



Retail Media Roundup

An analysis of noteworthy new initiatives at leading retail media platforms around the globe

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To keep the industry updated between the periodic editions of our [Retail Media Report Card](#), Publicis Commerce monitors the efforts at leading retailers and platforms around the globe to improve and expand their capabilities and services. We focus on the initiatives that are expected to impact the way advertisers effectively plan, execute, and measure their marketing programs on these networks, either directly through new behind-the-scenes tools and capabilities, or indirectly through new engagement opportunities that will enhance (or at least alter) the way they interact with shoppers.

Walmart Connect



Following its strategic [acquisition of smart TV maker Vizio](#) last year, Walmart is now working on technology that will enable consumers to use their remote controls to shop directly while viewing. “Imagine a world where you are sitting down with your family to watch a movie on your Vizio TV, and we’re able to then allow you to buy pizza,” Seth Dellaire, Walmart U.S. Chief Growth Officer, told Bloomberg.

Beyond shoppable ads, Walmart is in the process of converting Vizio into a private label brand while also exploring ways to increase its digital footprint by integrating the Vizio SmartCast operating system into its existing private label TV brand, onn, as well as offering it to third-party manufacturers.

Amazon Ads



A flurry of new advertising capabilities recently launched by Amazon Ads includes the automatic integration of sponsored product campaigns into shopping conversations with the company’s next-generation Alexa+ conversational AI assistant. Currently only available in the U.S. and active on Amazon’s Echo Show devices, the functionality serves up a mix of organic and sponsored options when users ask Alexa+ for product recommendations.

Additionally, managed-service advertisers in the U.S., UK, and Germany can now use component-based creative for display ads on the Echo Show as well as classic Alexa devices, eliminating the need for custom assets.

In more globally available updates, Amazon Ads is enabling automated, dynamically optimized targeting as an option for sponsored display conversion campaigns. Meanwhile, Amazon Marketing Cloud now offers an AI chatbot interface that lets advertisers use natural language prompts to create custom audience segments and ask for product guidance, helping them develop sophisticated audience strategies more efficiently.

Orange Apron Media



The Home Depot is extending its Orange Apron Media network to Yahoo DSP in a bid to accommodate more non-endemic advertisers. The integration lets brands that don't sell products on the home improvement retailer's shelves use Yahoo's ad-buying platform to target Home Depot shoppers across display, video, digital, audio and connected TV (CTV).

"What we're doing with Yahoo is really just about expanding the access to those advertisers that we think could find real value," Mandy Adams, Orange Apron Media Senior Director, told Adweek. Non-endemic brands previously were able to access Home Depot audiences through The Trade Desk's DSP and can also work with Orange Apron Media directly for access to the retailer's owned and operated properties on a case-by-case basis.

RedVest Media (Ace Hardware)



Ace Hardware has entered the retail media space with the debut of RedVest Media, a platform that the home improvement store cooperative is positioning as "The Helpful Network." Operated in partnership with Epsilon Retail Media, a Publicis Groupe company, RedVest Media is offering highly targeted, full-funnel advertising solutions that span:

- Onsite premium ads, search, and display.
- Email and push notifications.
- In-store signage.
- Offsite programmatic display, video, CTV, and mobile.

Among the advertiser services available at launch are real-time performance dashboards to track onsite and offsite campaign impact and ecommerce conversion, with both managed and self-service options available. The network is fully interoperable with third-party retail media technology providers Pacvue, Flywheel, and Skai.

"With RedVest Media, we're [giving our brand partners] the tools and data to drive meaningful engagement and measurable results at both the national and local level," Molly Hjelm, Ace Hardware Corporate Vice President of Retail Media, said in a release.

The cooperative encompasses approximately 5,100 U.S. stores and boasts nearly 73 million Ace Rewards loyalty program members.

Instacart Ads



Instacart is bringing its Carrot Ads technology to Bottlecapps, an ecommerce platform that supports roughly 1,300 off-premise North American alcohol retailers for which Instacart has powered same-day fulfillment since 2022. The integration will allow advertisers to seamlessly extend their Instacart campaigns to Bottlecapps-powered digital storefronts through expanded ad inventory, helping them reach more high-intent consumers, enhance product discovery, and deliver personalized recommendations.

Gopuff Ads



Gopuff is collaborating with Disney Advertising to power a virtual “concession stand” experience allowing viewers streaming content on the ESPN, Hulu, or Disney+ services to order snacks, sweets, and drinks for delivery in as little as 15 minutes. Brands can feature products in shoppable ads that carry a QR code linking to a curated storefront; viewers can access the storefront and order products without creating or logging into an account due to the “Powered by Gopuff” technology.

“It’s the fastest and most seamless in-stream shopping experience available today,” boasted Michael Peroutka, Gopuff Head of Ads and Agency Partnerships, in a release.

Disney is applying its data clean room capabilities to identify audience overlap and enable more precise targeting, while Gopuff’s integration with Shopify’s ecommerce platform provides real-time visibility into closed-loop sales measurement and reporting.

Valiuz Adz



French retail media agency and data alliance firm Valiuz has merged with Immediacenter, a provider of digital out-of-home (DOOH) advertising at retail, particularly in large supermarkets and shopping malls. Cementing a pre-existing partnership, the merger will expand Valiuz’s operational expertise to encompass in-store retail media and strengthens its ability to offer unified solutions for retailers across the full advertising funnel.

“By combining our expertise, we enable advertisers to seamlessly manage their campaigns — from digital advertising (onsite and offsite) to DOOH and smart labels in stores, and even the ecommerce website — while optimizing their return on investment,” Valiuz Chief Executive Officer Sébastien Zecchini said in a statement.

Unlimitail



Unlimitail, the international retail media alliance between Publicis Groupe and global grocer Carrefour Group, has entered a new partnership that enables clients of the Pacvue commerce platform to plan, launch, and optimize campaigns across the retail media network.

Beginning with Carrefour France, the integration will progressively expand across Europe, opening access to global and regional budgets through Pacvue's platform. "This global connectivity, powered by Pacvue tools, is a significant step in steering the European markets towards the most mature countries in retail media," said Thibault Hennion, Unlimitail's Chief Operating Officer, in a company post.

Unlimitail is also helping Carrefour move its service-based consumer-facing activities into the retail media space by creating new offerings for both endemic and non-endemic brands. Activations are already live across Carrefour Location and Carrefour Voyages, services for vehicle rental and travel booking, respectively.

"The flexibility of our solutions allowed us to tailor the inventory to the specific needs of travel and rental services — and this model can be replicated for other service verticals in the future," Hennion said in a post.

As it continues to expand the operation, Unlimitail has hired 15-year ad tech veteran Frédéric Clément as Chief Product Officer, where he'll be responsible for leading the company's global product strategy, designing high-impact solutions, and strengthening the value proposition for retailers and brands.

Coles 360



The Redworks team at independent agency Retail MediaWorks that has managed the end-to-end media strategy, sales partnerships, and ad operations for the Coles 360 retail media business since its inception in 2021 will join parent Coles Group next month.

Bringing the media team in-house is intended to strengthen Coles 360's capabilities as well as improve both collaboration with brands and communications with shoppers.

Australia-based Coles Group operates several retail chains, including flagship grocery banner Coles Supermarkets and liquor outlet Coles Liquor. The remaining Retail MediaWorks business will continue to operate independently, working with retail partners globally.



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