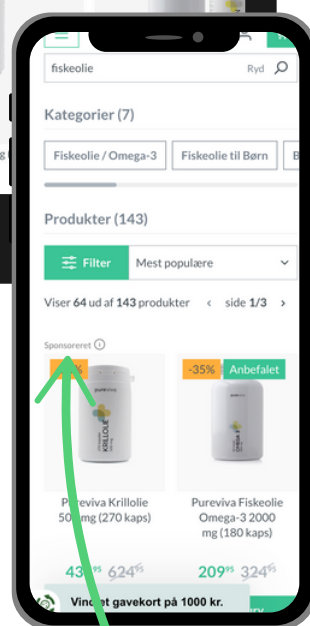
You also need to make sure that your **retail media content displays correctly** on the chosen placements on your different channels. Typically, this is a task for your agency or solution provider. They'll only need to develop it once, and it shouldn't be too time-consuming.

How many placements will you have?

We highly recommend **limiting the amount of sponsored placements available for mobile**, so that it won't occupy the entire screen.

This is also important as to **avoid ad fatigue or banner blindness**.

In general, carefully consider your retail media strategy to ensure the best possible user experience.



"Sponsored" – small, but it's there!



Collaborate with your advertisers to create strong campaigns

One strength of Relewise Retail Media, and retail media in general, is that it becomes a gateway to foster more strategic partnerships with your suppliers.

Working closely together with your suppliers when creating campaigns is the best way to ensure that **all parties involved gain exceptional value** - both you, your suppliers, and the customers.

Since working with retail media is still uncharted territory for many, the way you present and position it to stakeholders is crucial.

To ensure a strong partnership and maximize success, here are key challenges and misconceptions suppliers may have—along with strategies to overcome them.



Concern no. 1

"We already have fixed annual marketing budgets."

Many suppliers and purchasing managers, accustomed to traditional marketing deals, may resist retail media despite its clear advantages. Position retail media as a way to optimize existing marketing budgets—not an additional cost.

How to address it:



Unlike traditional marketing budgets that allocate spend upfront with uncertain returns, retail media operates on a performance-based model.



Retail media is a smarter way to spend existing budgets on high-intent placements that drive direct sales, not just awareness.



Retail media delivers instant impact and measurable ROI, which is different from traditional deals that wait for year-end evaluations.

Tip: Involve your purchasing teams early, as they work closely with suppliers. Make education a core part of your pitch.



Concern no. 2

"Retail media is just another form of paid ads."

Retail media without personalization is just noise—it can even hurt the search experience. The real value comes when retail media is powered by a personalization engine, ensuring search results and PLPs are enhanced by behavioral data.

How to address it:



Retail media uses first-party behavioral data, which traditional ads don't. This means ads are shown only to shoppers actively searching for relevant products.



Ads become helpful recommendations instead of disruptive promotions, which enhances the customer experience rather than compromising it.



Concern no. 3

“Will only the highest bidder get visibility?”

When multiple suppliers bid for the same ad placement, Relewise Retail Media doesn't simply award the spot to the highest bidder. Instead, it evaluates each campaign's *cost per mille* [CPM, cost per thousand impressions] and assigns a relative weight to ensure fair distribution.

How to address it:

- ▶ Relewise ensures placements aren't dominated by a single advertiser unless their bid is **significantly** higher.
- ▶ Because revenue & relevance is optimized, multiple suppliers will gain visibility, which benefits both retailers [higher revenue] and shoppers [more relevant results].



This list doesn't cover everything, but we hope it gives you a good starting point for understanding common misconceptions and how to address them.

Make sure your campaigns are fully set up before hitting the switch on retail media. To avoid unexpected costs, ensure that campaigns are pre-sold and funds are in place before you go live.

Another way to start the dialogue is through asking the following questions:

- 1 **Pricing model:** *Does the advertiser want to pay per click or 1000 impressions? That is, a CPC or CPM model?*
- 2 **Budget:** *How much are they willing to spend overall?*
- 3 **Duration of the campaign:** *For how long should the campaign be active? When should it start and end?*

Pricing models for visibility vary widely across retailers, with different products carrying different margins.

As a result, determining the right pricing always becomes an industry- and product-specific decision.



Targeting with keywords

There's also the option of keyword targeting. Suppliers can specify one or more keywords that must be included or excluded from a user's search query for the campaign to be activated.

Benefits of keyword targeting



Precision: Allows for more precise targeting of ads based on user intent.



Relevance: Ensures that ads are shown to users who are more likely to be interested in the product, improving the overall shopping experience.



Efficiency: Helps in optimizing ad spend by reducing irrelevant impressions and clicks.

Lastly, there isn't any limit to **how many advertisers** [i.e., your suppliers] and campaigns you can set up in Relewise Retail Media.

