my Athena
by buywith

Unlocking the Power of Video in Retail Media

A Step-by-Step Guide
on How to
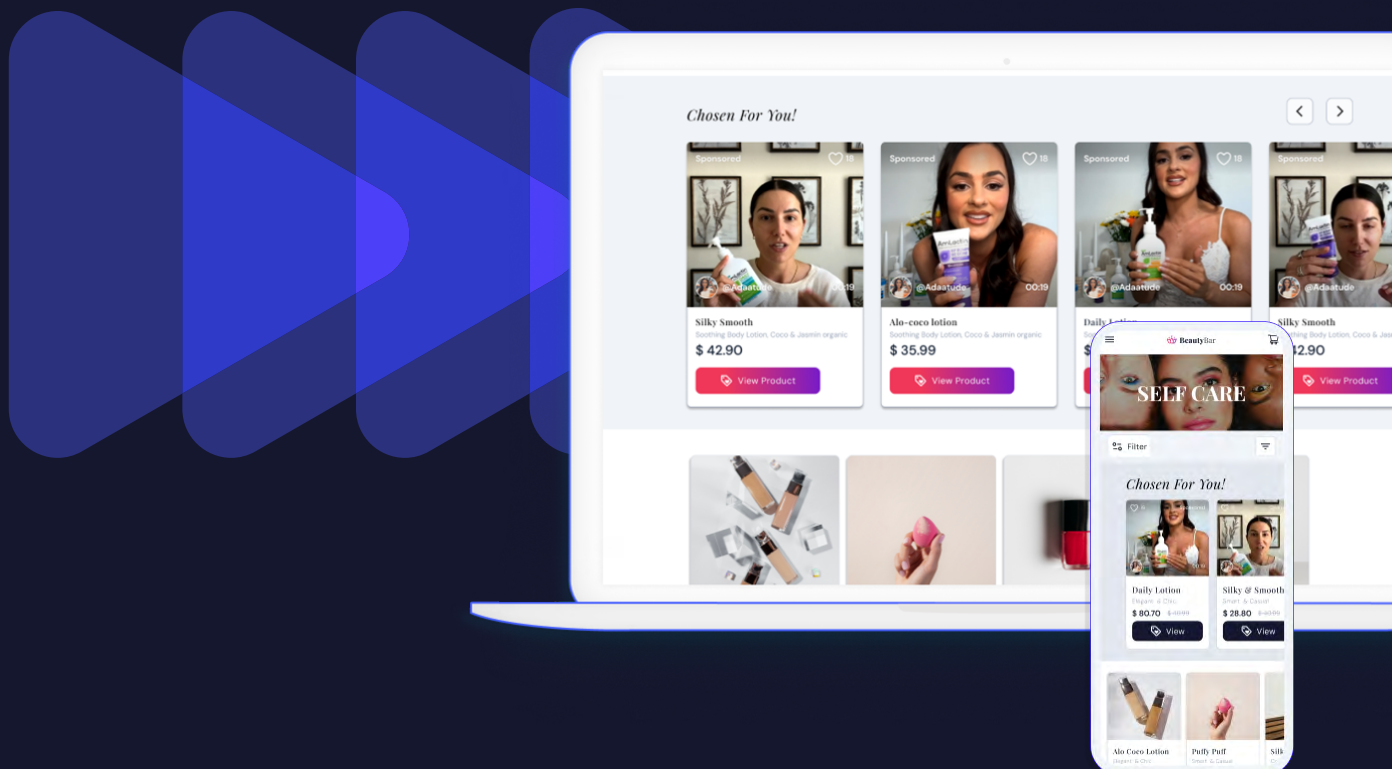**Integrate Video into Your Retail Media**
to Boost Sales

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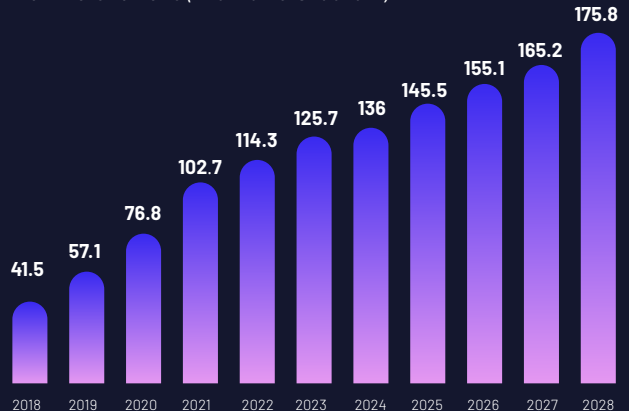
Why Video for Retail Media, and Why Now

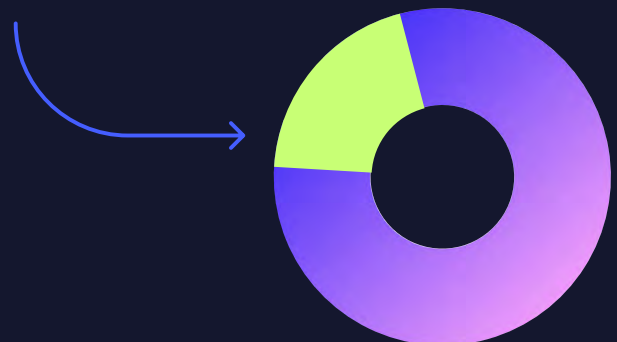As digital advertising continues to evolve, traditional models are showing signs of fatigue.

