

The Retail Media Framework

Driving Retail Media Growth
through Data and Measurement
by JAKALA & Google

Embrace
Data



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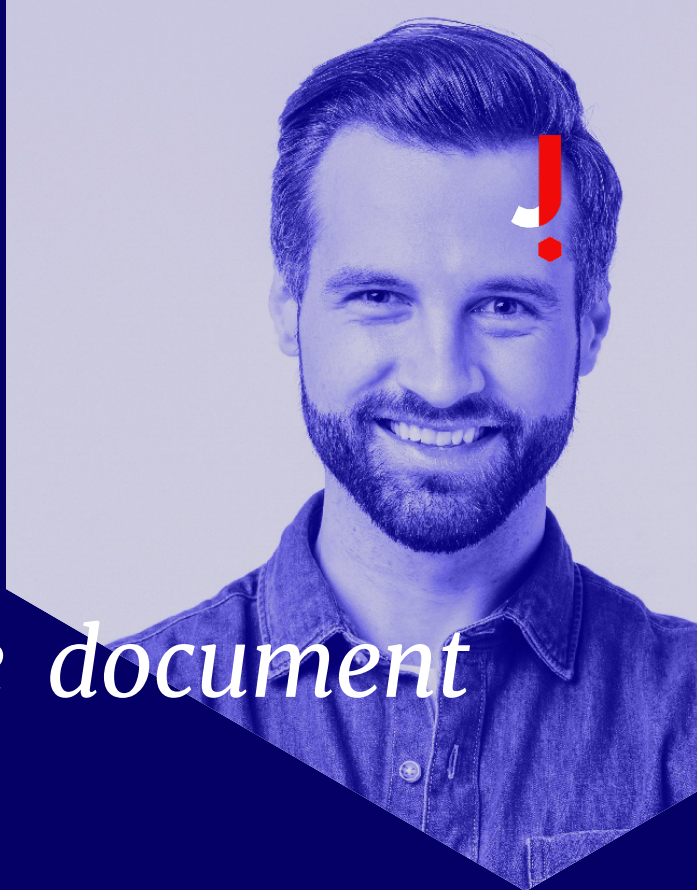
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In today's dynamic retail environment, brands are increasingly investing in retail media to reach consumers across digital and physical touchpoints. As this channel matures, one of the most critical—and often most debated—questions arises: how can we accurately attribute sales to media actions?



1. Context of the document

In today's dynamic retail environment, brands are increasingly investing in retail media to reach consumers across digital and physical touchpoints. As this channel matures, one of the most critical—and often most debated—questions arises: how can we accurately attribute sales to media actions?

Attribution in Retail Media is inherently complex. Consumer journeys are fragmented, purchases may involve multiple brands, and decision-making often spans both online and offline environments. This makes it difficult for advertisers and agencies to confidently determine what role media played in driving an outcome—and, by extension, how to optimize their investment.

We've observed that while many brands and partners recognize the potential of retail media, they often lack a clear, structured approach to attribution. This white paper was created to address that gap by offering a practical framework built on industry expertise and platform capabilities. In particular, we aim to help stakeholders:

- Understand the key attribution challenges that arise in retail media.
- Identify the data needed to build an attribution model. Navigate technical requirements, platform setups to support attribution.

- Consider specific retail scenarios that make attribution especially nuanced—such as shared carts, multi-brand purchases, or cross-channel journeys.

At the core of this framework is the **Google Marketing Platform (GMP), specifically DV360 and CM360**, which together provide the technological backbone to implement attribution strategies at any level of maturity. DV360 offers centralized programmatic activation and audience management, while CM360 provides consistent ad serving and unified tracking across channels. Combined, they enable advertisers to apply custom attribution logic, connect touchpoints across the funnel, and measure performance in a scalable, privacy-safe way.

GMP's interoperability with tools like GA4, BigQuery, and CDPs allows retailers and brands to activate campaigns using enriched data sources—including offline signals—and to measure both digital and in-store outcomes. This makes it uniquely suited to meet the demands of modern retail attribution, from first-touch engagement to last-mile conversion.

Through this lens, the pages that follow are designed to guide brands and agencies through the core decisions, tools, and use cases that will help unlock attribution in Retail Media, not as a theoretical concept, but as an operational reality.



2. Introduction to off-site Retail Media

Off-site Retail Media refers to all advertising placements that use a retailer's first-party data to reach consumers outside of the retailer's owned digital properties—across platforms such as programmatic display, search, social media, and video.

Unlike on-site media, which focuses on ad placements within a retailer's website or app, off-site media extends reach and influence earlier in the customer journey, enabling brands to engage consumers before they begin actively shopping. This extension of the retail media ecosystem supports full-funnel strategies, combining awareness and consideration with performance marketing and conversion.

The rise of off-site Retail Media is driven by three main forces:

- **The increasing limitations on cross-site tracking in environments** are accelerating the shift toward first-party data strategies, as advertisers face reduced visibility and targeting precision in cookieless contexts
- **The need for scale and addressability** beyond the retailer's site.

The opportunity to **deliver closed-loop measurement** by exposure to actual sales—whether online or offline.

*For readers looking to explore the full scope of off-site Retail Media—including a comparison with onsite media, strategic benefits, and illustrative use cases—please refer to the **Annex: Deep Dive – Off-site Retail Media Fundamentals**.*



3. The off-site growth of Retail Media

Retail media has rapidly evolved into one of the most influential forces in digital advertising. Traditionally confined to retailers' owned channel, such as their websites and apps, the landscape is now shifting.

In 2025, off-site retail media is set to experience explosive growth, expanding into social media, search engines and third-party platforms.

This shift is being driven by major industry changes, including:

- ◆ **Growing platform-level privacy restrictions:** As browsers like Safari, Firefox, and iOS environments continue to limit third-party tracking by default, the ability to reach and measure users across the open web is becoming more fragmented. In this context, retailers—with access to rich first-party data from purchase history and logged-in user behavior—are becoming increasingly strategic advertising partners. Their data allows brands to engage high-intent audiences in a privacy-responsible way, without relying on third-party cookies or cross-site tracking.
- ◆ **The rise of first-party data strategies:** with privacy regulations tightening, advertisers are prioritizing direct partnerships with retailers who can provide authenticated first-party data to ensure effective targeting. Off-site retail media leverages this data across search, social, and programmatic platforms, maximizing relevance and efficiency.
- ◆ **The need for full-funnel engagement:** consumers no longer follow a linear path to purchase. Brands must engage shoppers earlier in their journey, long before they reach a retailer's website. Off-site retail media enables brands to influence purchase decisions

at the awareness and consideration stages, ensuring they remain top-of-mind across multiple touchpoints.

For retailers, this expansion unlocks new monetization opportunities, allowing them to extend their reach and provide advertising solutions beyond their owned environments.

For brands, it presents a powerful way to connect with high-intent consumers in a privacy-first, data-driven ecosystem.

This white paper explores **the rise of off-site retail media**, the strategies shaping its future, and how both brands and retailers can capitalize on its growth in an increasingly digital and privacy-conscious way.

3.1 Challenges and opportunities for Brands and Retailers

"Off-site Retail Media reaches its full potential when data, media, and technology are connected through a unified model that activates, measures, and optimizes based on the retailer's business intelligence." - Adolfo Maceiras Gil, Digital & Media Senior Director, JAKALA.

The shift to offsite retail media presents both opportunities and challenges for brands and retailers. On the one hand, it **enables advertisers to extend their reach beyond retailer-owned properties, engaging consumers earlier in their purchase journey across multiple touchpoints.**

This **full-funnel approach** enhances brand awareness, consideration, and conversion. Additionally, retailers can unlock new revenue streams by monetizing their first-party data and expanding their media offerings.



However, this expansion **also introduces complexities**. Managing offsite campaigns requires advanced data integration, cross-channel attribution, and consistent measurement frameworks.

Brands must ensure that their offsite efforts align with their overall retail media strategy while maintaining a seamless customer experience. Additionally, retailers need to balance the monetization of their data with consumer privacy concerns and evolving regulatory requirements.

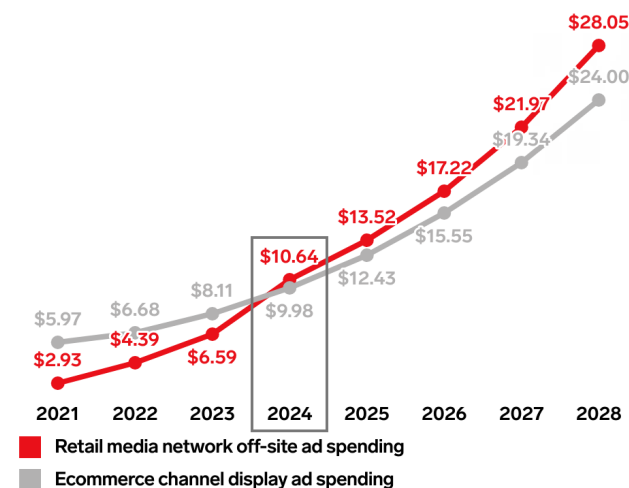
3.2 Why Off-site Retail Media Is a Strategic Growth Lever

Off-site Retail Media is poised to lead the next evolution of digital advertising by leveraging deep transactional insights and first-party data to activate high-intent audiences at scale. It complements onsite campaigns by engaging users earlier in the funnel, and enables closed-loop measurement to track true business outcomes.

To fully capitalize on this opportunity, advertisers must:

- Define **where off-site fits** in their broader retail media strategy.
- Activate the **right mix of platf and signals**.
- Align campaigns with both **br performance goals**.

Off-Site Retail Media Ad Spending Will Surpass Ecommerce Channel Display Ad Spending in 2024
billions in US retail media network off-site vs. ecommerce channel display ad spending, 2021-2028



Note: retail media network off-site ad spending is digital advertising that is bought through a retailer's media network or demand-side platform (DSP); examples of retail media networks include Amazon's DSP and Etsy's Offsite Ads; includes ads purchased through retail media networks that may not appear on ecommerce sites or apps; ecommerce channel display ad spending is display advertising that appears on websites or apps that are primarily engaged in retail ecommerce; examples include advertising on Amazon, Walmart, and eBay; excludes advertising on social networks or search engines
Source: EMARKETER Forecast, March 2024

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4. Technology as a Growth Enabler for Retail Media

The acceleration of Retail Media wouldn't be possible without a **modern tech stack**. Platforms like **DV360, CM360, GA4, BigQuery, and CDPs** provide the infrastructure **needed to activate first-party data, orchestrate campaigns across channels**, and measure outcomes effectively. As retailers mature, these tools become critical for ensuring scale, precision, and privacy-safe execution in off-site environments.

Capability	Tool	Use Case
Advertising Measurement	Google Ad Manager	Manage ad inventory and delivery onsite
Onsite Analytics	Google Analytics 4 (GA4)	Understand web/app behavior and conversion funnels
Programmatic Activation	DV360	Buy and manage programmatic inventory with audience signals
Data Processing	BigQuery	Store, unify, and analyze large data sets across sources
Data Activation	CDPs, GA4	Build and export segmented audiences for targeting
Privacy-safe Collaboration	Ads Data Hub, PAIR	Analyze performance using shared data without exposing user-level details

Together, these tools form the backbone of a scalable Retail Media operation—empowering retailers and brands to connect data, activation, and measurement in a unified and privacy-safe ecosystem.



5. Road to a robust and reliable measurement framework

As off-site retail media continues to evolve, establishing a structured framework is essential for brands and retailers to orchestrate the set of technological accelerators and maximize its Potential.

Our approach provides a clear **roadmap** for leveraging the untapped potential of offsite advertising powered by **retailers' first-party** data within Google's advertising platforms, such as **DV360** and **Google Ads**.

