

THE MARKETERS

LENS: WHAT MARKETERS
REALLY THINK
ABOUT COMMERCE MEDIA

M+C SAATCHI
PERFORMANCE

SECTION 1

INTRODUCTION

We surveyed marketing professionals to get opinions from those dealing with three hot topics: Commerce Media, Creative AI, and Media Measurement.

This is the first installment in a content series written by our agency experts that outlines the survey's key findings. Here, the focus is specifically on Commerce Media.

The other installments will be available on www.mcsaatchiperformance.com.

Please contact us at marketing@mcsaatchiperformance.com if you would like them sent straight to your inbox.

Though the survey respondents were primarily based in the U.S., the findings will likely apply to other markets as universal subjects.



SECTION 2

KEY COMMERCE MEDIA TAKEAWAYS



 **48%**

of respondents stated they are already running Commerce Media campaigns, and 65% of those who run campaigns said they have done so for over a year.

 **74%**

of those surveyed said they have a commerce media-specific budget line (versus budget being tested from other channels).

 **84%**

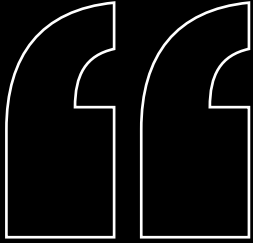
plan to increase commerce media investment in the next 12 months.

 **71%**

The primary objective of commerce media remains sales/conversions (71% of respondents); however, more than half of respondents leverage it for brand awareness.

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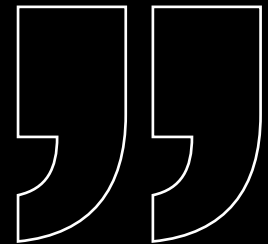
on the wishlist for emerging commerce media capabilities is more advanced audience targeting (57% of respondents), followed by AI-driven optimization (47%)



The findings from our Commerce Media survey are a testament to the growing importance of this channel for marketers. It's clear that brands are recognizing the potential of Commerce Media to drive sales, build brand awareness, and reach new customers. We're excited to see how Commerce Media continues to evolve and shape the marketing landscape in the future.

JASVINDER SINGH BINDRA

Commerce Media Director,
M&C Saatchi Performance



SECTION 3

DIGGING DEEPER INTO THE DATA



The primary objective of commerce media remains sales/conversions (71% of respondents); however, more than half of respondents also leverage it for brand awareness.



This highlights the dual-purpose nature of Commerce Media. While driving sales is paramount, brand building remains a significant objective for many advertisers.

This suggests that many advertisers are viewing Commerce Media as a maturing channel beyond a purely transactional focus, and this is exactly how we envisage the channel maturing and being utilized by brands.



72% of respondents said the Commerce Media budget allocated was incremental rather than derived from other channels.



"Commerce Media has matured to a core channel in its own right for many advertisers who are clearly seeing strong returns. For those still testing the waters, it's interesting to see that budget is being taken not only from other digital channels, but also from ATL channels which reflects the fact that the role of Commerce Media goes beyond bottom-line sales to overall brand exposure."

- Bobbie Gersbach, Global Planning Director, M&C Saatchi Performance



Of the 28% of respondents who are early in their Commerce Media journey, they are taking tests budgets from channels ranging from social media to print, OOH, radio and direct mail.



The top three most challenging aspects of managing Commerce Media campaigns are:



"The survey responses reflect challenges brought about by Commerce Media's relative newness and complexity, which is understandable. We see many questions from clients struggling to integrate Commerce Media as a channel or specific retail media platforms into their broader marketing strategies and planning while simultaneously managing day-to-day operations, highlighting the need for specialized expertise."

- Jasvinder Singh Bindra, Commerce Media Director, M&C Saatchi Performance



The top three metrics for measuring Commerce Media campaigns are:



“These results show a healthy focus on both acquisition (new customers) and retention (repeat purchase), alongside a strategic focus on market share. This indicates that Commerce Media is used for short-term sales and longer-term brand growth and is reflected in many of our client objectives.”

- Jasvinder Singh Bindra, Commerce Media Director,
M&C Saatchi Performance



The biggest product-specific challenges to running Commerce Media campaigns are:



Content and AI will be covered in the next instalment of these survey results as marketers grapple with coming to terms with how and what AI brings to their creative execution. In this scenario, we know that placing creative emphasis reflects the importance of product presentation and information within Commerce Media. Optimization, creation, and compliance are all crucial for effective campaigns, highlighting the need for strong content strategies.