In the case of significant interest in sponsored placements from your suppliers, you can always choose to create additional sponsored placements further down the PLP or search results page at a later time.



Summing up...



Stronger negotiations

Offering Relewise Retail Media on your platform goes beyond providing sponsored placements on your channels. It allows you to create leverage and value in negotiations with suppliers.



Unique collaborations

Like fingerprints, no two collaborations with your suppliers will be the same. What constitutes a mutually advantageous agreement with one may differ from another.



Flexible agreements

A supplier may want to promote a high-margin product by offering discounts for bulk purchases. To support the supplier's products and boost your sales, you might include sponsored placements in the agreement.



So, what happens when we're live?

Every time one of your users visits your site or app, whether they're making a search or browsing a PLP, **Relewise will check if there are any active campaigns** that match the user's behavior.

If there are one or more active campaigns with **products highly relevant** to the user, products from campaigns with the highest bid will be shown in configured sponsored placements, all **in real-time** when searched for.



As previously mentioned, no two campaign agreements between you and your suppliers will be the same. Billing is not set to automatically occur at, say, a fixed monthly schedule, but depends on the specific agreement. Relewise Retail Media calculates the **actual ad spend** on an **on-going basis**, allowing you and your suppliers to agree on the terms of billing.





You also have the option to pull **a report on performance before, during, and after the campaign** for your own evaluation of the effect.

In the **MyRelewise dashboard**, you can get a full overview of all your campaigns.

Relewise Retail Media reports on 3 key metrics:

- 1 Sales volume:** The number of units sold during the campaign period. This data trickles in through standard order updates, specifically via line items.
- 2 Impressions:** The total number of times the product was viewed during the campaign window.
- 3 Revenue tracking:** The revenue generated from the product not just during the campaign but also beforehand. To capture this, line totals need to be submitted through order updates.





**Why should
I get it?**

The main reason for you, as a multi-brand retailer, to get retail media on-site is the adoption of a **new revenue stream** with an **exceptionally high margin** – up to 90%, according to a commerce media survey by Boston Consulting Group. It allows you to take advantage of digital real estate that otherwise isn't fully exploited.

90%

margins are what you can obtain as a multi-brand store adopting retail media.

Monetize your data

Retail media offers a new revenue stream by **monetizing your data**, allowing advertisers to access **valuable insights** – all while simultaneously driving **more sales**.



Due to the flexibility of which you can create agreements that make the most sense for both you and your suppliers, Relewise Retail Media not only becomes **an appealing revenue source** for you, but also becomes a **valuable tool for your suppliers**.

The strong focus on **mutual commercial benefits** and shared values **enhances the appeal** for both suppliers and brands. Ultimately, this boosts your revenue potential.

Win-win-win: Creating better customer experience

Relevant ads have the power of introducing products to customers they might not have discovered otherwise. When the ads are **carefully curated and targeted** with the **right timing**, it enhances the overall shopping experience and satisfaction.





**CASE: Helsebixen
grows supplier
sales by 138%**



How retail media helps suppliers grow sales by 138%

Helsebixen, a Danish online health and wellness retailer, partnered with Relewise to develop a retail media strategy that fully leveraged its 700,000+ unique monthly visitors. The goal was to enhance personalization and unlock new revenue opportunities through strategic retail media initiatives.

Key improvements

- Implemented Relewise's personalization engine to deliver tailored search results and product recommendations.
- Collaborated with suppliers interested in boosting product visibility and established a structured bidding plan.
- Integrated Relewise Retail Media with the personalization engine to display relevant sponsored products alongside organic search results.



Pain points:

- ▶ A need to convert more of the high website traffic
- ▶ Untapped potential of expensive digital real estate

Impact:

- ▶ Online sales grew 138% in one month for a supplier

[Read the full case here](#)



Results

Greater flexibility and faster time-to-market for retail media campaigns.

More precise targeting, allowing suppliers to run highly relevant and effective campaigns.

A new revenue stream for Helsebixen.



From knowledge
to action

Book a **strategy meeting**

You've reached the end – thank you for reading along!

This white paper has covered the key benefits of Relewise Retail Media for multi-brand stores like yours.

It's an effective way to increase revenue by giving your brands and suppliers the opportunity to gain more product visibility at the exact time customers are looking for it.

But how would it look like for you?

I'd like to invite you to an online retail media strategy meeting with our experts – completely non-binding.

During the meeting we will:

- 1 **Asses** your current setup and identify personalization opportunities
- 2 **Evaluate** how Retail Media could look on your site and its potential for success
- 3 Give you **tailored recommendations** based on our insights and best practices
- 4 **Answer any questions you may have about Relewise Retail Media**

Brian and the team are looking forward to seeing you



[Book a meeting](#)





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Don't be shy. Get in touch