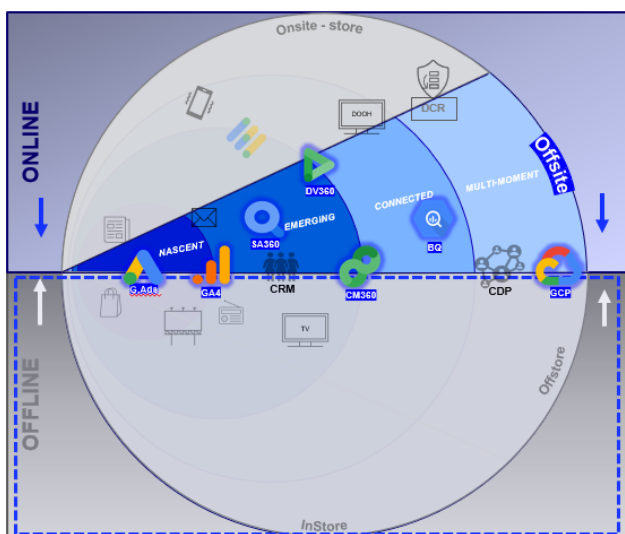
By integrating **advanced audience targeting** capabilities with **Google's AI-driven tools**, this framework enables businesses to move through different **stages of maturity**—from initial activation to full-scale omnichannel integration.

Retailers can monetize their audience data more effectively, unlocking new revenue streams while empowering brands to engage consumers beyond owned properties with personalized, scalable, and impactful campaigns.

This strategy not only enhances campaign performance but also **ensures precise measurement and attribution**, delivering tangible outcomes like increased sales and customer engagement across diverse channels.

More importantly, it reflects how the lines between online and offline are increasingly converging. With the evolution of tools like GA4, CM360, BigQuery, and PAIR, Google is enabling retailers to bring offline signals—such as in-store purchases, loyalty interactions, and CRM events—into their digital media strategies. This fusion empowers marketers to build truly omnichannel strategies rooted in real consumer behavior, wherever it happens.

That said, here are the defining elements of this white paper on measurement and attribution for off-site advertising in the retail industry.



SOURCE: OWN ELABORATION

6. Before to Start – Set the Basics

Before a retailer can progress through the maturity framework, certain foundational conditions must be in place. These include a clean and structured data layer, a robust floodlight setup, and a campaign structure that supports scalability. The following table outlines the essential capabilities across key dimensions to ensure readiness for off-site Retail Media activation.

Capability	Nascent (Starting Point)	Ready for Activation (Recommended)	Advanced / Optional (Deep Tech Stack)
Data Quality & Modeling	DataLayer not standardized. No variable governance.	DataLayer variables structured: product, cart, user, search. QA process active.	Variables feeding custom bidding and real-time audience scoring.
Measurement Setup	Floodlights implemented but limited to basic conversion tracking.	Master Floodlight setup across brands, mapped to conversion funnel stages.	Attribution-ready events with brand-level segmentation.
Campaign Structure & Naming	No CNC or inconsistent use of naming convention.	Naming Convention (CNC) in place for campaign, ad group, placement, creative.	CNC integrated with analytics and custom bidding strategies.
Consent & Compliance	No consent mode activated.	Google Consent Mode configured and monitored.	Consent data signals used in conversion modeling and attribution.
Tech Stack Integration	CRM/CDP not connected to media platforms.	Basic CDP/CRM integration via GA4 or CM360.	Cloud-based BigQuery pipelines unifying CRM, GA4, and offline events.
Attribution Readiness	Only last-click tracked.	Events tagged across the funnel. Attribution model under consideration (e.g. linear).	Multi-touch or data-driven attribution models tested (ROPO, LTV-based).

Before progressing through the maturity framework, it's critical that retailers ensure their foundational setup is in place—from clean data layers and campaign structures to a compliant measurement environment. These elements are not just technical formalities; they are the enablers of scalable, accurate, and privacy-safe Retail Media activation.

Once these technical foundations are in place, retailers are ready to enter the maturity framework—progressing from initial activation to full omnichannel measurement and optimization.

For a deeper dive into variable configurations, naming conventions, and floodlight setup best practices, please refer to the technical annex: [Configuration & Measurement Standards](#).

7. The Framework – Our Approach

To navigate the complexity of Retail Media attribution, a phased approach is needed—one that adapts to each retailer's level of data maturity, technical readiness, and business goals. Our framework organizes this evolution into four distinct tiers, each representing a step forward in measurement and activation capabilities.

This maturity model has been designed to be both scalable and practical, enabling retailers to:

- Activate campaigns based on their current data and tech stack.
- Progress toward more advanced levels of measurement and optimization.
- Integrate on-site and off-site signals for a unified, omnichannel view.

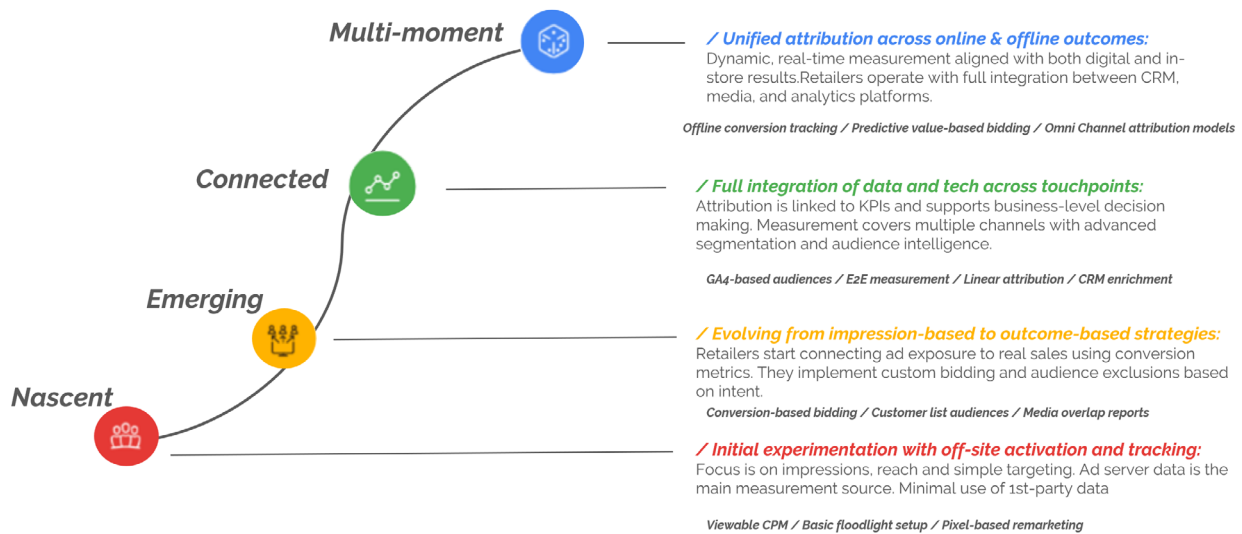
Each tier unlocks a specific set of features, platforms, and strategies. From basic impression tracking in the Nascent stage to predictive, omnichannel optimization in the Multi-Moment stage, the model allows for continuous growth based on measurable outcomes and operational reality.

What follows is a breakdown of the structure and logic behind the framework—including the key components evaluated at each stage, and how they evolve across the maturity curve.

Our proposal is organised in four distinct measurement and attribution phases, unlocking Features & Capabilities at each tier:

- **Nascent** – Basic audience activation powered by digital first-party data, focusing on single-channel performance.
- **Emerging** – Integration of CRM data for more precise off-site targeting, expanding media reach beyond endemic categories.
- **Connected** – Full integration of data and tech across touchpoints, enabling consistent measurement, smarter audience strategies, and the first scalable applications of AI for segmentation, campaign optimization, and decision-making. This includes tools like Smart Bidding, AI Max for Search, and predictive audiences in GA4 view of retail media performance
- **Multi-Moment** – Full integration of external tech stacks (CDPs, DCRs), enriched audience segmentation. Advanced reporting capabilities unlocking granular insights such as new-to-brand, new-to-category, multi-brand purchases, and cross-category purchase behavior. Measurement becomes fully unified across on-site and off-site channels, providing a 360° view of retail media performance.

This framework summarizes the four levels of maturity in Retail Media attribution, illustrating how advertisers can evolve from basic impression tracking to fully integrated, omnichannel, and outcome-based measurement strategies



How to read this framework

The following matrix outlines the progressive evolution of retailers across four levels of maturity in their off-site Retail Media journey: **Nascent, Emerging, Connected, and Multi-Moment**.

For each stage, the framework details three core dimensions:

- ◆ **Activation:** the platforms, formats, audiences, and strategies used to reach and engage consumers.
- ◆ **Measurement:** the methods and tools available to track performance and understand user behavior.
- ◆ **Metrics:** the key indicators that define success at each level, from basic reach to advanced attribution.

This structure is designed to help both retailers and brands identify where they stand today, what capabilities they can activate immediately, and which milestones to aim for as they mature their data, technology, and measurement strategies.

	AWARENESS	CONSIDERATION	PURCHASE
Nascent	Platforms: DV360 Media solutions: - Display campaigns - Video and YouTube Campaign goals: Reach and views Audiences: 1st party pixel-based audiences / youtube user list Features: - Qualified reports from CM 360 & DV 360. Use Reach & Frequency reports to gather insight about the number of viewers or composition of audience reached by your campaigns. - Youtube lookalike audience lists, using as seed audience the list of people who've interacted with your website and app, or YouTube channel.	Platforms: DV360 Media solutions: - Display campaigns - Demand Gen Campaign goals: Leads, Website traffic Audiences: 1st party pixel-based audiences (i.e. visitors), Lookalike audiences Features: - DemandGen Lookalike audiences to reach new audiences that are similar to your existing users using tag-based audiences (i.e. Category pageviews events, related to users who've interacted with the website and app, or YouTube channel) -Optimized targeting uses real-time campaign data to help you find new and relevant people who are more likely to convert within your campaign goals. - Google custom audiences: Custom Affinity segments to target an audience by the media they consume online or by the products and services they're interested in; or, Custom Intent to define and reach a specific audience as they are making a purchase decision related to your product or service.	Platforms: Google Ads Media solutions: - Performance Max Campaign goals: Sales Audiences: 1st party pixel-based audiences (online purchasers) Features: -Similar Audiences tag-based user lists: seed lists using your first-party data, including a list of users who've interacted with your website or app (i.e. purchase events). - Audience signals allows you to add audience suggestions that help Google AI optimize for your selected goal (i.e. In-market: reach user groups based on their recent purchase intent.) -Optimized targeting uses real-time campaign data to help you find new and relevant people who are more likely to convert within your campaign goals.
Emerging	Platforms: DV360 Media Solutions: - Display campaigns - Video and YouTube Audiences: 1st party pixel-based audiences / youtube user list 1st party crm-based audiences / customer match Features: - Google Customer Match as a feature that allows the onboard of retailers customer data to create tailored audiences for your advertising campaigns.	Platforms: DV360 / Google Ads Media solutions: - Display campaigns - Demand Gen Audiences: 1st party pixel-based audiences / youtube user list 1st party crm-based audiences / customer match Features: - Google Customer Match as a feature that allows the onboard of retailers customer data to create tailored audiences for your advertising campaigns. - DemandGen Lookalike audiences to reach new audiences that are similar to your existing users using Customer Match as a signal	Platforms: DV360 / Google Ads Media solutions: - Performance Max -Search -Display Audiences:1st party pixel-based audiences (online purchasers)/ 1st party customer-list audiences (ex: purchasers) Features: - Google Customer Match as a feature that allows the onboard of retailers customer data to create tailored audiences for your advertising campaigns. -New Customer Acquisition goals, optimize for new customers.in addition to maximizing sales.