Shoppers and scrollers alike have become adept at ignoring static ads, and social media platforms are oversaturated with branded content. In a landscape where attention spans are shrinking and ad fatigue is on the rise, brands face a critical question: how can they capture attention in a meaningful, lasting way?

This is where retail media networks (RMNs) come into play as one of the fastest-growing digital advertising channels today. In 2024, RMNs accounted for 20% of ad spend, and by 2030, that figure is projected to hit 50%. In the U.S. alone, retail media ad spending is expected to surpass $100 billion by 2027 and even outpace TV advertising budgets by 2025. Clearly, this channel isn't just gaining traction—it's redefining the future of digital marketing.

Digital retail media advertising spending worldwide from 2018 to 2028 *(in billion U.S. dollars)*

2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
41.5	57.1	76.8	102.7	114.3	125.7	136	145.5	155.1	165.2	175.8

Retail media accounts for one fifth of US ad spend in 2024

▶ *Retail media networks are projected to grow from **20%** of ad spend in 2024 to **50%** by 2030. That's a **2.5x** increase in just 6 years.*

But it's not just about where brands advertise; it's about how. Consumers crave immersive, engaging content that tells a story—and video has emerged as the most powerful format to meet this demand. Brands that invest in video are seeing massive payoffs, delivering 95% message retention, compared to just 10% for text-based ads. From onsite and offsite placements to in-store activations and connected TV (CTV) channels, integrating video into your strategy is no longer optional, but is essential.

And the best part?

Creating impactful video content has never been more accessible. Thanks to advancements in AI and Gen-AI tools, high-quality video production is now faster and more cost-effective. While fully AI-generated videos might still lack the nuance and emotional depth of human creativity, hybrid approaches that combine automation with authentic storytelling offer the best of both worlds—scalability and originality.

This guide will walk you through every step of building a successful retail media video strategy: from selecting the right formats, to creating authentic content with AI, to optimizing ad placement and measuring impact.

▶ *Creating impactful video content has never been more accessible. Thanks to advancements in AI and Gen-AI tools, high-quality video production is now faster and more cost-effective.*

Introducing myAthena

At myAthena, we've built an AI-powered video ad studio designed specifically to help brands seamlessly integrate video into their retail media strategies. Our platform enables the creation of dynamic, interactive video ads that are optimized for performance using data-driven insights—maximizing ROI across every touchpoint.

myAthena is an AI-powered video ad studio designed for retail media video ads.

If you'd like to learn more about the solution and how to use it with Walmart Connect, see here.

The State of Video in Retail Media

▶ *Retail media is evolving into a multi-billion-dollar industry, projected to reach **$293** billion by 2029, growing at a CAGR of **12.5%**.*

Retail media is evolving into a multi-billion-dollar industry, projected to reach $293 billion by 2029, growing at a CAGR of 12.5%. This surge is driven by retailers monetizing their first-party data, a valuable asset in an era where privacy regulations are limiting third-party tracking. As a result, brands are shifting ad spend away from traditional programmatic channels and investing in retail media networks (RMNs) that offer precise audience targeting and measurable results.

Retail media is no longer just a performance-driven channel as it has evolved into a full-funnel advertising strategy that combines brand building with direct response capabilities. The industry is also seeing increasing adoption of video as a preferred format, as static banner ads and text-based product listings struggle to capture consumer attention in a crowded digital space.

A Breakdown of Retail Media Formats

Retail media is not confined to a single touchpoint; rather, it spans across multiple digital and physical channels that allow brands to engage shoppers at various stages of their purchasing journey. Retail media video ads can appear in the following:

Onsite:

This includes retailers' own digital platforms, such as e-commerce websites and mobile apps, where brands can place sponsored product listings, shoppable banners, carousel ads, and dynamic product recommendations. These placements often leverage AI-powered personalization to display the most relevant products based on user behavior.

In-Store:

Physical stores are becoming digital engagement hubs with digital signage, smart shopping carts, interactive kiosks, ESLs (Electronic Shelf Labels), in-store audio and checkout promotions. These in-store digital touchpoints enable real-time messaging, last-minute purchase incentives, either visual or audible, with personalized promotions tailored to individual shoppers.

Offsite:

Retailers are now extending their first-party data beyond owned platforms, serving ads on external sites, social media, and programmatic advertising networks. This approach allows brands to retarget shoppers across the web with personalized ads based on browsing and purchase history.

Out-of-Home (OOH):

Beyond digital channels, retailers are utilizing billboards, transit advertising, and digital signage in malls and other public locations to drive brand awareness and influence purchasing decisions outside the store environment.

