



# Retail Media Roundup

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

MAY 2026

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## May 2026

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](#).

### Ahold Delhaize USA (U.S.)



ADUSA is leveraging Click2Cart technology from checkout technology specialist SmartCommerce to give brands a way to make external digital marketing touchpoints — digital ads, social media, and brand-owned channels — shoppable through any of the retailer’s banners. The direct-to-cart functionality also enables product substitution when needed.

The SmartCommerce technology “creates a simpler, more connected experience, helping customers go from discovery to cart in just a few clicks from the digital channels they use every day,” said Keith Nicks, ADUSA’s Chief Commercial and Digital Officer, in [a release](#). “It also strengthens how we connect engagement to measurable e-commerce sales, unlocking new opportunities for growth across our digital ecosystem.”

### Albertsons Media Collective (U.S.)



The Collective has integrated with the Google Display & Video 360 platform to let brand partners advertising on YouTube access some 175 purchase-based and custom brand audiences supplied by Albertsons, supported by SKU-level closed-loop measurement of campaign results, [the network said](#). ([Kroger became part of the DV360 program](#) in March.)

Elsewhere, the Collective has added lifetime value assessments to its campaign reporting. The network expects the metric, which quantifies the total revenue a customer is predicted to generate over time, to improve retention strategies and promotional impact.

The Collective also has moved its “Takeover Spotlight” elevated search ad opportunity from single booking to an auction format similar to standard paid search. The placement delivers a greater share of page real estate and also accommodates video.

## Dollar General Media Network (U.S.)



DGMN is doubling the scope of its in-store audio network to reach roughly 12,000 of the retailer's 20,000 stores by mid-summer. It's also enhancing capabilities through a partnership with AI-powered in-store audio platform Qsic. The evolution is expected to enhance the in-store experience through "more relevant, contextual messaging designed to add value, not noise" to the shopping trip, said Austin Leonard, DGMN's VP-General Manager, in [a media release](#). Leonard also highlighted several benefits in a related LinkedIn post:

- Closed-loop measurement that provides real-time, in-flight results that match the network's existing IAB-compliant reporting.
- In-flight AI optimization that brings programmatic targeting to the store level, optimizing delivery to ideal dayparts and matching the SKUs being promoted.
- Digital planning tools that ensure that the right stores are targeted, with product in stock and optimized for sales growth and unit velocity.
- Proof that ads are delivered when shoppers are in-store at proper decibel levels.

Elsewhere, DGMN is unifying onsite and offsite activation and measurement into one connected workflow via The Trade Desk. Media infrastructure company Kevel will handle. Managed service testing kicks off in June, with broader availability for mutual clients expected in the third quarter, per [a release](#).

## DoorDash Ads (Canada)



DoorDash Ads broadened its existing U.S. [deal with Criteo](#) to include Canada. Global commerce intelligence platform Criteo will serve as an extension of DoorDash's Canada sales team to pitch onsite sponsored products, sponsored brands, and onsite video and display, along with offsite display, video, search, and social.

"In the U.S., DoorDash campaigns activated through Criteo have already demonstrated strong early momentum," said John Roswech, Head of Business [for Symbiosys](#) at DoorDash, in [a release](#). "We're excited to expand our partnership with Criteo to enable more brands to participate in that."



## Douglas Marketing Solutions (Europe)



Douglas Marketing Solutions, the retail media arm of European beauty retailer Douglas, is migrating 210 in-store screens in 155 beauty stores from primarily in-house manual workflows to management by out-of-home platform BroadSign as part of a more extensive omnichannel retail media strategy. BroadSign facilitates campaign planning, targeting, content delivery, and reporting.

The connected system lets advertisers more quickly update or localize content based on promotions, product availability, regional priorities, or shopper demographics. It will also facilitate targeting adjustments by store tier, screen position, category adjacency, time of day, and featured products, according to an article in [Sixteen:Nine](#).

## H-E-B Retail Media (U.S.)



H-E-B has rolled out a new onsite video ad format that appears alongside shoppable product carousels within key shopping environments, such as the “Pantry” category page.

The video placement aims to offer a brand storytelling opportunity and drive product discovery for multiple SKUs within a single shoppable ad unit as shoppers actively browse or search within a category.

## Kroger Precision Marketing (U.S.)



KPM has expanded its Custom Influencer ad offering to include TikTok amplification alongside Pinterest, Snapchat, Meta, and programmatic channels. The campaigns connect creator content and paid media with Kroger’s first-party data targeting to drive product discovery and conversion.

Capabilities include custom purchase-based audiences, improved measurement (attributed and incremental ROAS), faster lead times (6.5 weeks), and flexible creator selection. Influencer content can drive directly to Kroger.com destinations, including product lists, landing pages, and digital coupons.

Elsewhere, KPM, Instacart Ads, and Best Buy Ads have all signed on as launch partners for Roku Curate. The new solution combines TV streaming platform Roku’s audience engagement insights with the partner’s purchase behavior data to facilitate custom audience creation and closed-loop measurement. The ready-to-use media packages can be purchased and measured through standard workflows, according to [a release](#).