Connected	Platforms: DV360 / GA4 Media Solutions: - Display campaigns - Video and YouTube - Connected TV Audiences: 1st party pixel-based audiences / youtube user list 1st party crm-based audiences (customer match) GA4 audiences PAIR audiences (for CTV) Features: - Attention based bidding, optimize towards user Attention on Multiple Fronts, use impression signals to to optimize towards signals that correspond with user attention and better brand awareness - PAIR, a solution that gives retailers and advertisers the option to securely and privately reconcile their first-party data for audiences who have visited both an advertiser's and a publisher's site. - Cross-media unique reach: reach & frequency reporting tool that delivers cross-media insights for digital (YouTube + 3P), TV, and the intersection between the two.	Platforms: DV360 / Google Ads / GA4 Media Solutions: - Display campaigns - Demand Gen - Performance Max Audiences: 1st party pixel-based audiences / youtube user list 1st party crm-based audiences (customer match) GA4 audiences Features: - GA4 predictive audiences: target users who showed purchase interest (ex: users who are likely to make their first purchase in the next 7 days.) - Custom Bidding for conversion activity, when maximizing performance toward specific conversion activities, you can set your bidding strategy to automatically bid toward impressions most valuable to you using weighted values and Floodlight tags. (ex: Product view, add-to-cart)	Platforms: DV360 / Google Ads / GA4 Media solutions: - Display - Shopping ads - Performance Max - Search Audiences: 1st party pixel-based audiences (online purchasers) 1st party customer-list audiences (ex: purchasers) GA4 audiences Features: - GA4 predictive audiences, target users with high predicted revenue. - Custom bidding, optimize towards Floodlight Revenue, score impressions based on the value of a purchase as passed via the Revenue parameter of a floodlight. - Offline conversions import - Custom bidding, optimize towards Custom Floodlight Variables, score impressions based on additional information passed through custom floodlight variables (U-vars, i.e. basket size, SKUs, etc.) - New Customer Value Mode prioritizes bidding towards new customers while maintaining your engagement with potential returning customers.
Multimoment	Platforms: DV360 / GA4 Media Solutions: - Display campaigns - Video and YouTube - Connected TV Audiences: 1st party pixel-based audiences / youtube user list 1st party crm-based audiences (customer match) GA4 audiences Full integration with external tech stacks (CDPs, DCRs) for enriched audience segmentation Features: - Brand optimization with custom bidding, when optimizing for a brand exposure, you can set your custom bidding strategy to automatically bid toward impressions that are most valuable to you using weighted values with impression data"	Platforms: DV360 / Google Ads / GA4 Media Solutions: - Display Campaigns - Demand Gen Campaigns - Performance Max - Search Audiences: 1st party pixel-based audiences / youtube user list 1st party crm-based audiences (customer match) GA4 audiences Full integration with external tech stacks (CDPs, DCRs) for enriched audience segmentation Features: - Custom bidding, optimize towards GA4 key events, use GA Key events on your website to inform your bidding strategy by combining them to optimize towards any GA goal (i.e. time on site, # of pages visited, etc.) - Custom Bidding for return on ad spend with Google Analytics and custom bidding, share conversion data from Google Analytics to inform your custom bidding algorithm in Display & Video 360. Optimize how custom bidding maximizes your return on ad spend by focusing on impressions that help you reach customers who are more likely to return to your website. (ex: events related to product category) - New customer acquisition goals, New Customer Only Mode, this strategy is recommended only if you have strict budgets for new customer acquisition, or have non-purchase conversion goals like lead generation.	Platforms: DV360 / Google Ads / GA4 Media Solutions: - Search - Display - Shopping ads - Performance Max Audiences: 1st party pixel-based audiences 1st party customer-list audiences GA4 audiences Full integration with external tech stacks (CDPs, DCRs) for enriched audience segmentation Features: - Offline conversions import - Brand-centric omnichannel bidding, optimize towards incremental brand sales, scoring impressions based on a unified view of online and offline transactions for the targeted brand. - Maximizing for return on ad spend with Google Analytics and custom bidding, share conversion data from Google Analytics to inform your custom bidding algorithm in Display & Video 360. - GA4 predictive audiences: target users with high predicted revenue. - New customer acquisition goals, if you already use New Customer Value Mode to bid higher for new customers, try to attract high value new customers similar to your most valuable existing customers.

The goal is to establish a global measurement reference that can be broken down into smaller components, providing **Retailers** and **Brands** with the **benchmarks and assurances needed to achieve activation and measurement excellence**.

Each phase represents an incremental level of sophistication in measurement, attribution, and optimization capabilities and is composed of distinct blocks that define its capabilities and focus areas.

As off-site Retail Media strategies mature, it's essential to acknowledge that not all campaign objectives are equal—and neither are the tactics used to achieve them.

In this framework, **we differentiate between Awareness, Consideration, and Purchase stages**, each with its own set of platforms, formats, audiences, and optimization metrics.

This tiered approach allows us to align the campaign architecture with real business goals: from generating brand visibility to driving site traffic or increasing conversion.

Across all maturity levels—from Nascent to Multi-Moment—each stage will therefore be unpacked through this lens, providing a clearer view of how off-site media delivers value throughout the full funnel.

Below is an introduction to the components that make up each phase:

- **Tools:** This block refers to the platforms and technologies utilized at each tier. It evolves from foundational tools like DV360 and CM360 in the Nascent tier to advanced integrations involving GA4, Google Cloud, CRM systems, and AI-powered technologies in the Multi-Moment stage.
- **Measurement Data:** Measurement focuses on the sources and methods for collecting data. It progresses from basic ad server data in early phases to unified integrations in advanced models.
- **Campaign Activation:** in where it will be described how campaigns are executed across channels. It starts with programmatic activation via DV360 and evolves to multi-destination activations using BigQuery and AI-driven insights in the Multi-Moment tier.
- **Audiences:** Audience strategies evolve significantly along this journey.
 - **Nascent** tier focuses on first-party pixel-based audiences.
 - **Emerging** expands to include customer-list audiences derived from behavioral data & YouTube user lists.
 - **Connected** incorporates GA4 predictive capabilities.
 - **Multi-Moment** uses CRM data combined with AI-driven audience expansion tools.
- **Optimization variables and Success Metrics:** Optimization evolves from basic tactics like viewable CPM targeting in early tiers to AI-powered strategies in advanced tiers. As maturity increases, so do the performance indicators: from media efficiency metrics (e.g. CTR, viewability) to business outcomes like ROAS, Conversion Lift, and predictive value scoring. Each tier is associated with a specific set of KPIs aligned with its capabilities and business objectives.
- **Metrics:** Instead of being tied strictly to maturity tiers, performance metrics are now aligned with campaign objectives across the funnel—Awareness, Consideration, and Purchase. This allows advertisers to assess impact more precisely based on media intent and outcome expectations.
 - **Awareness campaigns** prioritize metrics like Impressions, Viewability, Unique Reach, and Audience Overlap, ensuring scalable exposure and media efficiency.
 - **Consideration campaigns** introduce behavioral indicators such as CTR, Engagement Rate, and GA4-based signals (e.g., time on page, bounce rate), reflecting user interaction and interest levels.
 - **Purchase campaigns** focus on Conversions, Conversion Rate, and, at more advanced stages, Conversion Value and ROPO-based attribution.

This funnel-based KPI structure complements the maturity framework by providing clarity on what to measure depending on the goal of each campaign phase, regardless of the retailer's stage.

- **Attribution:** Attribution models evolve from last-click attribution in early tiers to linear attribution and omnichannel attribution that accounts for both online and offline interactions in advanced tiers.
- **Dashboards & Insights:** Reporting capabilities advance with each tier:
 - Early tiers rely on DV360 and CM360 offline reports.
 - Higher tiers leverage tools like Data Studio and BigQuery for integrated insights.

But before we dive into each measurement stage, it is important to explain the **central pillars** on which it is built and on which all the activation and measurement actions detailed in **it will pivot**, from the initial 'nascent' phase, to the ultimate 'multi-moment' tier.

To achieve this, we needed to consider the retailer's ideal scenario and find solutions to **address some of their key concerns**.

How can we execute diverse offsite Retail Media activation strategies for numerous brands?

How can we track our activities on the retailer's website without using multiple measurement pixels, bringing complexity for the retailer's web performance and maintenance?

What will be the objectives for each brand, and how will you optimize the paid platform?

A strong and unified measurement setup is key to enabling accurate attribution and efficient campaign execution across multiple brands and objectives. Google's recommended approach is based on two pillars:

- **Masterfloodlight Configuration:** A centralized tagging structure that avoids redundant pixels across brands, ensures consistent tracking of the conversion funnel, and simplifies reporting.
- **Custom Bidding Strategies:** Script-based logic that allows retailers to optimize bidding according to product categories, page types, or customer behaviors—moving beyond generic cost-based strategies.

These two components form the operational core for scalable Retail Media maturity. They reduce platform complexity, unlock brand-level granularity, and serve as the technical enablers for activation and attribution across tiers.

You can explore a detailed breakdown of both components—including variable structures, bidding logic, and practical examples—in the [Technical Annex: Masterfloodlight & Custom Bidding Setup](#).

7.1 Nascent: Foundational activation with minimal data orchestration

This is the initial scenario from which any retailer can start, once the above requirements have been applied.

At this level, retailers begin to explore Google's offsite advertising capabilities and, either because they do not have the resources, or because they want to mature this initial phase before moving on to the next, they want to consolidate how they measure and attribute at a first level.

It is a simple but reliable scenario, **the starting point in which retailers can initiate their journey towards excellence in measurement and attribution** for offline advertising in the retail media universe.

Tools Involved

- **Measurement & Data:** At the Nascent stage, retailers begin their off-site Retail Media journey with a foundational toolset composed of DV360 (Display & Video 360), GADS and CM360 (Campaign Manager 360). These platforms offer the core capabilities for launching and managing programmatic campaigns, as well as serving and tracking ads across channels.
- **Campaigns Activation:** via Programmatic through DV360 and GADS.
- **Audiences:** 1st party pixel-based audiences or lookalikes based on 1st party audiences combined with Google Custom Audiences and Custom Affinity Segments
- **Optimization variables and Success Metrics:**
These metrics act as the core success indicators at the Nascent stage, ensuring that early off-site campaigns deliver effective media exposure, scalable reach, and clean targeting logic.
 - **Active View Metrics:** Active View metrics (viewability, audibility, etc.): offer brands tangible proof of ad impact, by confirming ads were actually viewed and heard. These metrics ensure ad budget translates into actual exposure, enabling retailers to optimize ad placement and reallocate spend to top-performing ad formats.
 - **Unique Reach & Frequency:** metrics show how many unique individuals saw an ad and how often, across devices and platforms. Retailers use this to optimize campaigns, targeting new customers effectively without overexposing existing ones, thus improving ad value and efficiency for brands.
 - **Audience Overlap:** understanding audience intersections allows retailers to refine targeting for brands, ensuring campaigns strategically maximize broad awareness or precisely reach distinct new customer groups.

Measurement & Data

- Metrics tracked through CM 360 & DV 360 - GADS:
 - Ad Impressions
 - Invalid Traffic
 - Viewable impressions
- Unique Reach & Frequency (Qualified reports from CM 360 & DV 360):
 - Unique Reach: Understand how many people your campaigns reached and how many times, across devices and formats.
 - Unique Reach Audience: calculate campaign TRPs by identifying how many unique users within a particular demographic your ad reached.
 - Unique Reach Overlap: optimize media efficiency by identifying the duplication of unique reach across publishers and campaigns.
Combining the reports above with delivery and performance reports such as Impressions, Clicks, Viewable impressions or Incremental Impression Reach
- Attribution: Last Click
- Dashboard: Looker Studio, connecting CM360 for

Type of Campaigns

Awareness campaigns Awareness campaigns are primarily activated via DV360 using Display campaigns, Demand Gen, and Video formats, including YouTube. These campaigns focus on reaching new users at scale with 1st-party pixel-based audiences, including visitors to a retailer's website or

users interacting with YouTube content.