Connected TV (CTV) & Streaming:

As more consumers shift to streaming content on platforms like Hulu, Roku, and YouTube, CTV has emerged as a powerful channel for shoppable video ads. These placements combine brand storytelling with direct-response capabilities, allowing viewers to purchase products directly from their screens.
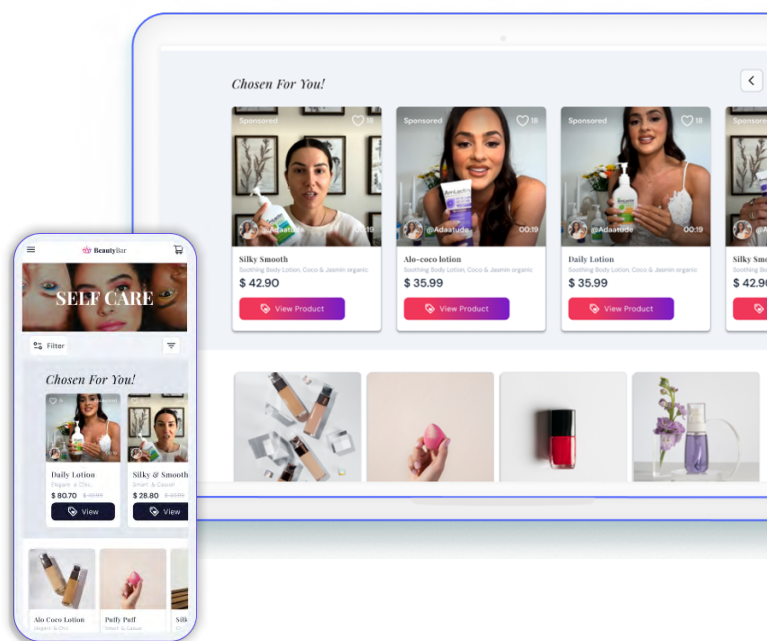
▶ *Retail media is not confined to a single touchpoint; rather, it spans across multiple digital and physical channels that allow brands to engage shoppers at various stages of their purchasing journey.*
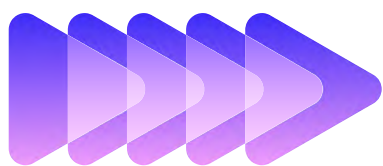
Retailers that effectively integrate video across multiple channels unlock new opportunities to increase engagement and revenue.

Retail Media Networks Leading The Way

US Notable Retail Media Networks

amazon ads

89%
of U.S. retail media ad spend

Walmart Connect

240M
weekly store visitors

TARGET

165+M
unique shoppers

macy's

42.7M
shoppers reached

UB MEDIA

42+M
beauty enthusiasts

14M
monthly website visitors

ADOREBEAUTY

300+
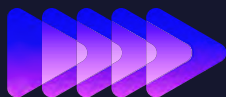brand partners online + physical retail

Why Video is Essential for Retail Media

85%
of shoppers in 2025

EVOLVING CONSUMER PREFERENCES

of shoppers in 2025 want more video content from brands. Static images and text are no longer enough to influence purchase decisions.

95%
of its message

HIGHER ENGAGEMENT & CONVERSION RATES

Video delivers 65% more engagement than static ads, with viewers retaining compared to just 10% for text, making it ideal for storytelling and product education.

52%
of marketers

BUILDING TRUST THROUGH VIDEO

say video strengthens consumer trust, while

96%
of shoppers

watch product videos to understand features before buying. Retail media video ads help remove friction and build confidence.

7.5x
higher click-through rate

MULTI-CHANNEL IMPACT

Video outperforms display ads across formats. Shoppable video ads, for instance, have than static banners, maximizing ROI across retail media placements.

Types of Video Content for Retail Media that Deliver Value

Retail media video ads content can take many forms, each serving distinct purposes. Brands should strategically mix content types to create compelling experiences:

PRODUCT DEMONSTRATIONS:

Short, engaging showcases highlighting product benefits and features. For example, **IKEA's** demo highlights its augmented reality feature, enabling users to visualize how furniture fits in their homes. The video ads emphasize ease of use, showing how customers can try different styles and sizes before purchasing.

HOW-TO VIDEOS:

How-to guides that walk consumers through product usage or troubleshooting. For instance, **Blendtec's** 'Will It Blend?' Series, where Blendtec created a series of videos demonstrating the power of their blenders by blending unconventional items. These videos effectively showcase product durability and functionality, fitting into the entertainment meets education gap.

SHOPPABLE VIDEOS:

Interactive videos with embedded purchase links, allowing users to buy directly within the video experience. Aside from shoppable videos we have seen before with buywith on ecommerce, a blend with traditional media includes examples like **Walmart**, which partnered with **Roku** to release a full-length Christmas movie, "Jingle Bell Love," enabling viewers to purchase products directly from their TV during specific scenes.

USER-GENERATED CONTENT (UGC):

Authentic customer reviews and testimonials that build trust and credibility. **GoPro** for example, encourages users to share their experiences using **GoPro** cameras, showcasing real-life applications and building community trust

LIVESTREAM SHOPPING:

Live events with real-time Q&A, product launches, and exclusive promotions to drive engagement. As an example, **IKEA** offers livestream shopping experiences during which shoppers are treated to expert tips and design inspiration. They tailor each event around specific themes such as small spaces, bedrooms, etc.