Excellence in creative execution is essential for all marketing, but especially in a commerce media setting where products need to showcase features, usage, beauty, practicality, and so much more in a matter of seconds to drive conversion.



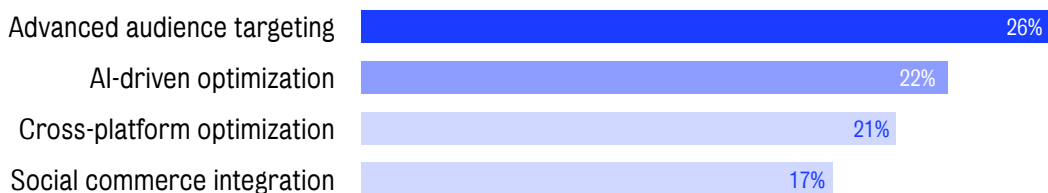
85% of respondents said they were planning on increasing the Commerce Media budget, and 84% said they planned on starting to run Commerce Media campaigns in the next 12 months.



These numbers demonstrate the strong momentum behind Commerce Media. Both existing and new adopters are planning significant investments, indicating a robust growth trajectory for the channel. However, as the earlier results show, advertisers face significant challenges to ensure they maximize retail media channels, cut through the complexity, and make the most of the incremental budgets being made available.

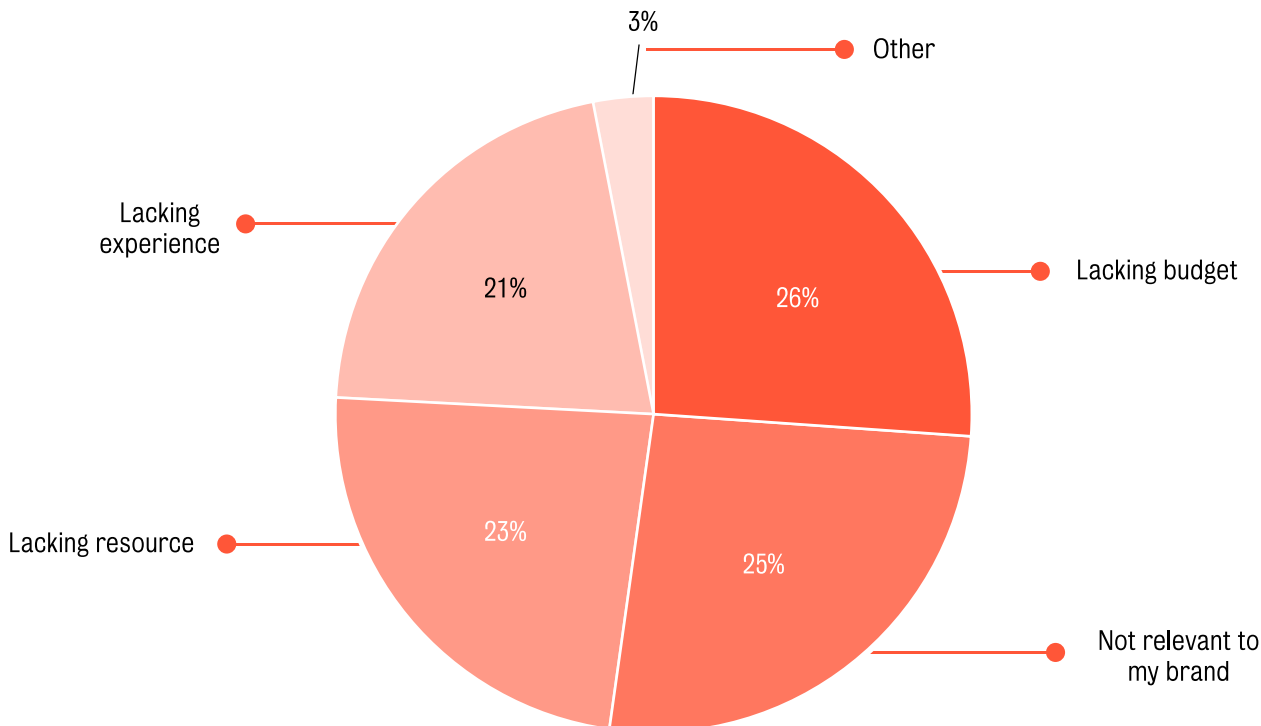


The top most interesting capabilities that markers are seeking are:

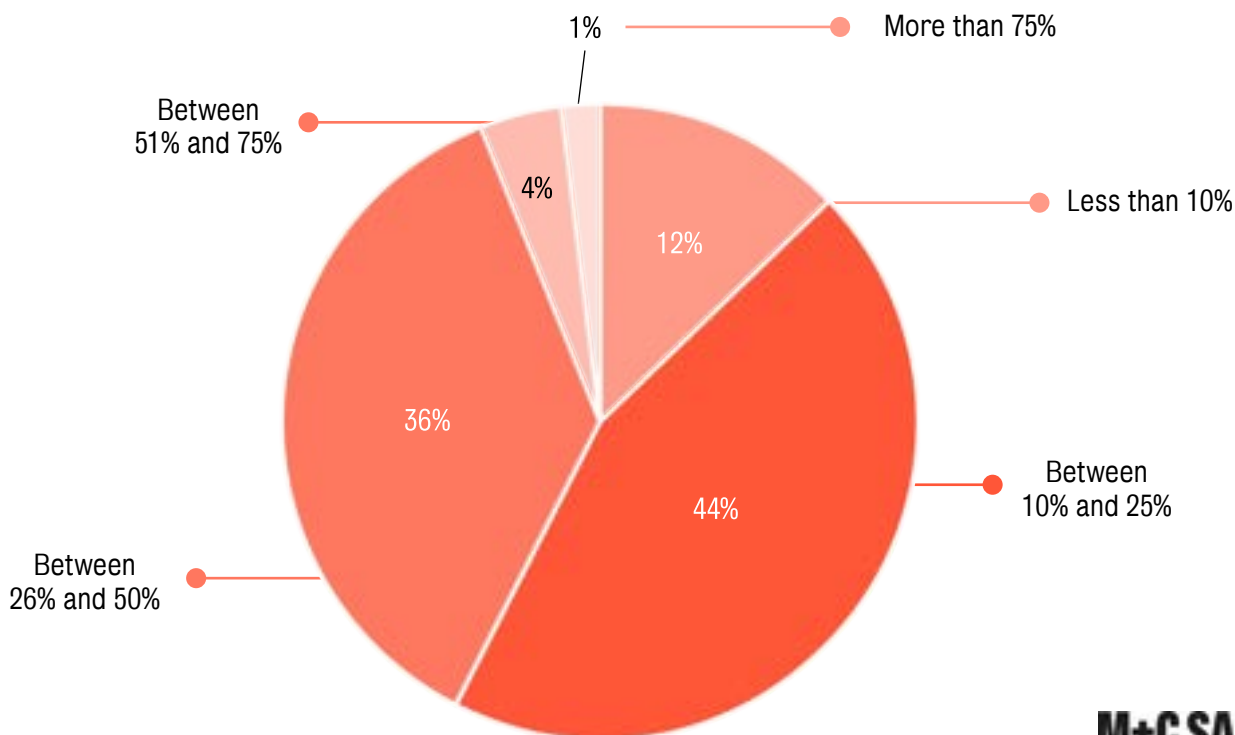


The desire for greater efficiency and effectiveness in Commerce Media will continue to be a focus as advertisers develop their experience in working within these channels. Advanced targeting and AI-driven optimization are crucial for maximizing ROI, while cross-platform optimization and social commerce integration point to the evolving landscape of online commerce.

WHAT IS STOPPING YOU FROM RUNNING COMMERCE MEDIA CAMPAIGNS?



WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE SPENT ON COMMERCE MEDIA PLATFORMS IN 2025?



SECTION 4

WHAT DOES THIS SURVEY TELL US ABOUT THE CURRENT STATE OF COMMERCE MEDIA?

Commerce Media in the U.S. has well and truly hit mainstream adoption

With 48% of respondents stating they are already running Commerce Media campaigns and 60% of people saying they started running campaigns in the last two years, Commerce Media has hit mainstream adoption:



Stabilizing for a US Market

While global retail media spend growth is still in double digits (estimated to grow 11% YoY in 2025), this growth rate is stabilised from 16% 3 years ago.

Amazon's Growing Dominance

Amazon's dominance (excluding China, where Pinduoduo dominates) is increasing. Its ad revenue is expected to hit \$68 billion in 2025, which equates to 65% of total retail media revenue. A key advantage for Amazon is its ability to reach audiences at scale at the upper funnel, thanks to the 85% of Prime Video subscribers who view content with ads.