Advertisers often use audience expansion techniques and lookalike audience lists to increase reach. Key metrics include viewability, impressions, unique reach, and overlap.

Consideration campaigns leverage Demand Gen and Display, targeting lookalike audiences or users showing basic behavioral interest. Metrics like CTR and engagement rate become more relevant at this stage. The main objective is to drive website traffic and page interaction.

For Purchase, Purchase campaigns in the Nascent stage are typically executed via Performance Max using Google Ads.

These campaigns target 1st-party pixel-based audiences with conversion signals, such as users who have completed a purchase or shown high intent.

Even in this early phase, advertisers can begin testing automated AI-driven strategies to assess conversion efficiency.

Key success metrics include conversions, conversion rate, and audience match quality.

AWARENESS	CONSIDERATION	PURCHASE
For Awareness and consideration: - Display campaigns - Video Signals: 1st party pixel-based audiences (youtube video interactions audiences lists)	For Website traffic: - Display campaigns - Demand Gen Signals: 1st party pixel-based audiences (visitors) & Lookalike audiences Google Custom Audiences	For Purchases purposes: - Performance Max Signals: 1st party pixel-based audiences (online purchasers)

Audiences

GOOGLE AUDIENCES	RETAILER AUDIENCES
1. Optimized targeting: For YouTube video action campaigns optimized targeting uses real-time campaign data to help you find new and relevant people who are more likely to convert within your campaign goals. You can use optimized targeting to expand to audiences who you may otherwise miss with only manual targeting. 2. Lookalike audiences: to reach new audiences that are similar to your existing users using tag-based audiences (i.e. Category pageviews events, related to users who've interacted with the website and app, or YouTube channel) 3. Google Custom Audiences: Custom Affinity segments to target an audience by the media they consume online or by the products and services they're interested in	First party target YouTube users who have interacted with your videos or YouTube channel, or upload Customer Match lists. Demand GEN: lookalikes floodlight based 1st party data

Performance Evaluation

At this stage, **performance should be evaluated through comparative analysis across basic audience types and media formats**. Key focus areas include:

- Compare the performance of Similar Audiences against their existing Google and third-party audience strategies
- Evaluate media type effectiveness: Display vs. Video vs. PMax early indicators
Incremental reach from audience expansion or optimized targeting

The following table outlines the core success metrics that should guide performance evaluation at the Nascent stage, tailored to each campaign objective.

These KPIs represent the most relevant indicators of success for campaigns focused on **Awareness, Consideration, and Purchase**, helping advertisers assess impact based on reach, engagement, or early conversion signals respectively.

AWARENESS	CONSIDERATION	PURCHASE
• Ad Impressions • VTR • Viewable impressions • Unique reach • Unique reach audiences • Unique reach overlap	• CTR	• Conversions • Conversion Rate

Optimize-bidding strategies

At the Nascent stage, all campaign phases—Awareness, Consideration, and Purchase—will rely on **automated bidding strategies to simplify activation and ensure efficient budget delivery**, given the limited availability of granular audience signals or custom bidding inputs.

In summary, the **Nascent** stage enables retailers to take the first concrete steps in off-site Retail Media activation by relying on foundational tools, basic audience strategies, and impression-based metrics. While capabilities are still limited, this stage is essential to establish tracking hygiene, understand early media dynamics, and prepare the organization for scalable, data-driven growth in more advanced tiers.

What's Next?

1 Enable structured CRM audience onboarding Connect your CRM system to platforms like DV360 and GA4 to activate real first-party audiences via Customer Match.	2 Expand floodlight tracking to include funnel-based conversion events Move beyond generic conversions by tagging key actions (product views, add-to-cart, loyalty sign-ups).	3 Introduce basic attribution logic using GA4 signals Go beyond last-click by leveraging GA4's engagement metrics (scroll depth, page time) and prepare for linear attribution.
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7.2 Emerging: Expanding reach and aligning media with performance goals

At the Emerging stage, campaign execution becomes more sophisticated, with the **inclusion of Customer Match and the expansion of audience strategies across funnel stages**. While pixel-based lists remain

relevant, retailers begin integrating CRM data to enable tailored targeting, and Demand Gen and PMax formats introduce more dynamic engagement and conversion-focused capabilities.

This stage lays the foundation for performance-led marketing, introducing value-based bidding models, custom segment testing, and a more intentional campaign structure across the funnel.

Tools Involved

- **Measurement & Data:** Retailers expand their tech stack to include **Google Ads**, in addition to **DV360 and CM360**. The ad server remains a primary data source but is now integrated with media buying platforms, enabling more advanced attribution and conversion tracking.
- **Campaigns Activation:** Activation extends beyond display and video into Demand Gen and Performance Max, enabling campaigns across Awareness, Consideration, and Purchase goals. Platforms like DV360 and Google Ads work together to activate CRM-based segments, Lookalikes, and intent-based audiences.
- **Audiences:** Targeting evolves from pixel-based segments to include Customer Match lists and Google Custom Audiences, such as In-Market and Affinity. CRM onboarding allows retailers to activate more tailored audience strategies, especially for deeper funnel objectives like conversion and retention.
- **Optimization:**
 - Maximize conversions: Automated bidding to improve efficiency.
 - Maximize lift: Drives brand and category engagement in video/Demand Gen formats.
 - Audience targeting: Includes use of exclusion logic (e.g., excluding recent purchasers from awareness pools).
- **Others:** Retailers are encouraged to analyze audience profile reports in DV360 and Google Ads to compare CRM segments (Customer Match) against Google's AI-powered audiences (Affinity, In-Market, Similar). This helps assess audience overlap, reach potential, and optimization paths.

Measurement & Data

- All Tier 1 Metrics plus **metrics tracked through CM 360 & DV 360:**
 - Ad Impressions
 - Viewable impressions
 - Unique reach
 - Unique reach audiences
 - Unique reach overlap
- **Attribution:** Last Click
- **Dashboard:** Looker Studio

Type of Campaigns

Awareness campaigns in the Emerging stage are primarily activated via DV360, using Display, Video, and Demand Gen formats. Audiences include both 1st-party pixel-based segments (e.g., website visitors or YouTube user lists) and CRM-based audiences onboarded through Customer Match.

Advertisers begin testing audience refinement techniques, enabling reach to more specific profiles via tailored lists.

Key success metrics include viewability, impressions, unique reach, and audience overlap.

Consideration campaigns evolve through the integration of Google Ads and DV360, with formats like Display and Demand Gen used to re-engage site visitors or lookalike users. CRM-based audiences and Google Custom Audiences (e.g., Affinity, In-Market) are used to identify high-potential users who have shown signals of interest. Campaigns focus on website traffic and interaction, and are often evaluated using CTR and engagement depth.

Purchase campaigns leverage both Google Ads and DV360, with formats like Performance Max, Search, and Display. Audience strategies include Customer Match lists of past buyers or converters and pixel-based purchase intent segments. Advertisers may apply New Customer Acquisition goals and use automated AI features to guide bidding. Key success metrics include conversions, conversion rate, and return on ad spend (ROAS).

AWARENESS	CONSIDERATION	PURCHASE
For Awareness and consideration: - Display campaigns - Video and YouTube Signals: 1st party pixel-based audiences / youtube user list 1st party crm-based audiences / customer match which allows to onboard retailers customers data	For Website traffic: - Display campaigns - Demand Gen Signals: Same as awareness plus Demand Gen Lookalike audiences to reach new similar ones.	For website traffic: - Performance Max - Search - Display Signals: Ex Purchasers lists to add qualified and know users

Audiences

GOOGLE AUDIENCES	RETAILER AUDIENCES
Optimized targeting: Leverages Google AI to find users more likely to convert based on real-time intent signals and historical campaign data. Lookalike audiences: Uses seed lists (e.g., Customer Match or 1P pixels) to reach users similar to converters or site visitors across Google surfaces. Google Custom Audiences: Includes Custom Affinity (based on interests) and Custom Intent (based on searches and product exploration).	Customer Match: Retailers onboard CRM data to target users based on purchase history, loyalty status, or behavioral scoring. 1st-party pixel-based audiences: Behavioral audiences derived from tagging (e.g., past visits, video views, product interest). Purchase intent segments: For deeper funnel targeting, retailers can segment users who showed product-level interest or repeated purchase behavior.

Performance Evaluation

At this stage, performance should be evaluated by analyzing both conversion trends and engagement signals, using a broader range of audiences and campaign types. Key focus areas include:

- Compare the performance of Customer Match vs. Lookalike audiences or Google Custom Audiences

- Analyze the contribution of real-time audience intent signals (e.g., GA4 predictive segments) in driving conversions
- Test media format effectiveness between Demand Gen, Display, and Search in terms of engagement and conversion impact

AWARENESS	CONSIDERATION	PURCHASE
• Ad Impressions • VTR • Viewable impressions • Unique reach • Unique reach audiences • Unique reach overlap	• CTR	• Conversions • Conversion Rate

Optimize-bidding strategies

At the Emerging stage, all campaign phases—Awareness, Consideration, and Purchase—begin to leverage automated bidding strategies with more granularity and intent-driven logic. While some bidding models still focus on delivery efficiency (e.g. CPM), advertisers increasingly adopt strategies aligned with performance KPIs.

Key examples include:

- Maximize Clicks for Consideration campaigns focused on website traffic
- Maximize Conversions and Value-Based Bidding (VBB) for Purchase-oriented campaigns
- vCPM remains relevant for upper-funnel exposure in Awareness campaigns

This stage marks the shift from pure media delivery to **outcome-based optimization**, with bid strategies guided by real-time signals, CRM lists, or predicted conversion likelihood.

In summary, the **Emerging** stage represents a key transition where retailers begin to move from basic activation to more strategic, performance-oriented Retail Media execution. With the integration of platforms like Google Ads and the adoption of advanced audience strategies—including customer lists and intent-based segments—retailers start aligning media with real business outcomes. Measurement expands to include conversions and value-based metrics, while automated bidding and early segmentation unlock new optimization opportunities. This stage lays the groundwork for smarter, more data-informed decisions and paves the way for deeper integration and personalization in future tiers.

What's Next?

1 Enable GA4 audience integration for real-time behavioral segmentation and predictive targeting	2 Expand measurement beyond conversions, testing incrementality via Brand Lift or Conversion Lift studies.	3 Implement structured audience exclusions (e.g. exclude recent purchasers) to reduce media waste and improve funnel logic.
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7.3 Connected: Activating multi-moment data to enable smarter, predictive strategies

At the Connected stage, retailers begin to fully activate their first-party data ecosystems, linking CRM, GA4, and media platforms to enable smarter segmentation, cross-channel orchestration, and more advanced performance measurement.

This tier represents a turning point in the maturity model: campaign execution evolves from siloed channels into coordinated media strategies across Display, YouTube, Search, and CTV, powered by unified audiences.

Measurement also shifts—moving beyond delivery and interaction—to track incrementality, conversion lift, and cross-media influence, with GA4 engagement signals and CRM enrichment playing a central role.

In this chapter, we introduce the building blocks of omnichannel Retail Media, exploring how deeper audience intelligence, consistent attribution, and automated bidding strategies can drive both efficiency and business impact at scale.