AI-GENERATED VIDEOS:

AI-generated videos are a fast, scalable, and cost-effective way to create retail media content, especially for explainers or product overviews. They're easy to localize, but can lack emotional nuance and feel robotic, less ideal for high-touch categories like beauty or fashion. Yet, they're a great tool to fill content gaps efficiently.

# Video Placement in Retail Media to Spark Your Imagination
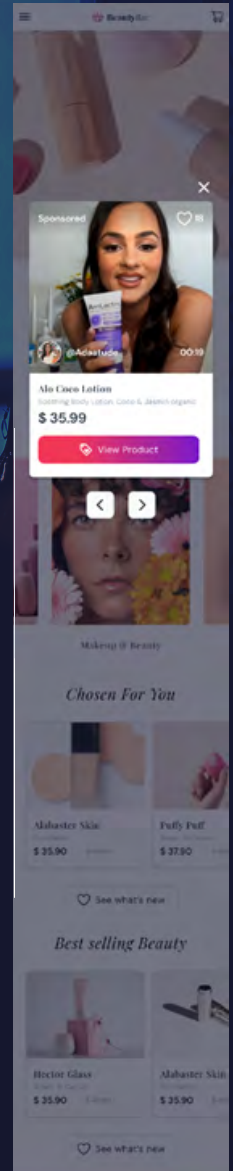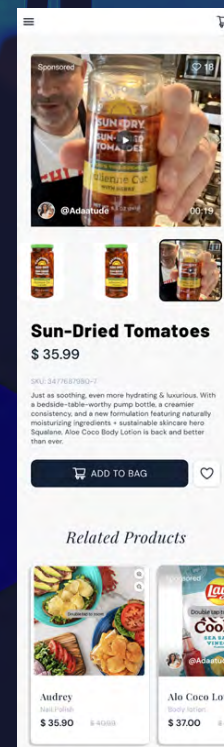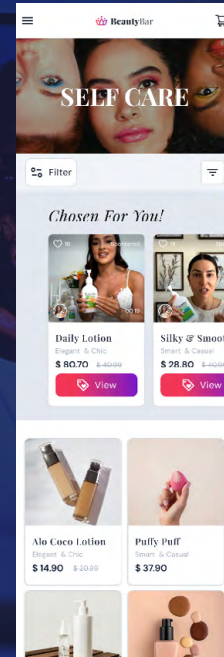
Strategic video placement within the retail media ecosystem is crucial for maximizing engagement, conversion rates, and brand recall. Video is not just about storytelling, but it's about meeting the consumer at the right time and place in their shopping journey. Whether online or in-store, well-placed video content can influence purchasing decisions, increase basket size, and enhance the overall customer experience. To unlock its full potential, brands must consider where and how video fits into the broader path to purchase.

The Onsite Placements You May Have Missed

Retailers own valuable digital real estate and first-party data, making their ecommerce platforms ideal environments for impactful retail media video ad integrations. When placed strategically, video can educate, inspire, and nudge consumers toward action, without disrupting the shopping flow.
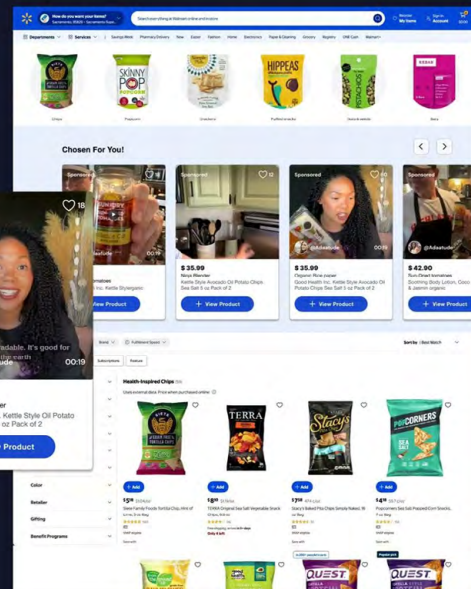
SPONSORED VIDEO ADS IN SEARCH RESULTS:

The most important and high-performing placement, as shoppers are already in discovery mode, and short, relevant videos in search results can increase click-through rates and drive consideration early in the funnel.

HOMEPAGE PLACEMENTS:

Whether embedded in a featured section, carousel, or floating banner, homepage video placements offer high visibility and can spotlight promotions, new launches, or seasonal campaigns. These are ideal for grabbing attention and driving exploration.

PRODUCT DETAIL PAGES (PDPS):

While the main product display area should stay focused to avoid distracting intent-driven shoppers, video ads can be placed lower on the page—in the "Recommended Products" or "People Also Liked" sections. This placement subtly encourages cross-sell or discovery without pulling focus from the primary product.