Across all major retail media networks, growth is expected to come from off-site ads linking back to the platform, with not only Amazon partnering with the likes of Pinterest, Snap and Meta but Instacart brokering a deal with Google enabling off site shopping ads, and Sainsbury's partnering with the programmatic ad platform The Trade Desk.*

*Source: WARC - The Future of Digital Commerce 2024



Amazon's 2025 ad revenue:



Amazon's market share:



Prime Video's role in Amazon's success:



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“Commerce Media creates a symbiotic relationship between customers, brands, and retailers. The shopper finds products they are looking for, the retailer monetizes its digital real estate, and brands gain exposure to their target customers.”

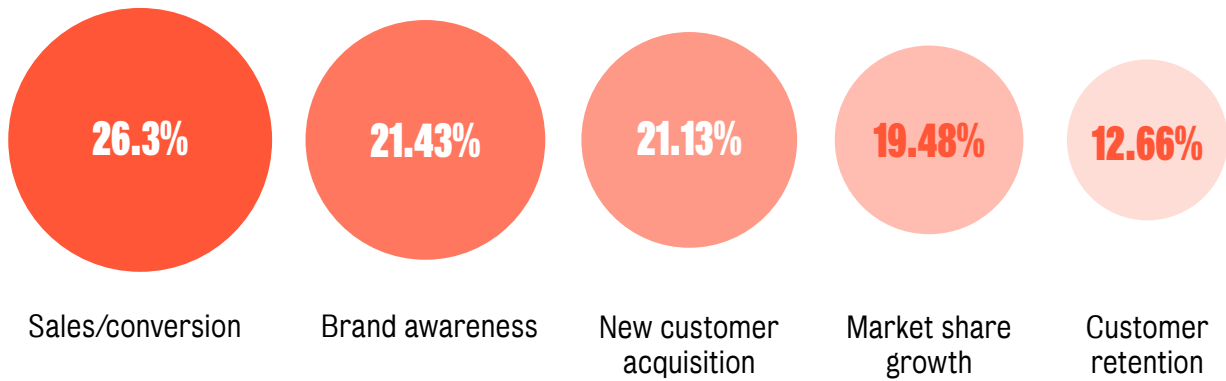
JASVINDER SINGH BINDRA

Commerce Media Director,
M&C Saatchi Performance

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Interestingly, advertisers consider Commerce Media as the answer to support growth across strategies. For example, the primary objectives for Commerce Media campaigns varied;



“These findings confirm that Commerce Media is being used for a broad range of goals and, in many instances, reflect the conversations we have with clients. While sales remain a priority, brand awareness, market share, and customer retention are all significant objectives and something we can ensure brands achieve.”



JASVINDER SINGH BINDRA

Commerce Media Director,
M&C Saatchi Performance

D2C ADVERTISERS USE A COMBINATION OF INTERNAL AND EXTERNAL EXPERTISE. THE GROWING WAVE OF NON-ENDEMIC ADVERTISERS LEANING ON AGENCIES:

Non-endemic advertisers will likely need agency support as incremental Commerce Media growth is expected to be driven by non-endemic advertisers who are increasingly leveraging retail media networks to access engaged consumer audiences. These advertisers in categories such as [finance, travel and automotive](#) will be more likely to lean on their agencies to leverage this opportunity. In the US, [53% of advertisers have leveraged retail media networks as non-endemic brands](#).



"Non-endemic brands face unique challenges in navigating the retail media landscape, requiring tailored support from their media agencies to unlock its full potential. Unlike endemic advertisers, these brands must leverage first-party data from retail media networks to target high-intent audiences and enhance campaign relevance across digital channels. Media agencies play a critical role in bridging this gap by helping non-endemic brands identify the right retail partners, interpret complex consumer insights, and craft strategies that align with their broader marketing goals."



