

# THE RETAILER'S JOURNEY TOWARDS PROGRAMMATIC

**What does the retailer's journey towards programmatic look like?**  
MediaMath in conjunction with WBR Digital surveyed 117 digital marketing and advertising professionals from online and multichannel retailers to answer this question.

**TOP CHANNELS**

**programmatic marketing**  
extends to:

Retailers using programmatic across multiple media channels

82%



Display

79%



Social Media

71%



Mobile

32%



Video

“

Retailers cite lack of budget/ staff as the most common barrier to leveraging the power of programmatic.”

**TOP 3**

**WAYS RETAILERS SAY PROGRAMMATIC SUPPORTS THEIR GREATER BUSINESS GOALS**

“

1

Driving direct revenue and improving understanding of digital ROI.

”



“

Pushes business to be more customer-centric.”

2

“

3

It serves all our KPIs throughout the entire customer lifecycle, from brand awareness to conversions and retention.

”



**FIRST PARTY DATA**

are leveraging to enhance their digital campaigns

Retailers using programmatic across multiple media channels

71%

Online purchasing data



54%

Interest or engagement-level data



50%

Geographic & demographic data



25%

Offline purchasing data



**INVESTMENT IN PROGRAMMATIC INCREASING**



Two-thirds of retailers using

programmatic across multiple channels plan to increase investment in programmatic over the next year.



At least 90% of these retailers

said they have seen increased efficiency in their media buying and more consistent experiences for their consumers.

**Eighty-seven percent**

also saw media ROI and digital conversions improve thanks to programmatic, reinforcing its benefits for the bottom of the funnel.



“

Nearly half of retailers surveyed use first-party data to dynamically target consumers with personalised messaging.”

**TOP**

**4**

**MARKETER PRIORITIES FOR IMPROVING PROGRAMMATIC CAMPAIGNS**

1

Applying Dynamic Creative Optimisation (DCO)

2

Improving attribution algorithms to better understand the path to purchase

3

Onboarding first-party data to improve targeting and tracking

4

Prioritising ad space on premium sites and over remnant ad space



Performance Reimagined.  
Marketing Reengineered.

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