Tools Involved

- **Measurement & Data:** Retailers rely on a connected setup that brings together CM360, DV360, GA4, and now PAIR, which supports more advanced segmentation for cross-media environments like CTV. GA4 becomes a key hub for behavioral audience creation, while CM360 enables cross-channel reach and frequency analysis.
- **Campaigns Activation:** Activation spans multiple channels—Display, YouTube, Connected TV, Search, and Shopping—executed across DV360 and Google Ads, with full funnel orchestration and shared conversion signals.
- **Audiences:** At the Connected stage, retailers significantly expand their audience strategy by combining 1st-party data, predictive signals, and secure data collaboration tools like PAIR. Audience segmentation becomes more precise and tailored to business outcomes across the funnel.

Key audiences include:

- Pixel-based audiences from site or app interactions
- CRM-based audiences using Customer Match to target known users (e.g., past buyers, loyalty segments)
- GA4 predictive audiences identifying users likely to convert, churn, or deliver high value
- PAIR audiences, used particularly in CTV or cross-device environments to ensure privacy-safe activation
- Custom Audiences such as In-Market, Affinity, and Intent segments from Google's ecosystem

This expanded audience stack enables full-funnel orchestration, from broad reach campaigns to advanced retargeting and value-based bidding in lower funnel activations.

- **Optimization :** As campaigns mature in the Connected stage, bidding strategies evolve to support both efficiency and personalization. Retailers now leverage custom bidding inputs, behavioral signals from GA4, and structured conversion value logic to fine-tune performance across funnel stages.
 - Product-level bidding: Enables brands to optimize bids based on user behavior around specific products or categories (e.g., SKU views, basket value). Ideal for Purchase campaigns using Floodlight variables (U-vars) and DV360.
 - Predictive bidding: Uses GA4 engagement data (e.g., high-value converters, time on page, churn probability) to target users with the highest likelihood to convert. Available across Google Ads and DV360.
 - Custom conversion value optimization: In Performance Max or Display, retailers can assign weighted values to conversion types (e.g., New Customer vs Returning), enabling value-based decisioning.

- Attention-based bidding (Awareness): Applied in YouTube and CTV campaigns, using impression signals to prioritize placements with stronger attention scores across surfaces.
- Exclusion logic: Audiences are refined using recent purchase signals or engagement thresholds, avoiding waste and ensuring message sequencing.

- **Others:**

- Connected TV Creative Guidelines: To ensure effective engagement on large-screen environments like Connected TV (CTV), advertisers are encouraged to follow best practices for visual and messaging clarity. This includes short-form storytelling, high-impact visuals in the first seconds, brand visibility, and the use of subtitles or voiceovers to maintain comprehension across diverse viewing conditions.
- GA Audience Export Activation: Google Analytics 4 enables the export of predictive and behavioral audiences into Google Ads and DV360 for activation across media campaigns. This allows for consistent audience strategies across formats—such as Display, YouTube, and Search—while also supporting performance analysis through deeper behavioral segmentation.

Measurement & Data

Retailers at the Connected stage expand their measurement setup to unify behavioral, media, and cross-platform data. This enables more precise audience activation and lays the foundation for attribution beyond last-click.

- All Tier 2 Metrics plus:
 - GA4 engagement signals: Key behavioral metrics include time on page, new vs. returning users, bounce rate, and engagement rate, which can be used to qualify audiences for targeting or exclusion, and to enrich campaign analysis.
 - Cross-media unique reach: Reach and frequency insights that span platforms like YouTube, Display, and CTV, enabling deduplicated audience reporting and coordinated media planning.
 - Repeat purchase behavior (enhanced): Retailers can now track audience return frequency and interactions across funnel stages to identify segments with higher potential value. This helps inform sequential messaging or upsell strategies.
- **Attribution**: Retailers begin shifting from last-click to linear attribution models, allowing for multi-touch performance tracking across channels.
- **Dashboard**: Reporting becomes more flexible and strategic via Looker Studio and BigQuery ad hoc dashboards, enabling cross-audience and performance analysis.

Type of Campaigns

Awareness campaigns in the Connected stage are activated through DV360 and GA4, using Display, YouTube, and Connected TV formats. Audiences combine 1st-party pixel-based data, CRM segments via Customer Match, and PAIR audiences for privacy-safe activation in CTV.

Advertisers implement attention-based bidding to prioritize high-visibility placements and make use of cross-media reach reporting to coordinate efforts across YouTube, display, and TV environments. Key success metrics include viewable impressions, unique reach, and frequency overlap.

Consideration campaigns use DV360, Google Ads, and GA4, leveraging formats like Demand Gen, Display, and Performance Max.

Audiences include CRM lists, GA4-based predictive segments (e.g., users likely to purchase), and Custom Audiences based on recent behavior or intent.

Marketers apply custom bidding strategies aligned to conversion activities (e.g., product views, add-to-cart signals) using weighted values passed via Floodlight tags.

Metrics include CTR, engagement rate, and GA4 behavioral indicators such as time on page or bounce rate.

Purchase campaigns at this level integrate media and data through Google Ads, DV360, and GA4, activating across Performance Max, Search, Shopping, and Display.

Audience strategies combine GA4 predictive signals, Customer Match, and 1st-party purchase data to prioritize users most likely to convert.

Custom bidding is used to optimize toward variables such as basket size or SKU category via Floodlight, while New Customer Value Mode helps balance acquisition vs. retention.

Key success metrics include conversions, conversion rate, and conversion value.

AWARENESS	CONSIDERATION	PURCHASE
For Awareness and consideration: - Display Campaigns - Video and Youtube - Connected TV Signals: - 1st-party pixel-based audiences - CRM-based audiences (Customer Match) - GA4 predictive signals - PAIR audiences (for CTV)	For Website traffic: - Display campaigns - Demand Gen - Performance Max Signals: Same as Awareness, plus: - GA4 audiences based on user behavior (e.g. scroll, product view) - Demand Gen Lookalike audiences	For conversion-focused campaigns: - Display - Performance Max - Search - Shopping Ads Signals: - GA4 predictive audiences (e.g. high predicted revenue) - Customer Match (e.g. past buyers, loyalty segments) - Floodlight-based Custom Variables (basket size, SKU category, etc.) - New Customer Value Mode for acquisition strategies

Audiences

GOOGLE AUDIENCES	RETAILER AUDIENCES
GA4 Predictive Audiences: Identify users likely to make a purchase or deliver high value based on behavioral patterns (e.g., scroll depth, recency). Connected TV (CTV) Audiences: Activate premium CTV inventory using audience expansion, 1P seed lists, and demographic overlays via DV360. Search & YouTube custom signals: Reach users with high intent using Custom Intent, Affinity, and In-Market audiences.	Customer Match in DV360 & Google Ads: CRM-based audience segments used for tailored targeting in Display, YouTube, and CTV campaigns. First-party purchaser lists: Segments based on actual transaction data (e.g., past buyers, loyal customers), often enhanced with basket value or SKU data. PAIR Audiences for CTV: Secure and privacy-safe reconciliation of 1P retailer data with publisher inventory for cross-device, cross-environment reach.

Performance Evaluation

At this stage, performance evaluation evolves to connect audience engagement signals with conversion outcomes across channels and platforms. Retailers can go beyond surface-level metrics by incorporating GA4 data and comparing performance across media types and audience segments.

Key focus areas include:

- Compare the effectiveness of Customer Match vs. GA4 predictive audiences or Lookalikes in driving conversion and retention.
- Evaluate behavioral indicators like bounce rate, return visits, or active session time to refine audience inclusion or exclusion.
- Measure cross-channel consistency and incremental reach, especially in YouTube + Display + CTV campaigns using CM360 and DV360.
- Test custom bidding strategies that prioritize specific outcomes (e.g., add-to-cart, product view depth) and measure value efficiency.

AWARENESS	CONSIDERATION	PURCHASE
• Ad Impressions • VTR • Viewable impressions • Unique reach • Unique reach audiences • Unique reach overlap	• CTR • GA4 engagement: time on page, new users, total users, active users, returning users, engagement rate, bounce rate, others.	• Conversions • Conversion Rate • Conversion Value

Optimize-bidding strategies

At the Connected stage, advertisers begin applying custom bidding strategies tailored to both conversion objectives and audience behavior signals. Optimization moves beyond basic automation and incorporates advanced input variables to guide media investment.

- Custom bidding with brand goals:
Bidding logic can be aligned with specific brand objectives such as new customer acquisition or product category performance, using weighted values from GA4 or Floodlight.
- Custom bidding with attention metrics:
Advertisers may use input from attention measurement providers (e.g., scroll depth, active viewing time, interaction rates) to prioritize media placements that drive higher engagement and brand recall.
- Predictive bidding:
Based on historical conversion signals and audience modeling, predictive bidding helps identify users with the highest likelihood to convert and adjust bids accordingly to capture those high-value opportunities.
- Floodlight-based bidding:
Use of Floodlight Variables allows scoring impressions based on dynamic attributes such as basket size, SKU, or conversion stage, enabling bottom-funnel optimization.

In summary, the **Connected** stage represents a strategic inflection point, where retailers unify GA4 insights, DV360 activation, and custom bidding logic to orchestrate media execution with greater precision and accountability. Audiences become richer through the integration of predictive segments, Customer Match, and PAIR, enabling personalized experiences across platforms like CTV, Display, and Search.

Measurement advances with cross-media reach, engagement metrics, and the first applications of conversion value optimization, laying the foundation for incremental analysis and full-funnel impact.

This tier consolidates both data and activation logic, setting the stage for the final evolution into Multi-Moment, where AI-based orchestration and omnichannel modeling come to full maturity.

What's Next?

1 Leverage GA4 predictive audiences (e.g. likely to purchase/churn) across DV360 and Google Ads.	2 Test cross-channel orchestration, including Connected TV + Search + YouTube, using consistent audience signals.	3 Automate reporting via BigQuery dashboards, combining media, analytics, and CRM insights into a single measurement layer.
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7.4 Multi-Moment: Full orchestration with AI-powered, real-time audience optimization

At the Multi-Moment stage, retailers **unlock the full potential of Retail Media by integrating first-party data, cloud infrastructure, and AI-powered insights into a single orchestration layer**. Activation and measurement no longer operate in silos—instead, they converge into a real-time, full-funnel ecosystem capable of dynamically optimizing toward business outcomes.

Audiences are unified across platforms through CDPs, DCRs, and PAIR, allowing for granular segmentation and value-based targeting. Advanced attribution models, powered by BigQuery, enable omnichannel measurement across both online and offline transactions.

This stage empowers retailers to shift from media execution to data-driven decisioning, using signals such as Customer Lifetime Value (LTV), churn probability, and incrementality to shape strategy. It marks the full transition to intelligent, self-optimizing media orchestration, where every impression is measured and modeled with purpose.

Tools Involved:

- Measurement & Data:** At the Multi-Moment stage, measurement evolves into a fully unified data ecosystem combining site analytics, media signals, CRM data, and offline conversion events in a centralized environment powered by Google Cloud.

Key tools that are included:

- **BigQuery:** can act as the central cloud platform for unifying structured and unstructured data, enabling custom attribution modeling, LTV prediction, and real-time activation signals.
- **GA4 + CDP / DCR:** GA4 provides behavioral insights (engagement, churn probability, scroll depth), while CDPs or DCRs enrich segmentation logic by syncing 1P data with unified customer profiles across platforms.
- **PAIR:** Enables privacy-safe reconciliation of online and offline events—especially relevant for CTV and cross-device measurement—ensuring compliant data activation using 1P and 3P signals.
- **Offline Conversion Tracking (ROPO):** Retailers connect in-store purchases with media exposure using Floodlight and CRM integrations, enabling omnichannel attribution and performance analysis.
- **Cloud-Based Attribution:** Attribution evolves into full-funnel, cloud-native models capable of linking exposure to actual business impact. With campaign delivery data (e.g., impressions, clicks, conversions) and business performance data (e.g., sales, margin, LTV) coexisting in the same BigQuery environment, retailers can run advanced analyses such as incremental lift studies and Marketing Mix Modeling (MMM).