## PetAds (Australia-New Zealand)



Australian pet retailer Petbarn is taking its PetAds retail media business in-house. The retailer had initially launched its omnichannel platform last year with oOh!media's retail media unit, Reo, which the out-of-home media company is shutting down as of June 30 to focus on its core business.

"In discussion with our valued retail media client Petbarn, we have both identified better outcomes for our businesses with the effective transition of the Petbarn PetAds omnichannel offering to be operated in-house by the Petbarn team," oOh!media CEO James Taylor [told B&T](#).

## Sam's Club MAP (U.S.)



Sam's Club Member Access Platform has introduced two new offerings that align with its ongoing efforts to serve as a "Retail Experience Network":

The **MAP Influencer Program** gives brands a direct way to partner with Sam's Club's exclusive [creator network](#) to combine influencer content with the network's first-party deterministic data and closed-loop measurement.

**Expert Review Videos** embedded within product detail pages provide product information that could aid in purchase decisions early in the shopper journey. Sam's Club handles the content, sourcing of the experts, and production.

The new offerings are intended to give brands a way to boost credibility while enhancing the shopper experience.

## Triangle Retail Media (Canada)



Canadian Tire Corp. has tapped end-to-end retail media orchestration platform Vantage to provide the core technology infrastructure for its retail media network. The Vantage platform will provide streamlined buying processes, faster time-to-market for new ad products, and targeted campaigns with real-time insights, per a release.

"This partnership marks the next milestone in our mission to ... better connect brands with highly engaged Canadian shoppers, staying true to our commitment to enhancing the customer experience," said Triangle VP David Jackman.

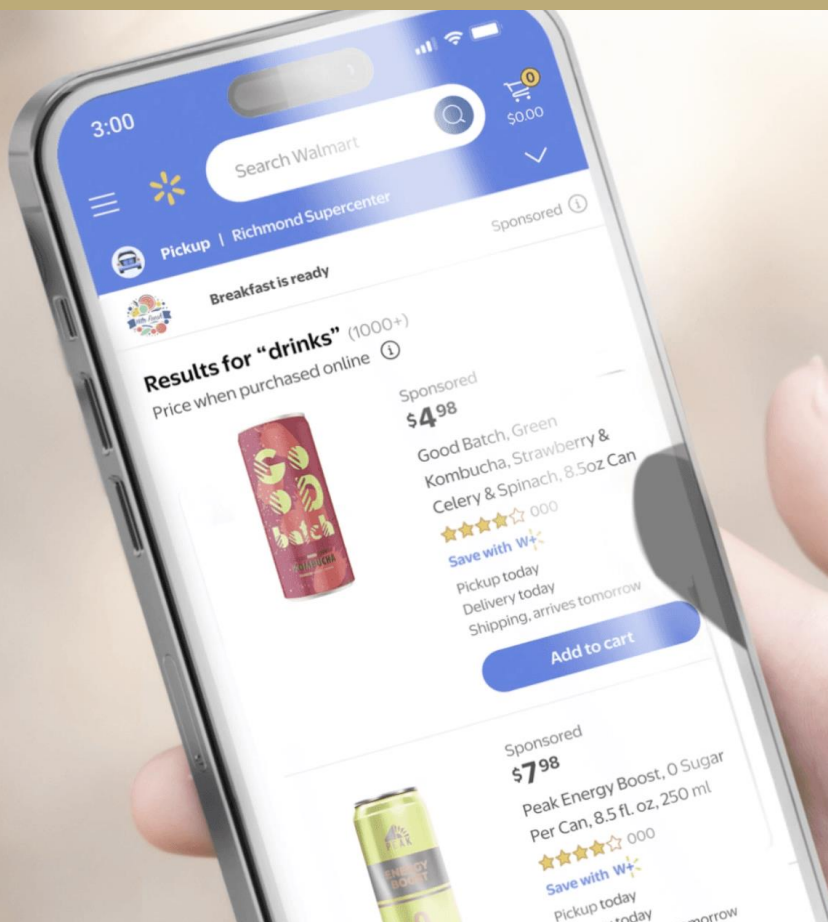
## Walmart Connect (U.S.)

Walmart Connect launched two new capabilities aimed at simplifying and scaling CTV activation:

- Connect Select is a curated marketplace within the Walmart DSP that surfaces recommended omnichannel ad inventory with a focus on CTV. At launch, the tool carries inventory from Walmart’s own VIZIO, along with premium CTV publishers (including Paramount and Warner Bros. Discovery), and supply-side platforms (Magnite, PubMatic, etc.).
- Expanded Walmart DSP integration with technology partners such as Pacvue and Skai.

Elsewhere, Walmart Data Ventures introduced the Scintilla Media Data Feed, which lets advertisers securely share the retailer’s first-party data with their agency and tech partners through scalable API access.

The tool provides “granular visibility at both the brand and product level, a clearer picture of cross-halo effects across brick & mortar and dot-com, and the ability to measure ROI across onsite and offsite media with far greater precision,” said Brian Kim, Senior Principal, Analyst and R&D at mPhasize, a Publicis Groupe agency, in [a Walmart post](#).





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