

RETAIL MEDIA DAYS ▶ NEW YORK

**November 13, 2024 - 601 Lexington Avenue
AGENDA**

9:00 AM - Registration

9:30 AM - Opening words

9:35 AM - PANEL: Integration of "social commerce" and retail media networks

Key topics:

- "Search shopping" ads platforms
- Paid social and retail media
- Are integrations worth the effort?

10:20 AM - PANEL: Retailer conundrum: join an ad network or create your own?

- Drivers to create retail media networks
- Advantages of global retail ad networks
- The future of SMB retailers

11:05 AM - PANEL: Keynote Speaker

11:30 AM - Coffee Break & Networking

12:00 PM - PANEL: The path to programmatic retail media

Key topics:

- Standardization and enhanced measurement
- Integration with DSPs and SSPs
- The omnichannel programmatic challenge

12:45 PM - PANEL: The challenge of reliable attribution

Key topics:

- Data & privacy issues facing retailers, brands and agencies
- Measuring the effectiveness of retail media campaigns
- Data clean rooms and retail media

1:30 PM - Lunch & Networking

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2:30 PM - PANEL: **Retail media for services and new verticals**

Key topics:

- Delivery, transportation, hotels and travel commerce media
- The demand for first-party data from unique audience commerce media
- New revenue stream potential

3:15 PM - PANEL: **CTV and retail media convergence**

Key topics:

- T-Commerce and shoppable video ad strategies
- Retailers, media groups and Smart TVs: why partner?
- AI and the transformation of shopping

4:00 PM - **Coffee Break & Networking**

4:30 PM - PANEL: **360 integration: in store and online**

Key topics:

- New in-store ad tech & measurement
- Keys to omnichannel success
- Interacting with customers and gaining their attention

5:15 PM - PANEL: **Innovation trends in retail media**

Key topics:

- Advanced analytics and AI to improve personalization
- Voice commerce and virtual assistants
- The impact of AI in Retail Media 2.0

6:00 PM - **Networking Happy Hour**