These models help isolate the true contribution of Retail Media across channels and touchpoints, enabling smarter investment decisions and long-term planning.

- **Campaigns Activation:** Campaign activation at the Multi-Moment stage reaches its highest level of sophistication. Retailers orchestrate media across Display, YouTube, Connected TV, Search, and Shopping, with shared audience strategies and conversion logic powered by unified GA4, CRM, and cloud integrations.

Key characteristics of this stage include:

- AI-powered automation: Campaigns are optimized using real-time behavioral signals (e.g. churn probability, LTV), enabling automated bid strategies aligned with customer intent and value.
- Omnichannel orchestration: Activation strategies are coordinated across all surfaces and touchpoints using common audiences and conversion signals. This ensures consistency across creative, bidding, and frequency management.
- Audience portability: CDPs and DCRs enable the seamless activation of complex audience segments across DV360, Google Ads, and even CTV, leveraging tools like PAIR for privacy-safe matching.
- Full-funnel execution: From awareness to repurchase, campaign logic is informed by actual performance data and modeled future intent—ensuring that every impression is aligned with the user's journey and business KPIs.

- **Audiences:** At the Multi-Moment stage, audience strategies evolve into a fully predictive and omnichannel model, where CRM, GA4, and cloud-based architectures work together to activate segments with real business value—such as lifetime value, churn risk, and propensity to purchase.

Retailers combine Customer Match, predictive modeling, and integrations with CDPs/DCRs to deliver rich, scalable, and privacy-safe audience strategies across DV360, Google Ads, and YouTube. BigQuery acts as the centralized engine, enabling real-time audience creation, activation, and cross-platform deployment.

Audience strategy progression:

- Previous stages: Multi-Moment continues to leverage core audiences such as pixel-based, Customer Match, and GA4 behaviorals, now enhanced with predictive scoring, BigQuery-modeled segments, and privacy-safe activation via PAIR—enabling seamless orchestration across platforms.
- Predictive activation (early maturity – Nascent/Connected):
 - Target users likely to visit your store or app
 - Activate high-intent segments based on simple GA4 behavioral indicators
- Advanced orchestration (Multi-Moment):
 - Build AI-powered audiences enriched with CRM and transaction data
 - Use Customer Match to scale targeting with lookalike expansion
 - Deploy audiences from BigQuery across platforms/formats in real time
 - Segment by value thresholds (e.g., LTV tiers, churn probability, repurchase intent)

- **Others:** At the Multi-Moment stage, Research Online, Purchase Offline (ROPO) evolves from a measurement insight into a core enabler of campaign orchestration and media planning. Retailers connect in-store transactions, CRM sales data, and loyalty behaviors with their digital strategy using platforms like CM360, GA4, PAIR, and BigQuery. This integration enables more than just attribution, it powers:

- Real-time audience segmentation based on offline behavior
- Smarter bidding and targeting (e.g., exclude recent in-store buyers, retarget near-store visitors)
- Budget allocation decisions based on true omnichannel performance

Measurement & Data:

At the Multi-Moment stage, measurement becomes a fully integrated capability that combines digital and offline signals into a unified, cloud-based analytics environment. This allows retailers to not only measure impact, but to model and predict business outcomes at scale.

All Tier 3 Metrics plus:

- - Omnichannel revenue attribution: Attribution models now account for both online and offline transactions, allowing brands to quantify full-funnel impact and inform future investment strategies using BigQuery and connected CRM systems.
 - Predictive LTV modeling: AI-powered forecasting models estimate customer lifetime value, guiding campaigns toward high-value audiences and long-term growth—not just short-term conversions.
 - Offline conversion tracking (ROPO): Enables mapping of in-store purchases to media exposure, integrating CRM, loyalty data, and point-of-sale activity to optimize retail media ROI.
 - Audience Journey & Custom conversion analysis: Retailers can now visualize multi-touch drop-offs, understand contribution of upper funnel to lower funnel, and identify critical stages in the purchase journey across platforms.
 - Repeat purchase modeling: Ability to segment based on category-level recurrence, reorder windows, and RFM (recency, frequency and monetary cost) scores to power upsell and reactivation strategies.
 - Cross-environment deduplicated reach: Combines frequency and exposure data across CTV, YouTube, and digital to manage media saturation, reduce waste, and improve user experience.

- **Attribution:** adopt advanced attribution frameworks that go beyond last-click or linear models. Using BigQuery, Floodlight, and integrated CRM data, they can implement:

- Omnichannel attribution models combining online impressions, clicks, and offline sales
- Data-driven attribution (DDA) that uses AI to weigh each touchpoint's contribution to the final outcome
- Incrementality and lift analysis, identifying the true causal impact of campaigns
- Attribution by business objective (e.g. new customer acquisition, repurchase, or product category growth)

- **Dashboard:** moves from operational to strategic. Retailers use tools like Looker Studio and BigQuery to:

- Build cross-platform dashboards integrating media performance with business KPIs
- Visualize audience evolution, campaign pacing, LTV segmentation, and ROI in real time
- Conduct ad hoc analysis on spend efficiency, churn risk, or channel overlap
- Enable decision-making based on custom views by segment, objective, or channel mix

Type of Campaigns

Awareness campaigns at the Multi-Moment stage are executed across Display, YouTube, and Connected TV via DV360 and GA4. Audience strategies integrate pixel-based data, CRM segments, and GA4 behaviors, now enhanced through external tech stack integrations (CDPs, DCRs). Custom bidding is applied even at this early stage to prioritize brand exposure, using impression-level signals weighted by brand value.

Key metrics: Impressions, Viewability, Unique reach, and Audience overlap.

Consideration campaigns leverage a unified stack of GA4, DV360, and Google Ads to run formats like Display, Demand Gen, Performance Max, and Search.

Audiences include predictive signals from GA4, CRM-powered segments, and lookalike expansion. Advertisers use custom bidding strategies optimized for engagement and return on ad spend, combining GA4 site activity (e.g., scroll depth, time on site) with Floodlight signals.

Key metrics: CTR, Engagement Rate, and GA4 indicators like active users, bounce rate, and conversion intent.

Purchase campaigns fully integrate data and media across Google Ads, DV360, and GA4, activating across Performance Max, Shopping, Search, and Display.

Advertisers combine GA4 predictive audiences, Customer Match, and 1st-party purchase segments, enhanced by transactional scoring, New Customer Acquisition goals, and omnichannel signals like offline conversion import (ROPO).

Bidding strategies use Floodlight variables (e.g., basket size, SKU category) to optimize for incremental sales and long-term value.

Key metrics: Conversions, Conversion Rate, Conversion Value, and LTV-based efficiency.

AWARENESS	CONSIDERATION	PURCHASE
For Awareness and consideration: - Display Campaigns - Video and Youtube - Connected TV Signals: - 1st-party pixel-based audiences - CRM-based audiences (Customer Match) - GA4 predictive signals - PAIR audiences (for CTV) - CDP/DCR-enriched audience segments	For Website traffic: - Display campaigns - Demand Gen - Performance Max Signals: Same as Awareness, plus: - GA4 audiences based on user behavior (e.g. scroll, product view) - Demand Gen Lookalike audiences	For conversion-focused campaigns: - Display - Performance Max - Search - Shopping Ads Signals: - GA4 predictive audiences (e.g. high predicted revenue) - Customer Match (e.g. past buyers, loyalty segments) - Floodlight-based Custom Variables (basket size, SKU category, etc.) - New Customer Value Mode for acquisition strategies - Offline Conversion Import (ROPO)

Audiences

GOOGLE AUDIENCES	RETAILER AUDIENCES
GA4 Predictive Audiences: Identify users with high conversion potential or churn risk, using behavioral signals such as LTV modeling, engagement patterns, or product interest. Cross-platform Custom Audiences: Use In-Market, Affinity, or Intent signals enhanced with 1P overlays and CDP logic. BigQuery-modeled audiences: Activate audiences created from unified datasets (media + business), deployed in real time across platforms.	Customer Match enriched with CRM & GA4: Activate audiences combining CRM data with GA4 scoring for personalized targeting in Display, YouTube, Search, and CTV. High-value purchaser segments: Segments refined with basket size, purchase recency, or product category for advanced targeting and suppression strategies. PAIR Audiences for CTV: Secure identity reconciliation between retailer and publisher, enabling privacy-safe reach in CTV and cross-device environments.

Performance Evaluation

At the Multi-Moment stage, performance evaluation becomes predictive, omnichannel, and deeply tied to business value. Retailers optimize not only for media efficiency, but for strategic goals such as lifetime value growth, churn prevention, and incremental revenue.

Key optimization capabilities include:

- Customer Match Optimization: Unified audience profiles based on purchase history, website activity, and app behavior enable tailored creatives and bid strategies focused on high-value users.
- Predictive Value-Based Bidding: GA4 signals (e.g., scroll depth, churn risk, predicted revenue) and BigQuery models power real-time bid optimization by segment, channel, and funnel position.
- Churn and Retention Signals: GA4 churn scores are used to adjust investment dynamically—either downweight disengaged users or re-engage them via retargeting flows.
- Attention-informed Bidding: Impression-level signals (e.g., active view time, interaction depth) help prioritize high-impact placements across CTV, YouTube, and Display.

AWARENESS	CONSIDERATION	PURCHASE
- Ad Impressions - VTR - Viewable impressions - Unique reach - Unlque reach audiences - Unique reach overlap	- CTR - GA4 engagement: time on page, new users, total users, active users, returning users, engagement rate, bounce rate, others.	- Conversions - Conversion Rate - Conversion Value - Omnichannel revenue attribution - Offline conversion tracking (ROPO) - ROAS, Lifetime Value (LTV)

Optimize Bidding Strategies

At this stage, bidding strategies become AI-powered, omnichannel, and fully tied to customer value models. Retailers shift from goal-based bidding to optimization guided by predictive signals, offline data, and real-time behavioral inputs.

Key strategies include:

- Value-based bidding with GA4 & BigQuery: Campaigns are optimized based on predicted conversion value or LTV, using GA4 predictive audiences and BigQuery-modeled segments across platforms like SA360, Google Ads, and DV360.
- Brand-centric omnichannel bidding: Retailers can optimize bids toward incremental brand sales, scoring impressions using a unified view of online exposure and offline purchase behavior (ROPO), especially for full-funnel measurement.
- Custom bidding with attention or churn signals: Use GA4 attention metrics (e.g., scroll depth, engagement time) or churn risk scores to adapt bidding logic in real time, either to retain high-value users or to prioritize new acquisition.
- Floodlight-based scoring by business rules: Advanced use of Floodlight Variables allows assigning scores to impressions based on business priorities like basket size, product category, or conversion stage—enabling fine-tuned bottom-funnel bidding.

In summary, the **Multi-Moment stage** marks the pinnacle of Retail Media maturity. Retailers operate within a fully integrated, cloud-based infrastructure that connects CRM, analytics, offline sales, and media activation platforms into a single ecosystem. At this level, strategies are driven by predictive modeling, AI-powered audience expansion, and omnichannel attribution, enabling real-time decisioning and scaled automation.

With tools like BigQuery, GA4, CM360, and PAIR, retailers unify high-value audiences across platforms such as DV360, Google Ads, and SA360. Offline data—such as in-store transactions or loyalty signals—becomes central to targeting, optimization, and value-based bidding, powering smarter investment and personalized creative delivery.