> ▶ *Video is not just about storytelling, but it's about meeting the consumer at the right time and place in their shopping journey.*

POST-CHECKOUT AND DIGITAL RECEIPTS:

Checkout pages themselves are sensitive moments, and interrupting the flow can backfire. However, post-purchase confirmations or digital receipts are excellent places to showcase thank-you videos, loyalty program reminders, or cross-sell promotions for future purchases.
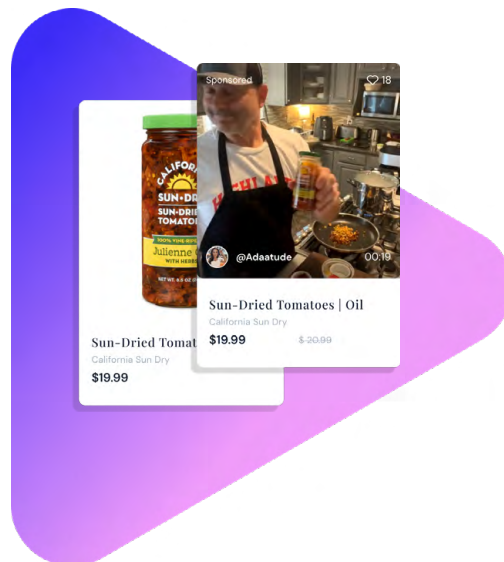
CATEGORY LANDING PAGES:

Videos here can introduce collections, spotlight bestsellers, or guide users through seasonal or trend-focused assortments. This is a great way to visually differentiate offerings and spark inspiration.

### IN-APP VIDEO ADS:

Retailer-owned apps offer even more control and personalization. Video placements can be dynamically tailored based on user behavior, location, or past purchases, making them an effective tool for pushing relevant promotions and driving loyalty.

> ▶ *When placed strategically, video can educate, inspire, and nudge consumers toward action, without disrupting the shopping flow.*

Offsite (Paid Advertising Channels)
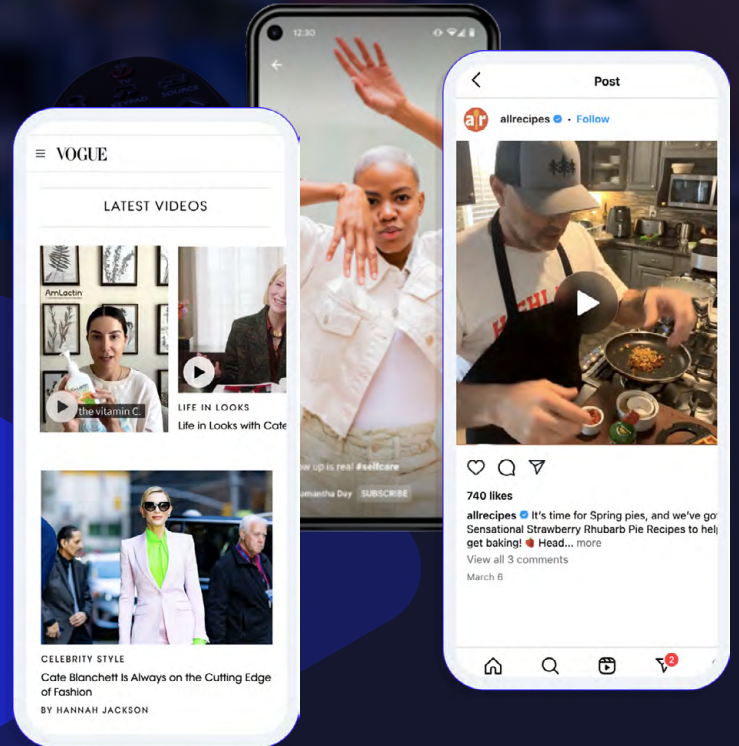
Retailers own valuable digital real estate and first-party data, making their ecommerce platforms ideal environments for impactful retail media video ad a Extending retail media video ads beyond retailer-owned properties is essential for brand awareness and new customer acquisition. Offsite video placements allow brands to tap into external platforms where consumers spend their time, ensuring they remain top-of-mind before and during the purchase decision-making process. Some, like Amazon and Walmart, even operate their own streaming channels, placing video ads in environments where they can target known shoppers based on past behavior—whether online or in-store.

Overall, the key objective is to retarget consumers with high purchase intent across the broader media ecosystem to stay top-of-mind and drive them back to purchase.
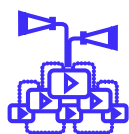
STREAMING & PUBLISHER PARTNERSHIPS:

Retailers leverage relationships with streaming platforms and digital publishers to deliver video ads to audiences who've previously engaged with their site or visited stores. These ads capitalize on intent signals, ensuring the content reaches viewers likely to convert.

RETAILER-OWNED STREAMING SERVICES:

Companies like Amazon and Walmart utilize their own streaming ecosystems to promote relevant video content directly to consumers. These channels offer high control over targeting and content, maximizing relevance.

CLEAN ROOMS FOR AUDIENCE ACTIVATION:

Retailers provide anonymized, privacy-safe audience segments—commonly referred to as clean rooms—that brands can use for offsite advertising campaigns. These audiences are built on verified shopper behavior, giving brands powerful targeting capabilities without compromising consumer privacy.

SOCIAL MEDIA VIDEO ADS:

Platforms like Meta, TikTok, and YouTube offer high-impact, shoppable video ad formats. Retail brands can use these channels to drive discovery and engagement, often using retargeting to reach known visitors from retailer sites.

PROGRAMMATIC VIDEO ADS:

Demand-side platforms (DSPs) enable automated bidding and placement of video ads across a broad network of publisher websites. These ads can be fine-tuned using behavioral data to optimize reach and effectiveness.