BOBBIE GERSBACH

Global Planning Director,
M&C Saatchi Performance



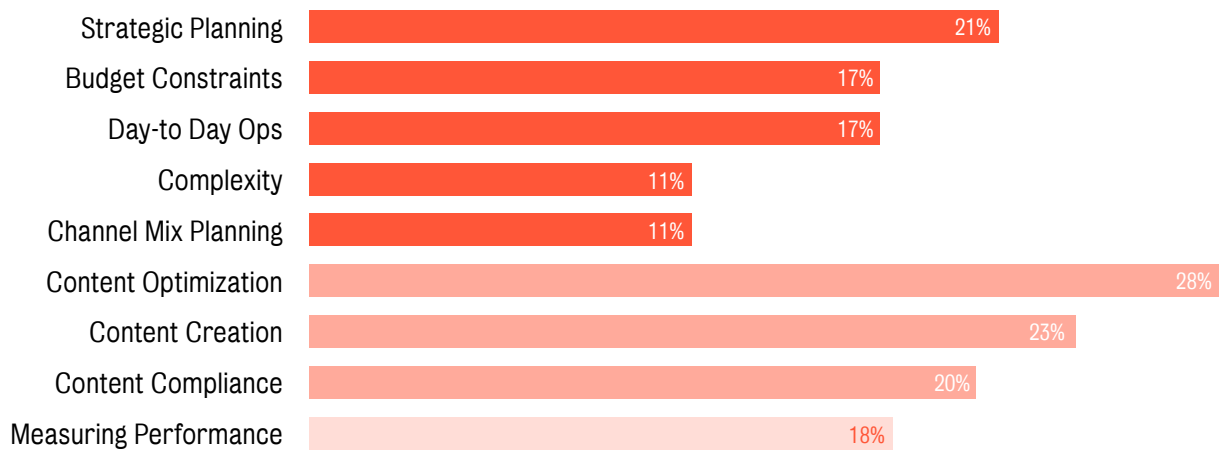
DESPITE THE ENTHUSIASM FOR COMMERCE MEDIA, CHALLENGES REMAIN



Strategic planning, budget constraints, and day-to-day operations were the top most challenging aspects of running media campaigns, with complexity and channel mix planning also being challenged.

Product-specific challenges mainly focus on creative, for example, content optimization, content creation, and content compliance. Measurement is also a concern, with 17.65% of respondents saying measuring performance is challenging.

Challenges in Media Campaigns and Product-Specific Issues:



■ Media campaign challenges
 ■ Product-specific challenges
 ■ Measurement difficulty

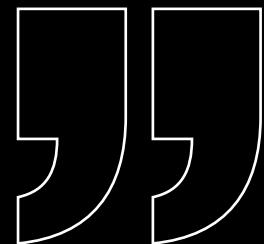


“ IN SUMMARY

These findings confirm a powerful trend that Commerce Media is no longer a niche tactic. It's a core component of modern marketing, driving sales and brand awareness with increasing investment and adoption. However, there are struggles in the speed of change and complexity of the landscape plus the essential overlap with creative that has to be aligned to ensure brands see success on Commerce Media channels.

JASVINDER SINGH BINDRA

Commerce Media Director,
M&C Saatchi Performance



MEET THE TEAM



JASVINDER SINGH BINDRA

Commerce Media Director,
M&C Saatchi Performance.

Jasvinder Bindra is a seasoned marketing professional with over 15 years of experience in integrated digital marketing and data-driven strategies. He has led high-performing teams, managed multi-million-dollar ad budgets, and executed impactful campaigns at Cognizant, Target, Amazon, and Dell. Known for his innovative approach and focus on business results, Jas stays at the forefront of evolving marketing trends to drive brand growth and revenue.



BOBBIE GERSBACH

Global Planning Director,
M&C Saatchi Performance.

Bobbie Gersbach has spent the past 17 years working in digital media with network agencies including Publicis and Dentsu before joining M&C Saatchi Performance in 2015. As one of the first employees of M&C Saatchi Performance in the APAC region, Bobbie has been key to the growth of the agency and its clients, particularly regarding Amazon and Grab. She pioneered mobile marketing, strategic growth planning and privacy-centric measurement. In 2023 Bobbie was promoted to Global Planning Director and is now responsible for managing the agency's Global Strategy & Insights team and leading the Australia & New Zealand business.

Interested in understanding how Retail Media can benefit your business? [Contact us](#) to find out more about how we ensure clients succeed in the retail media space.

**FIND OUT MORE ABOUT
M&C SAATCHI PERFORMANCE**



ABOUT M&C SAATCHI PERFORMANCE

M&C Saatchi Performance is a leading global performance marketing agency, we are the growth agency for digitally driven brands. We started in 2006 with a focus on mobile. Since then we have expanded to provide profitable growth across digital channels, leveraging the reach of paid search & social, programmatic, retail media, CTV, influencer marketing, ASO, creative, measurement solutions and more.

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Source: A survey was conducted of 240 marketing professionals via Pollfish between December 2024 and January 2025. Slight female skew (57%) 55% of respondents said they were responsible for marketing strategy and planning or selecting marketing technologies and tools. The top states were California (13%), followed by Texas, New York, New Jersey, Illinois & Florida (7% each) 69% employed full-time, 18% self-employed, 9% employed part-time