

# Retail Media Decoded

by unlimitail for brands

## Focus on Onsite Retail Media performance and best practices by formats – 2025

### When alliance brings performance

Campaigns combining Display and Sponsored products see their ROAS jump by

x2

On average, and compared to sponsored products only campaigns

Campaigns exposing customers Onsite and Offsite see their average basket go up by

22 %

On average, and compared to onsite exposure only

### Pages shine better when associated together

Search pages  
+  
Category pages  
+  
Homepage

x4

Conversion Rate  
VS Search pages only

### Homepage, a performance driver thanks to its visibility

Category pages  
+  
HOMEPAGE

x3

Conversion Rate  
VS Category pages only

Search pages  
+  
HOMEPAGE

x2

Conversion Rate  
VS Search pages only

### Search pages, the advertisers favorite page

Out of all Retail Media campaigns

7/10 integrate Search

### Sponsored Products, the advertisers favorite format

Out of all Retail Media campaigns

68 % integrate Sponsored Product

Sponsored Product  
accounts for

35 %  
of total budget

On Multi-formats campaigns, combining Display and Sponsored

### E-retail media drives results at SKU level, and elevates your brand as a whole.

On average, the **BRAND HALO ROAS** is around 5.7 (grocery sector)

5.7

x2

On average, the **BRAND HALO ROAS** is multiplied by two compared to SKU level

Keyword strategies with Phrase Match expand a campaign's reach with performance

+28 % REACH  
compared to exact match

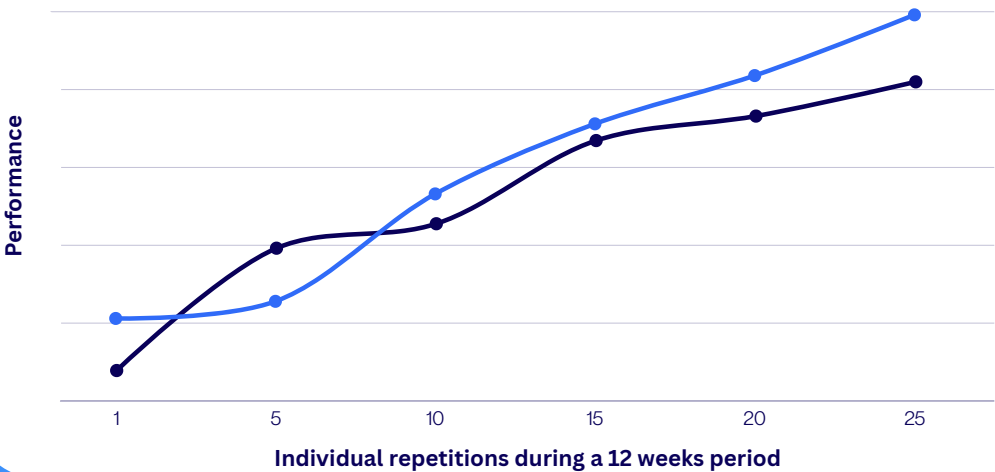
with only a ~0.1 difference in average ROAS

A strong Bidding strategy helps you stay ahead, as competition averages:

4 competitors per Keyword 8 competitors per Category

Grocery sector only

### ROAS and Click Trough Rate trends by Ad repetition



With Retail Media, high repetition strategies pay.

On longer periods, increasing repetitions always increase performance.

Data used for this Retail Media research comes from the analysis of various e-commerce environments equipped by Unlimitail, during the first quarter of 2025 (12 weeks) 1. CTR (Click-Through Rate): The percentage of users who click on an ad after an impression. 2. Phrase Match: A keyword match type ensuring campaigns includes the exact phrase of the keyword and/or close variations with additional words. 3. Exact Match: A keyword match type ensuring campaigns includes the exact word typed, with no exceptions. 4. Brand Halo: Brand Halo refers to the increase in sales of other products from the same brand that weren't directly advertised, but benefited from the campaign's visibility.