



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](#), Mars United 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.

The Retail Media Report Card is available for five markets: the [U.S.](#), [Canada](#), [Europe](#), [Australia-New Zealand](#), and [Latin America](#).

Albertsons Media Collective (U.S.)



Albertsons Media Collective introduced new capabilities for measuring the incremental sales impact of onsite media that are designed to isolate the effect of media exposure and standardize cross-campaign comparisons. The network launched [incrementality measurement for in-store media](#) earlier this year.

“Incrementality is a critical metric because it helps brands understand whether their media investment is creating new demand or simply capturing existing sales,” said Liz Roche, The Collective’s VP-Media and Measurement, in [a release](#). “With onsite incrementality, we’re giving advertisers clearer insight into how their campaigns influence sales so they can make more informed decisions about where and how to invest.”

Amazon Ads (U.S.)



Amazon Ads launched a Dynamic Creative TV tool that automatically personalizes interactive video ads that air during Prime Video series and films based on the viewer’s shopping behavior. The capability dynamically adjusts the interactivity format, call to action, headline, and product details based on the determined stage in a viewer’s purchase journey. Currently available to select U.S. advertisers, the capability will become more broadly available and extend to live sports and third-party Prime Video channels (third-party subscription add-ons) in the third quarter.

Meanwhile, Amazon Ads’ streaming TV inventory can now leverage LinkedIn first-party data through LinkedIn parent Microsoft’s supply-side platform. Advertisers running on Amazon DSP have the option to reach B2B audiences in premium environments, [the company said](#).

CVS Media Exchange (U.S.)



CMX unveiled [CorIQ](#), a proprietary, AI-driven media platform designed to help brands make faster decisions, streamline execution, and deliver more relevant shopper experiences, the network said.

CorIQ is built on CVS' first-party ExtraCare loyalty data with capabilities intended to support more precise targeting and closed-loop measurement across all media channels. The platform is designed to integrate with the network's existing tools and evolve alongside its broader retail media offerings.

DoorDash Ads (U.S.)



A [new suite of tools](#) has rolled out to help brands reach new shoppers. The updates include:

- A new premium “Spotlight Ad” homepage opportunity that provides an immersive space within the DoorDash app.
- Scaled offsite capabilities through Symbiosys, the retail media platform DoorDash acquired in early 2025.
- Integration with data solution provider LiveRamp to deliver clean-room measurement, audience analysis, and custom targeting capabilities.
- Support for BOGOF offers for automated campaigns.
- The capability to set a target for minimum ROAS during ad auto-bidding.

Fmedia (Latin America)



Chilean multinational retailer Grupo Falabella fully migrated its retail media business to the infrastructure of third-party commerce media company Topsort. Building on initial collaborations dating back to 2021, the formal enterprise-wide move follows a recent proof-of-concept pilot.

The integration of Topsort's auction-based technology and AI-powered metrics will facilitate “deeper use of first-party data for more precise and relevant audience targeting ... while establishing a unified and transparent measurement framework across the ecosystem,” per [a release](#) from Topsort.



Foodstuffs Precision Media (Australia-New Zealand)



Foodstuffs Precision Media, a joint venture between New Zealand grocery cooperatives Foodstuffs North Island and Foodstuffs South Island, recently completed an in-store trial of smaller-format circular floor decals in liquor departments – an area with unique legislative restrictions. The trial was executed in select North Island New World stores.

“This has been an awesome unlock for us to explore as part of the future evolution of our point-of-sale and the role retail media can play in driving stronger store engagement,” Foodstuffs said in [a LinkedIn post](#). Other recently tested P-O-P innovations include a digital screen wrap placed in select locations in combination with other signage to engage shoppers throughout the in-store journey.

Instacart Ads (U.S.)



Instacart Ads has extended its self-service ad platform to retail partners with new tools that include promotion and off-platform capabilities. New sponsored ad placements, expanded product discovery opportunities within search and browse functions, and participation in curated, high-traffic shopping moments will become available over the course of 2026.

“This builds on the foundations we’ve established with brand partners: intuitive campaign management, trusted measurement, and optimization toward results,” said Ali Miller, Instacart’s General Manager of Advertising, in [a release](#).

Loblaw Advance (Canada)



Updates to the Loblaw Data Insights & Analytics platform incorporate generative AI-driven functionality and robust customization features. The new platform experience is designed to strengthen campaign performance through deeper visibility and faster optimization.

“The platform transforms complex retail analytics into a simple conversational experience,” [according to the network](#), and will “proactively surface emerging risks, meaningful changes, growth opportunities, and unusual patterns across the business.”





Orange Apron Media (U.S.)

Orange Apron Media (OAM) is making its first-party data available to non-endemic advertisers through a new social media integration with Pinterest, and also is now enabling advertisers to launch campaigns on Reddit directly within the Orange Access self-service platform.

Other recent updates include a portal for self-service brand pages allowing brands to manage their own storefronts, new leaderboard ads on category landing pages, improved keyword and audience targeting capabilities for product listings, and additional geotargeting for banner ads. The network is also set to launch the OAM Academy certification program later this year.



