

Welcome  
TO THE MENA  
**RETAIL MEDIA ROUNDTABLE**  
The New Engine of Consumer Growth

*June 11, 2026*



IN PARTNERSHIP WITH PUBLICIS GROUPE MIDDLE EAST



# ABG IN A NUTSHELL

01

INDUSTRY-FIRST

02

BRAND-CENTRIC

03

INDEPENDENT

# RETAIL MEDIA IS BIGGER THAN ANY ONE PLAYER.

If Retail Media is becoming one of the most important growth engines in marketing, **what kind of ecosystem do we want to build around it?**



#### SHARED STANDARDS

Build trust and consistency



#### BETTER MEASUREMENT

Prove impact and drive growth



#### SEAMLESS INTEGRATION

Across media, commerce and channels



#### SUSTAINABLE GROWTH

For businesses, consumers and society

**ONE ECOSYSTEM. ENDLESS POSSIBILITIES.**

# THE 5 FORCES SHAPING RETAIL MEDIA IN 2026

Retail Media is evolving from a marketing channel into a connected commerce ecosystem.

1



## CORE MARKETING INFRASTRUCTURE

**60%**

of buyers have long-term retailer partnerships

### IMPLICATION

Retail Media is now a permanent part of the marketing mix.

5



## ORGANIZATIONAL TRANSFORMATION

**12%**

have fully integrated commerce and media teams

### IMPLICATION

Retail Media is now an operating model challenge.



## DISCUSSION

Which of these five forces will have the greatest impact on the future of Retail Media in the Middle East?

## RETAIL MEDIA CONTROL TOWER



2



## GROWTH CREATES FRAGMENTATION

**6 → 8**

average retail media networks per brand

### IMPLICATION

Growth is creating complexity.

3



## MEASUREMENT BATTLEGROUND

**#1** challenge:  
Lack of standardization

### IMPLICATION

Trust and transparency are becoming competitive advantages.

4



## AI ADVANTAGE

**63%** already use AI in Retail Media

### IMPLICATION

The capability gap between leaders and laggards is widening.



01

# BEFORE WE BUY RETAIL MEDIA, WHAT ARE WE REALLY BUYING?

Are we buying inventory?  
Or are we buying access  
to shoppers, data, insights  
and business growth?



“ If retail media is becoming a strategic growth channel, should brands be evaluating it with the same rigor as any other major media investment? ”

## QUESTIONS BRANDS SHOULD BE ASKING



### TRANSPARENCY & TRUST

- Is the transparency in the data behind the performance?
- Can results be independently audited?
- Are we receiving the same visibility as the user may?



### MEASUREMENT & ACCOUNTABILITY

- What does success actually look like?
- Is ROAS enough?
- How do we measure incrementality and long-term business impact?



### DATA & ACCESS

- How much visibility (data sets) have we or shopper behavior?
- What transparency terms are we allowed under?
- Can walled data sets alongside our own first-party data?



### FINAL DISCUSSION QUESTION

If retail media is now one of the most important growth engines in marketing, what kind of ecosystem do we want to build around it?

# WHAT DOES A TRUE RETAIL MEDIA PARTNERSHIP LOOK LIKE?

Beyond media buying, how **aligned** are we on **growth**?



A true partnership is built on shared objectives, shared data, shared accountability and a commitment to long-term growth.

## QUESTIONS BRANDS SHOULD BE ASKING



### CAPABILITY & COLLABORATION

- Are we building a shared growth agenda or simply buying placements?
- Would we be willing to create a joint business plan with common objectives and measures?



### ORGANISATIONAL ALIGNMENT

- Who owns retail media internally—marketing, ecommerce, trade or sales?
- Are our teams structured to unlock its full value?
- Are retailer and brand objectives truly aligned?



### FUTURE READINESS

- Can the platform support omnichannel activation?
- How well does retail media integrate with broader media investments?
- Is this partner helping us understand consumers better—or simply helping us spend more?



As retail media matures, the competitive advantage may not come from access to media inventory—but from the quality of collaboration between brands, retailers and partners.



### FINAL DISCUSSION QUESTION

If retail media is now one of the most important growth engines in marketing, what kind of ecosystem do we want to build around it?

# THIS ROOM MATTERS. LET'S MAKE IT COUNT.

Three questions to guide our conversation today.



01

What are you optimizing for today:  
**Efficiency or Trust?**



02

What is the biggest barrier preventing Retail Media from reaching its **full potential?**



03

What should we collectively build over the next **three years?**

BETTER QUESTIONS. BETTER CONVERSATIONS.  
**BETTER DECISIONS.**



Let's leave this room with clarity, commitments and a **shared path forward.**



# THANK YOU



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INSIGHTS REPORT**

**SCAN HERE**



**TO JOIN THE  
ABG RETAIL MEDIA TASKFORCE**

**SCAN HERE**



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