This stage closes the loop between planning, activation, and performance by aligning media strategy with measurable business outcomes—paving the way for truly data-driven, sustainable Retail Media growth at scale.

What's Next?

1 Activate full-funnel AI orchestration, linking BigQuery models (LTV, ROPO, churn) with real-time campaign decisioning.	2 Scale automation strategies for bidding, budget allocation, and creative versioning based on user value and behavior.	3 Deploy unified attribution models across online and offline, feeding insights into strategic planning and forecasting.
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8. Conclusions: Unlocking Retail Media Value Through Measurable Maturity

As retailers navigate the evolving landscape of digital commerce, off-site Retail Media emerges not just as an advertising channel, but as a long-term growth engine. By progressively integrating Google's advertising and measurement technologies—anchored in first-party data, cloud infrastructure, and AI-powered tools—retailers can activate smarter campaigns, unify audiences, and drive measurable business outcomes across the entire customer journey.

This white paper presents a maturity-based framework to help retailers and brands move from isolated, impression-based activations to fully orchestrated, omnichannel strategies that are optimized for real business impact.

To make this journey actionable, the following table summarizes the key capabilities across each tier, offering a clear snapshot of how measurement, activation, and optimization evolve over time:

Tier	Audience Strategy	Attribution Model	Activation Format	Optimization Focus
<i>Nascent</i>	Pixel + YouTube list	Last Click	Display + Video / YouTube	vCPM, CPM
<i>Emerging</i>	Customer Match + Lookalike Audiences	Last Click + Conversion metrics	Display + Video, Search, Shopping, PMax	Max conversions, lift
<i>Connected</i>	GA4 + CRM + PAIR	Linear, Cross-channel	Display + Video, Search, Shopping, PMax	Predictive bidding
<i>Multi-Moment</i>	LTV + BigQuery segments + CDPs / DCRs	Omnichannel	Full suite + real time automation	Value-based, churn, ROPO

From basic tools and pixel-based targeting to cloud-based orchestration powered by predictive modeling, unified data, and AI, this framework offers a scalable roadmap for transforming data into action and strategy into measurable growth.

Key takeaway:

"Wherever your organization is today, the opportunity to unlock greater Retail Media value starts by moving confidently to the next tier of measurable maturity."

9. ANNEX

This annex section provides the technical and operational depth required to implement each phase of the Retail Media maturity framework. While the main body of the paper outlines the strategic pillars—such as audiences, activation, measurement, and attribution. This section complements it with **practical instructions, configuration requirements, and implementation best practices**.

The table below serves as a **navigation guide**, linking each key component of the framework to its corresponding technical annex. This structure ensures that operational, analytics, and media teams can dive deeper into the foundational elements that enable maturity at every stage.

Annex Module	Referenced In	Purpose / Description
9.1 Strategic Benefits of Retail Media	Section 2 – Introduction to Off-site Retail Media	Adds depth to the value proposition of off-site Retail Media, including scale, closed-loop measurement, and integration opportunities.
9.2 Technical Configuration Guide: Measurement & Activation	Section 6 – Before to Start - Set the Basics	Details foundational requirements like floodlight setup, data layer modeling, and campaign structure needed for scalable activation.
Measurement Setup & Attribution Readiness	Section 5 – Measurement Framework Section 7.1–7.4 – All stages	Explains how to ensure early attribution readiness, configure GA4 events, and structure your measurement logic across maturity tiers.
Naming Convention & Campaign Structure	Section 4 – Technology Enablers Section 6 – Basics	Guides the setup of structured CNC for easier analysis, automation, and scalability across campaigns and platforms.
CDP/CRM Integration & Audience Enablement	Section 7.2–7.4 – Emerging to Multi-Moment (Audience Blocks)	Supports audience strategy enhancements with real use cases for GA4, Customer Match, and cloud-based segmentation.

Master Floodlight Configuration & Custom Bidding Setup	Section 7.1–7.4 – Performance Evaluation & Optimization Blocks	Enables brand-level control, simplifies tracking, and unlocks advanced bidding strategies based on site behavior and business variables.
BigQuery / Cloud Unification Examples	Section 7.4 – Multi-Moment: Measurement & Data / Attribution	Describes how to unify media + CRM + sales data to unlock incrementality measurement, LTV modeling, and real-time activation.
Consent Mode & Compliance Best Practices	Section 3 – Off-site Growth Context Section 7.1 – Tools & Setup for Nascent	Reinforces legal compliance and sustainable data collection practices (e.g. Consent Mode setup) necessary for activation and measurement.

9.1 Introduction to off-site Retail Media

Strategic Benefits of Retail Media:

Benefit	Description	Strategic Value
Audience Relevance	Uses retailer first-party data (e.g., purchase history, loyalty status) to build highly qualified audiences based on real shopping behaviors	Enables brands to target consumers at key life moments with personalized, timely messages.
Audience Scale	Extends beyond the retailer's site to reach audiences across the open web, social platforms, and video inventory.	Unlocks incremental reach to consumers who may not be active onsite but are frequent offline shoppers.
Closed-loop Measurement	Tracks the full path from ad exposure to transaction—whether the sale happens online or in-store.	Proves real business impact and return on ad spend, closing the attribution loop.
Integration with Other Media	Off-site retail media integrates with broader media plans—CTV, YouTube, search, and programmatic—using the same first-party signals for activation.	Enables full-funnel strategies that are consistent across channels, improving media efficiency and reach.

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9.2 Technical Configuration Guide: Measurement & Activation Foundations

The following is a description of the **recommended requirements** for building a robust and reliable measurement system, without going into detail and in depth.

Moreover it includes examples to serve as help to retailers in the guidance of creating its own "basics".

1. Empower your data

"There is no favorable wind for the sailor who doesn't know where to go" Seneca

Data means power but, no matter how much data you collect, if you don't have a system of modelling, standardisation and data quality, you will not be able to harness and unlock its potential.

Therefore, one of the first premises is to create an environment that guarantees a reliable data collection process and that allows us to exploit it in the different phases that will be discussed in the paper, both in layers of advertising activation and to carry out analysis and extract important performance and business insights.

- *What kind of data can I collect from my site?*
- *How can I leverage the collected data to identify top-selling brands and products, and enable more targeted activation actions?*
- *What kind of data do I need to collect to find my most valuable customers?*

The minimum variables that must be set in the dataLayer and the variables that will feed the floodlight activities are outlined below to address these concerns.

dataLayer variables and "u" floodlight variables*

GROUP	VARIABLE	DESCRIPTION
Page & Content	url urlPath pageType pageCategory pageCategory2 pageCategory ^(m)	Information about the type and category of the page being visited (e.g., homepage, product page).
Brand & Product	productBrand productName productID (SKU) productPrice productQuantity	Details about the product being viewed or interacted with, such as brand, name, ID, price, and quantity.
User	userID or customerID userType (known/unknown)	Identifiers and characteristics of the user (e.g., guest or registered user).
Search Terms	searchQuery	The search term entered by the user on the site.
Cart Details	cartTotal Amount cartTotal Items	Information about the shopping cart
Availability	storeLocation availabilityStore availabilityOnline	Data about store locations and product availability (online or in-store).

Loyalty Programs	couponCode loyaltyMember (yes/no)	Information about applied promotions or whether the user is part of a loyalty program.
Transaction	orderTotal Amount orderID orderCoupon itemsTotalNumber paymentType orderShippingType orderShippingStore	Information about the completed purchase, including totals and order ID.

Illustrative Example: This should be treated as an example and should be adapted by each retailer based on their needs.

SOURCE: OWN ELABORATION

It should be noted that this table only shows an example list for inspiration. The list does not refer to the variables that will be collected for each part of the site or event. eg: cartContent can contain different variables by product name and brand as well as number of items and total value.

Accurate data is vital for retail media stakeholders to enhance campaigns and make informed choices. Ensuring data quality, post data model variable definition, is critical to validate floodlight and variable operation.

Additionally, a system for review and continuous evaluation should be implemented to incorporate maintenance and improvements as a part of the data care process.

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2. Smart Structure, Smarter Decisions: Naming Convention & Campaign Structure

- Why Retailers should care about a well defined Naming Convention?
- Why is it important to have a clear and complete campaign structure?
- What is the best way to shorten my campaign data either to get relevant business insights and to improve efficiency and scalability?.

A **campaign naming convention (CNC)** provides a **standardized**, structured approach to naming your marketing campaigns, ad sets, ads and so on. It's more than just a label; **it's a cornerstone of effective marketing operations.**

Spending time and effort to establish a naming convention and a robust campaign structure that meets business requirements is a critical task with **high impact for marketing, analytics and business intelligent** teams due to::

Operational Time Savings

- ◆ **Efficiency:** A CNC allows team members to quickly understand the purpose of a campaign without needing to open it or consult additional documentation. This saves time in daily tasks, reporting, and troubleshooting.
- ◆ **Reduced Errors:** Standardized naming reduces the chance of errors in campaign setup, targeting, and reporting. Consistency helps avoid mistakes that can lead to wasted ad spend or inaccurate data.
- ◆ **Onboarding:** New team members can quickly understand campaign structures, making onboarding faster and more efficient.

Bidding Optimization

- **Granular Control:** A clear CNC allows for easier segmentation and analysis of campaign performance. This enables more precise bidding strategies.
- **Performance Monitoring:** By easily identifying different segments (e.g., target audience, geographic location), you can quickly assess what's working and what isn't, and adjust bids accordingly.
- **Custom Bidding:** The structure created by the CNC allows for more effective use of custom bidding strategies in platforms like DV360, as it ensures that the correct data and variables are available for optimization.

Analytics Extractions

- **Simplified Reporting:** CNCs allow for easy filtering and aggregation of data in analytics platforms. This makes reporting faster and more accurate.
- **Data Analysis:** A well-structured naming convention facilitates in-depth data analysis, helping you identify trends, patterns, and insights that would otherwise be difficult to uncover.
- **Consistent Data:** Standardized naming ensures that data is consistent across all platforms and reports, making it easier to compare performance and track progress over time.

So what would be the recommended campaign structure?

The question has not an easy response, but to try to help retailers in this internal exercise on:

- *What business requirements have to be covered.*
- *What elements are to be considered as mandatory, recommended and optional within this CNC.*
- *How this structure has to be homogenised and standardised to help the marketing and analyst teams to make from simple to advanced analyst and get relevant performance insights?*

We provide a simple example as an illustrative and for inspiration purpose for retailers

Considerations

- Don't include blank spaces in the campaign name or any element below this.
- In case no element applies in a field, determine the rule for filling the gap. *Eg: All or non application [all];[nap]*
- Use 3 or 4-digit codes for campaign parameters to simplify reporting (e.g., "branding=bra", "performance=per").
- Use underscores (_) to separate elements.
- Use medium dash (-) in case you have to include compound fields. *Eg: campaign-name*
- Maintain consistency in the use of uppercase and lowercase letters.
- Avoid special characters to ensure data is processed correctly across different platforms. *Eg: ñ, ¿, ?, @, \$...*
- Document every field and make a table of corresponding.

Campaign Name Example

- **Fields:**[Retailer]_[Brand]_[Channel/Medium]_[Strategy]_[Country]_[Language]_[CampaignName]_[Date]

- ◆ **Fields example name:** [retail-name]_[brand-name]_[programmatic]_[performance]_[spain]_[spanish]_[black-friday]_[2025]
- ◆ **Fields example abbreviation:** [ret]_[bra]_[prg]_[per]_[spa]_[spa]_[blk-fri]_[2025]

Placement/AdGroup Name Example

- ◆ **Fields:** [CampaignName]_[Site/Source]_[Segmentation1]_[Segmentation^(m)]_[Format]_[TrafficType(if applies)]_[Size]_[FreeField1]_[FreeField1^(m)]
- ◆ **Fields example name:** [CampaignName]_[dv360]_[purchasers]_[lookalike]_[display]_[redirect]_[300x600]_[all]
- ◆ **Fields example abbreviation:** [CampaignName]_[dv3]_[pur]_[lla]_[dis]_[red]_[300x600]_[all]

So as we have seen in this section, a well-planned Campaign Naming Convention (CNC) brings structure and clarity to large-scale advertising endeavors, promoting efficient organization. Standardized naming conventions enhance team communication and informed decision-making, based on reliable and consistent data. Additionally, a well-designed CNC supports scalability, allowing for seamless integration of new campaigns.