PAID VIDEO SEARCH CAMPAIGNS:

Google and YouTube allow for keyword-driven video ad placements that appear in search results or alongside relevant content, offering another layer of visibility outside the retailer's ecosystem.

In-Store & Out-of-Home Placements

Retail media video ads aren't confined to digital screens, but extend into physical retail spaces through dynamic in-store video placements. These placements provide an opportunity for brands to reach shoppers in the moment, right before they make a purchase. By leveraging in-store screens and out-of-home (OOH) placements, brands can create immersive, real-time shopping experiences that blend digital and physical retail.

New!
Sun-Dried
Tomatoes in Oil
Isle 07

CHECKOUT LANE ADVERTISING:

Video screens at self-checkout stations or checkout counters promote impulse buys, limited-time offers, or brand stories, maximizing dwell time.

INTERACTIVE KIOSKS & SHELF-EDGE SCREENS:

Placed at eye level or on end caps, these surfaces display educational product videos, usage tips, or promotional messages to support purchase decisions.

IN-STORE APPS WITH LOCATION TECHNOLOGY:

Retailer-owned mobile apps are increasingly using in-store location data (via beacons or Wi-Fi) to determine where a shopper is, then serving personalized video recommendations for products nearby, blending digital assistance with real-world shopping.

DIGITAL SIGNAGE:

Widely used across retail stores and malls, often combining AI-powered sensors that detect attributes such as age, gender, or the product a shopper is holding to dynamically adjust the video content shown. This hyper-personalized content can drive immediate action.

SMART SHOPPING CARTS:

Equipped with embedded screens and sensors, these carts display product recommendations, promotions, and wayfinding content tailored to each customer's behavior or shopping list.

SHOPPING MALLS & PUBLIC SPACES:

OOH also includes video ads in malls, shopping centers, and stadiums, where large-format digital screens reach consumers with high-impact branded content during dwell time or while browsing.

LIVE EVENTS & PUBLIC VENUES:

Retail media extends to video placements during sporting events, concerts, or festivals, where digital screens or jumbotrons provide massive reach and brand alignment with lifestyle moments.

By strategically deploying video across these key placements, brands can create a seamless, high-impact retail media video ads strategy that meets consumers where they are and guides them toward purchase.

How to Generate Video Creatives for Retail Media

Video is one of the most effective tools in retail media, but producing high-quality, engaging content at scale presents several challenges. From budget constraints to ensuring platform compatibility and keeping content fresh, brands must navigate multiple hurdles to execute a strong retail media video ads strategy. The key is to leverage technology and automation to streamline the process, ensuring content remains compelling, relevant, and optimized for performance.
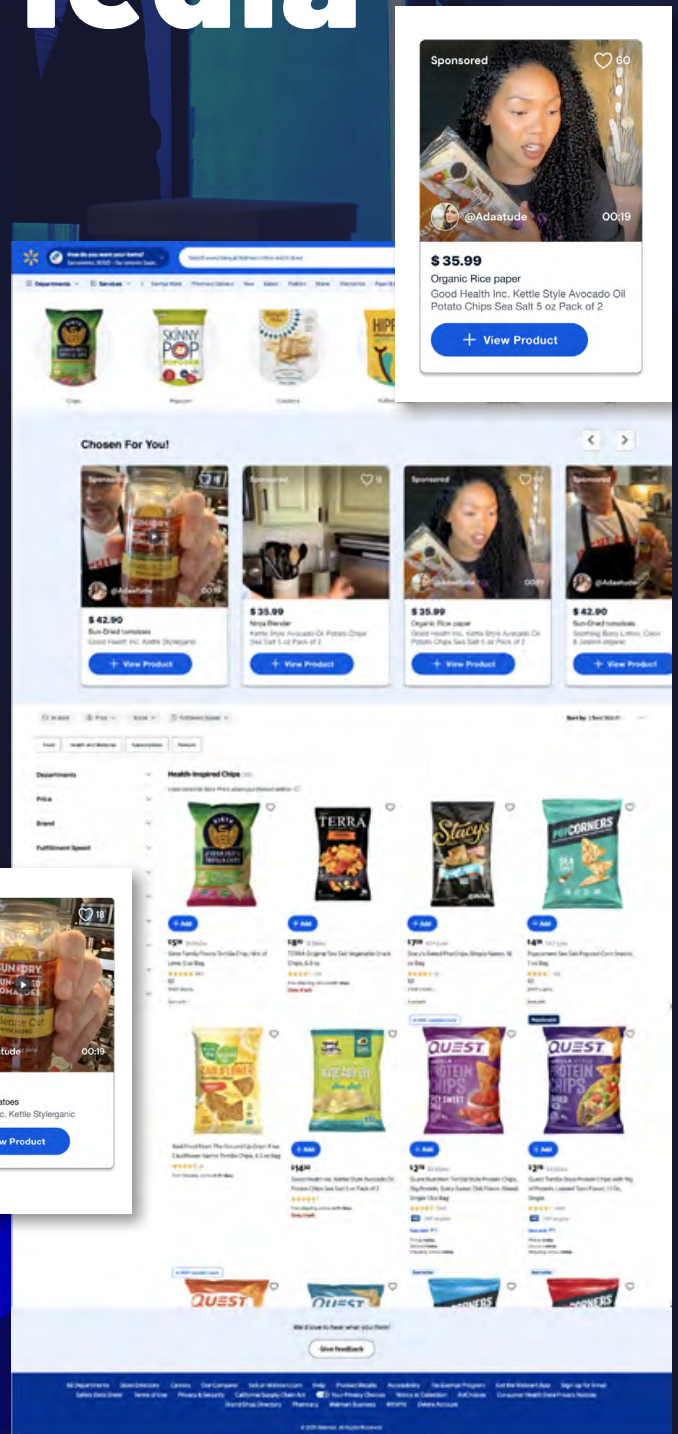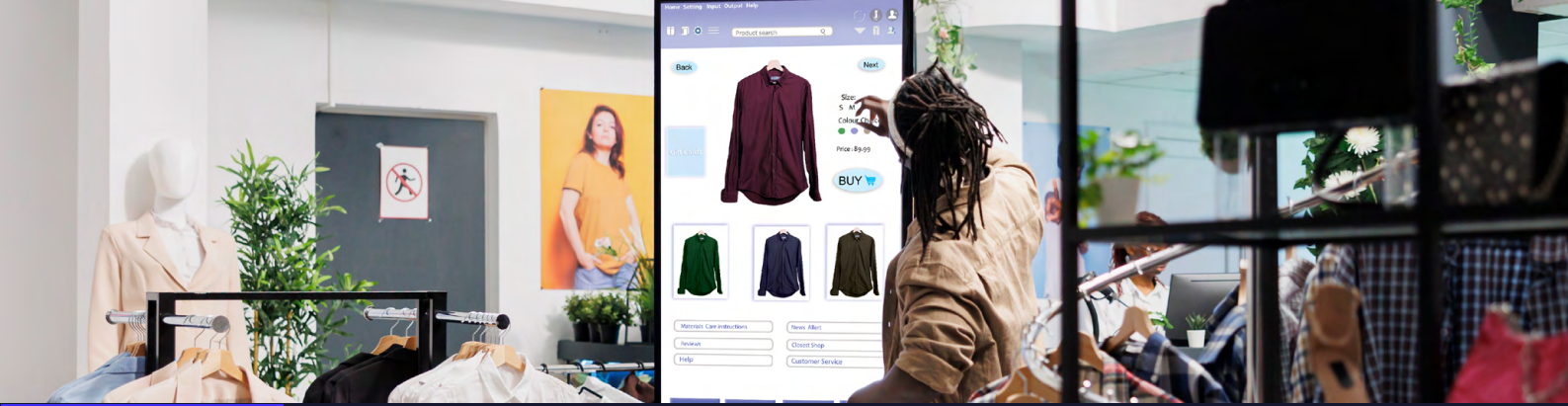
Common Challenges in Retail Media Video Ads Creation & How to Solve Them