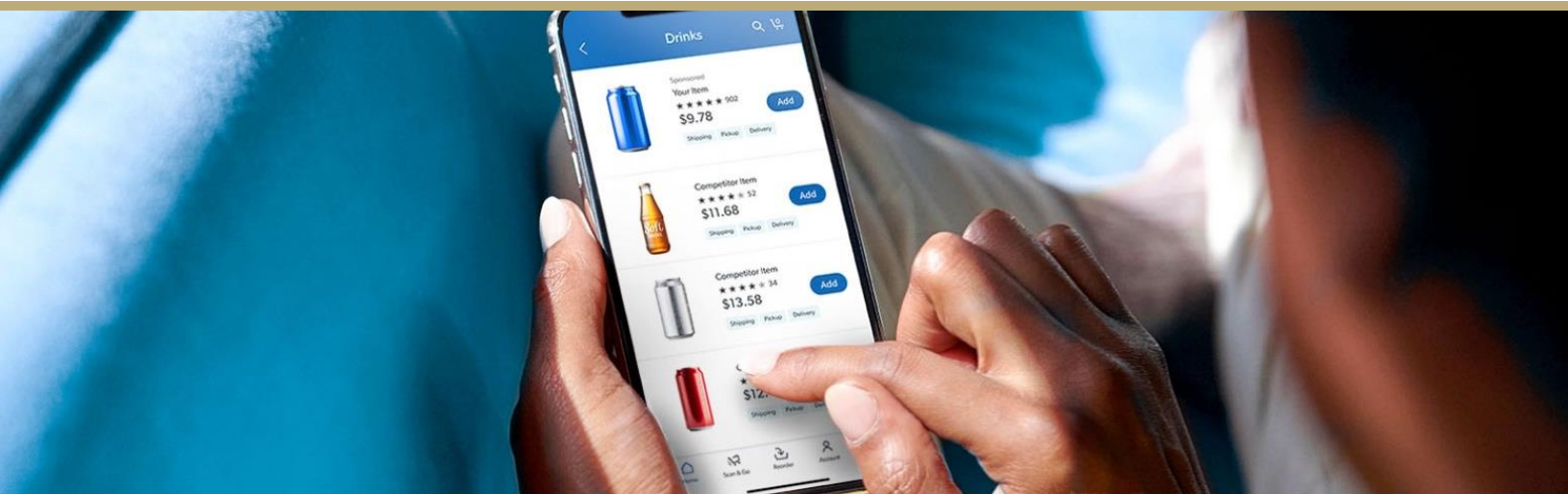
Sam's Club Member Access Platform (U.S.)

Sam's Club is extending its on-location media opportunities with several new offerings:

- In-club audio ads. Running on the retailer's in-house radio network, the ads air among top hits, store updates, and other content.
- Digital screen ads at fuel stations, which now operate alongside about 500 club locations. The ads are delivered as part of rotating on-screen messages.
- An expanded slate of "Omni Experiences," immersive events staged in club parking lots and other locations and themed to specific occasions such as sporting events.

Meanwhile, an integration with Meta expands offsite media opportunities to Facebook and Instagram, with attribution tied back to transactions via LiveRamp's clean room.

The network now also offers "Rest of Market" sales analysis through data partner Circana, to measure how Sam's Club campaigns impact sales at other retailers.



Walmart Connect (U.S.)



Walmart Connect is opening access to Vizio ad inventory through Yahoo DSP, using supply-side technology from tech partner Magnite for audience activation. The integration is currently in a closed proof-of-concept phase. Additional partnerships are planned over time, including stronger integration with Yahoo DSP, said Ryan Mayward, GM and SVP for Walmart Connect, in a [corporate blog post](#).

“This evolution does more than expand access; it helps connect strategies that have historically operated in silos,” Mayward said. “By making Walmart Connect’s audiences, signals, and measurement accessible across more buying environments, this expansion brings national media and shopper marketing closer together.”

Elsewhere, among new social media capabilities:

- Advertisers can now launch self-service campaigns powered by Walmart’s shopper data on Meta. The capability will expand to other social platforms later this year. The ads depict a brand’s messaging in a co-branded format with Walmart.
- An add-to-cart feature is now available for managed-service advertisers executing Meta, TikTok, and Pinterest campaigns.
- Closed-loop measurement through the network’s LiveRamp-operated data clean room is now available for Meta in addition to TikTok and Pinterest.

Wolt Ads (Europe)



The retail media arm of the DoorDash-owned European delivery giant Wolt, Wolt Ads is deepening its relationship with commerce media technology provider Koddi by opening in-app inventory to programmatic buyers, starting in Germany. Koddi’s platform integrates directly into Wolt’s existing auction and product architecture, [the network said](#), allowing advertisers to activate onsite media alongside broader offsite activity.

“This partnership makes it easier for advertisers to access Wolt while maintaining the quality and relevance our users expect, opening the door to new demand without compromising how ads appear on the platform,” said Catalina Salazar, Global Head of Wolt Ads. The two companies plan to expand the offering into additional markets over time.





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