3. Care about consent & compliance

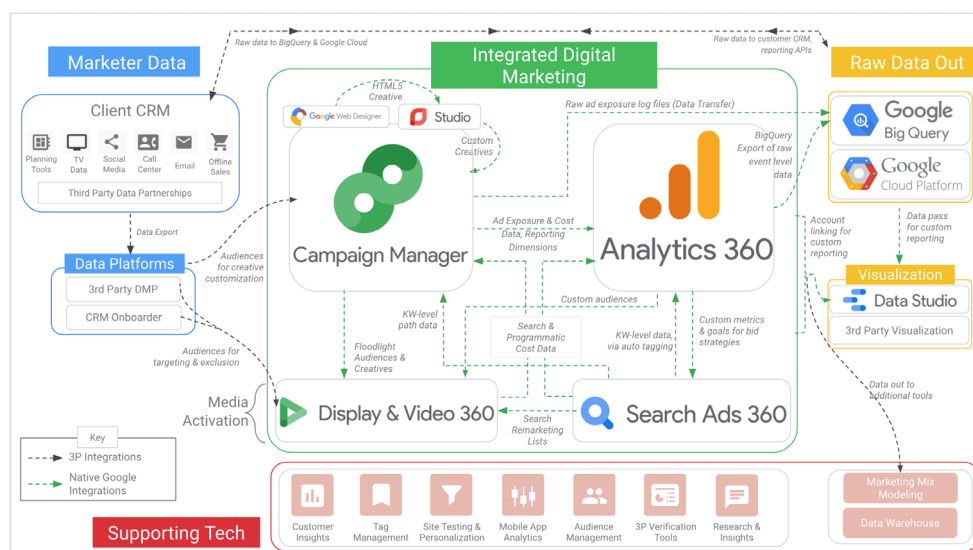
Align the way you collect the data from your clients with legal and privacy regulations of your region such as the GDPR in the EU.

Activating [Google Consent Mode](#) is essential to avoid drops in measurement results and enable the use of user-provided data. This is particularly important for maintaining consistent data collection and ensuring compliance with user privacy preferences.

Consent Mode enables Google tags to modify their behavior in accordance with the user's consent status regarding data collection. This allows Google to gather specific data on user activity and conversions without using cookies or collecting personal information, if the user opts out.

4. Connect the dots and leverage your tech stack

Retailers must connect data sources and make use of their current technology stack in order to optimize retail media investments. This will allow them to gain synergies from their activation and data analyst integrations, and fully utilize the advertising and technology ecosystem available to both brands and retailers.



Retailers with a fully integrated analytics and advertising ecosystem will have the opportunity to:

- **Create a Unified Customer View:** Retailers and brands collect data from multiple sources—online sales, in-store purchases, CRM systems, loyalty programs, and advertising platforms. When these data points remain siloed, it becomes impossible to get a complete picture of the customer journey. By integrating data across systems, businesses can:
 - Understand consumer behavior holistically across different touchpoints.
 - Improve targeting and personalization, delivering the right message at the right time.
 - Optimize marketing performance, ensuring spend is allocated to the most effective channels.
- **Enhances Measurement & Attribution:** Retail media thrives on closed-loop measurement, meaning brands can directly tie advertising exposure to sales. However, if data from different platforms, such as programmatic advertising, e-commerce transactions, and in-store sales, aren't connected, attribution for advance stages as we will see as we move forward in the maturity and complexity of the measurement framework, becomes fragmented.

By leveraging your tech stack (CRM, CDPs, analytics platforms, ad servers, DCR, etc...), businesses can:

- Track the full path to conversion (online and offline).
- Measure incremental impact using first-party data and advanced attribution models. (MMM)
- Refine marketing strategies based on accurate performance insights.

- **Activate the highest qualified data to getting better results:** Retailers hold a goldmine of first-party data, which is crucial for offsite advertising because:
 - **High Intent Audiences:** Unlike third-party cookies, first-party data from retailers is privacy-compliant and highly valuable in identifying engaged shoppers.
 - **Cross-Channel Activation:** Connecting retailer data with social media, programmatic display, and search ads enables brands to reach shoppers beyond the retailer's website.
 - **Closed-Loop Measurement:** Integrating retail sales data with offsite media exposure allows accurate attribution of online and offline sales to specific marketing efforts.

By bridging these data points, retailers can offer a fully measurable, brand-safe environment where advertisers can confidently invest.

- **Scale the efficiency of the automation and personalization:** Retail media networks (RMNs) offer vast amounts of first-party data, but without the right technology, it's difficult to act on this data efficiently. Automation and personalization **empower retailers and brands** to reach the right customer with the right message at the right time—**at scale**. Without these capabilities, marketing efforts become inefficient, and customer engagement suffers.

In the retail media universe, these capabilities must be translated into solutions with focus on improve and optimize advertising efforts such as

- **Dynamic Creative Optimization (DCO):** Ad creatives adjust in real time based on customer behavior previously recorded in the advertiser/retailer site thanks to a correct data collection pre-work as we saw in the [Empower your data](#) section
- **Predictive Targeting:** AI-driven models predict which audiences are most likely to convert. Taking relevance in **Value Based Bidding (VBB)** strategies in which retailers can activate and optimize campaigns based on static (just online signals) or dynamic (online and offline) data in which depending on the business models, retailers can give different values depending on user propensity scores or customer lifetime values for instance.

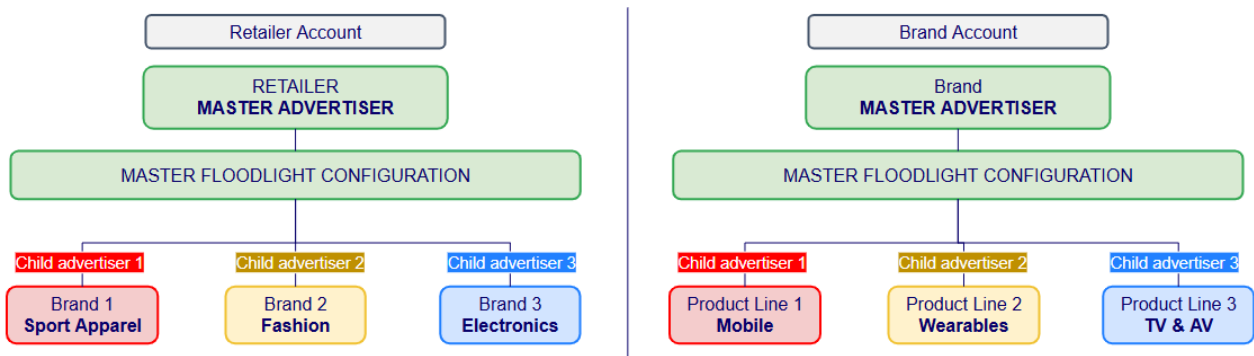
5. Masterfloodlight Configuration & Custom Bidding as the Foundations

The challenge: to achieve a reliable measurement environment, agile in its maintenance and covering the needs and objectives of targeting and conversions **for Retailers and Brands**.

To achieve this, we need to implement a **straightforward and scalable** measurement and attribution framework that can **effectively track the performance** of our activities across a **wide range of brands, product lines and products**.

A **Masterfloodlight Configuration** to govern the child advertisers for each brand and **Custom Bidding** as the advertising strategy are the **orchestrator fundamentals** on which this frameworks made:

- MASTERFLOODLIGHT:** On the one hand, we will establish an **onsite measurement structure** based on measuring the **essential sections** of the **retailer's site**, as the **conversion funnel or the thank you page** one the purchase has been made, facilitating operational management and not contaminating the site with a multitude of tags per brand. This structure might apply weather the retailer account as the bran/agency accounts



SOURCE: OWN ELABORATION

- CUSTOM BIDDING:** On the other hand, It will allow retailers to **target and optimize campaigns based on specific variables**, such as **pageCategory, pageCategory^n, productBrand, productNames, Sku's...** Use Script-Based Custom Bidding it will allow retailers to:

Adjust bids based on user behavior within the funnel stage (e.g., awareness vs. purchase intent).

Reduced reliance on multiple floodlights simplifies tracking while maintaining precision in targeting

To allocate the brand's advertising budgets and run the campaigns without mixing results with other brands.

Custom script

Python-style scripting to create custom scoring based on over 40 signals

CHECK SYNTAX

Choose an Advertiser...

Sample type

TEST SCRIPT

```

1 if total_conversion_count(1234876, 0)==0:
2     return 0
3 _cat = conversion_custom_variable(1234876, 0, 4)
4 _rev = total_conversion_value(1234876, 0)
5 if _cat == "shoes":
6     _profit = 0.2
7 elif _cat == "shirts":
8     _profit = 0.08
9 else:
10    _profit = 0.05
11 return _profit*_rev

```

Calculated revenue

Profit / Margin

Site engagement

Life-time value

Propensity scores

Impression quality

SOURCE: https://docs.google.com/presentation/d/17aiE18ARyJXyFPOgFQnCeliAmVQGpL4k71nBemsNleY/edit?slide-id.g2d67dfff090_o_1361#slide-id.g2d67dfff090_o_1361

To know more about technical details visit the documentation about [custom bidding script reference](#). In the help center.

This strategy for measurement and activation gives brands access to retailer data and allows them to execute campaigns using retailer advertising accounts while maintaining reliable performance measurement.

This approach aligns with the goals of both retailers and brands.

The following table shows an example of **Floodlight Structure**

SECTION	MF.CONFIGURATION	TYPE	PRIORITY	GOAL	DESCRIPTION
General	All_Pages	counter		Site Engagement	Tracks visits to all pages on the website, providing overall traffic insights.
	Home	counter		Initial Interest	Measures visits to the homepage, indicating initial user engagement.
Conversion Funnel	ProductListPage	counter		Product Discovery	Tracks visits to product listing pages, useful for analyzing browsing behavior.
	ProductDetailPage	counter		Product Interest	Captures visits to individual product pages, showing interest in specific items.
	AddToCartCart	counter		Purchase Intent	Monitors the action of adding products to the cart, reflecting purchase intent.
	InitiateCheckout	counter		Drive Conversions	Tracks users starting the checkout process, signaling high purchase intent.
Transaction	Purchase	sales		Maximize Revenue	Records completed transactions, providing direct revenue attribution.
Known /Unknown user	UserRegistration	counter		Grow customer data base	Measures new user registrations, indicating growth in customer base.
	Login	counter		Customer Identity 1st PD advance segmentations	Tracks user logins, reflecting active engagement with the platform.
User	Search	counter		Customer interest	Tracks searches performed on the site, offering insights into user preferences.

 low/ medium/ high **Illustrative Example:** This should be treated as an example and should be adapted by each retailer based on their needs. **SOURCE:** OWN ELABORATION

Once we have viewed what are the key pre-requisites, we are ready to deep dive into the solutions in measurement and attribution defined for each stage.

To understand it better, each phase is a continuation of the previous one, so that when retailers move to more advanced phases, they will inherit the activation, measurement and attribution characteristics and capabilities of the previous phase in what we call **"the carry-over effect"**.

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