COST & SCALABILITY:

Equipped with embedded screens and sensors, these carts display product recommendations, promotions, and wayfinding content tailored to each customer's behavior or shopping list.

PLATFORM-SPECIFIC CONTENT:

Retail media spans multiple platforms, each with different requirements for aspect ratios, formats, and video lengths. Adapting videos to fit various placements, whether a retailer's website, a social feed, or a connected TV ad, ensures maximum impact.

CONTENT FATIGUE:

Consumers are exposed to thousands of ads daily. To stand out, brands need fresh, engaging storytelling, rather than repurposing the same ads repeatedly. Dynamic content variations help maintain audience interest.

MEASURING EFFECTIVENESS:

Producing content is only half the battle—analyzing its performance is critical for optimizing future campaigns. Advanced analytics help brands understand which videos drive the most engagement, clicks, and conversions, allowing for data-driven refinements.

Scaling Retail Media Video Ads Production with myAthena Without Sacrificing Authenticity

Creating high-performing video content for retail media at scale can feel like a heavy lift, but it doesn't have to be. The rise of AI-generated video tools has introduced new levels of efficiency to content creation. However, fully-automated videos often miss the mark on authenticity, brand voice, and trust.
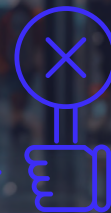
Fast production speed

Cost-effective for high-volume content

Great for testing multiple variations

Useful for last-minute or seasonal content

Often lacks emotional resonance

Risk of generic or off-brand messaging

Limited ability to reflect nuanced brand storytelling

May face trust issues if not transparently labeled

▶ *While AI video generators are great for scale, many brands and retailers are finding that they lack the human connection and creative polish that shoppers expect from premium retail media ads. That's where myAthena comes in.*

Getting Started with Videos in Retail Media

Whether you're a retailer looking to activate new monetization channels, or a brand aiming to maximize your media investments, here's how to make video work for you.

For Retailers:
Set the Stage for Video Success

Your role is to provide the ecosystem, owning the placements and enabling your brand partners with the right tools to scale content efficiently.

1

AUDIT YOUR RETAIL MEDIA REAL ESTATE:

Identify where video can enhance the shopper experience: homepage banners, search result pages, PDP carousels, in-app placements, or even in-store digital signage.

2

EMPOWER BRANDS WITH SCALABLE CONTENT CREATION TOOL:

Offer your partners access to a solution like myAthena, which enables brand and creator collaboration, ensures content fits platform specs, and supports fast, AI-assisted editing.

3

ENSURE UX AND PERFORMANCE COMPATIBILITY

Collaborate with your UX and product teams to ensure video integrations are seamless and conversion-friendly. myAthena's videos are pre-formatted to meet major RMN and social commerce platform standards.

4

BUILD AN OMNICHANNEL FRAMEWORK

Make sure video can flow across digital and physical placements—from onsite to in-store—and across ad formats. This is where you're unlocking real revenue potential.

For Brands:
Strategize, Create, and Activate

Brands need to be more strategic, choosing the right RMNs, aligning creative with the purchase journey, and producing video content that converts.

1

ALIGN WITH THE RIGHT RETAIL MEDIA NETWORKS (RMNS)
Choose the retailer platforms where your audience shops most. Each RMN may have different capabilities, so understanding what video placements are available is key.

2

MAP YOUR VIDEO TOUCHPOINTS:
Identify where video can be inserted along the customer journey:

- Top of funnel (social & programmatic)
- Mid-funnel (search results, homepage)
- Bottom funnel (PDP recommendations, in-app)
- Post-purchase (receipts, follow-up emails)
- In-store (digital signage, shelf-edge screens)

3

DIVERSIFY YOUR VIDEO CREATIVE STRATEGY.
Don't choose one, but test multiple formats and extrapolate the ones that work well. Using a platform like myAthena, you can easily repurpose a single shoot into dozens of video assets.

- Shoppable creator videos
- Product how-tos and demos
- Social proof clips (testimonials, UGC)
- AI-enhanced cutdowns for different placements

4

MEASURE AND OPTIMIZE CONTINUOUSLY:
Track engagement, CTR, conversions, and video view-through rates. myAthena's analytics loop uses this data to auto-optimize future content.

What Makes my Athena Different
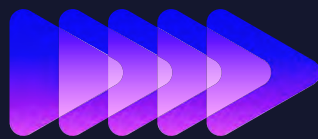
Creating compelling video content for retail media doesn't have to be resource-intensive. myAthena, buywith's video commerce platform, blends the best of both worlds: human creativity + AI-enhanced efficiency. Rather than generating full videos with AI, myAthena enables a collaborative production environment with intelligent support at every step.
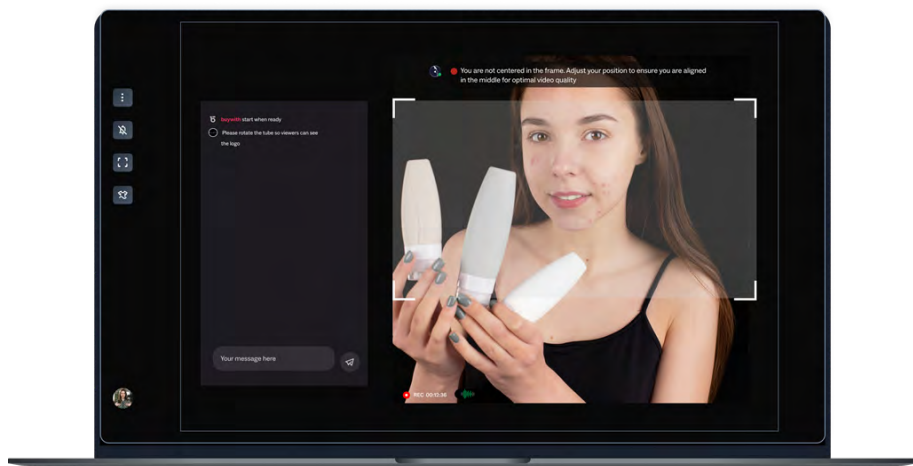

It streamlines the process by offering AI-powered tools that help brands create, optimize, and deploy high-impact video content with ease.

Here's how myAthena transforms video creation for retail media video ads:

DIGITAL STUDIO COLLABORATION:

Retailers, brands, and content creators can easily work together in myAthena's digital studio to produce authentic, on-brand videos—no external production house needed.
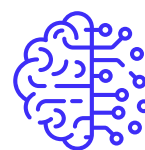
AI DIRECTOR (REAL-TIME GUIDANCE):

While creators film, myAthena's AI director offers real-time prompts, framing guidance, and script suggestions to ensure the footage is engaging, accurate, and tailored to the platform it's destined for.
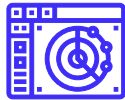
What Makes my Athena Different ▶▶▶▶

AI EDITOR (SMART POST-PRODUCTION):

After filming, myAthena's AI editor automatically selects the best takes, trims the footage into high-converting short clips, adds subtitles, highlights key moments, inserts calls-to-action, and formats videos for each placement (e.g., PDPs, search, in-app, social).

PLATFORM-SPECIFIC OPTIMIZATION:

Whether it's a social media ad, a retailer's product page, or an email campaign, myAthena automatically formats content for each channel, ensuring videos meet platform specifications.

INTERACTIVE & SHOPPABLE FEATURES:

Videos aren't just for passive viewing—myAthena enables interactive elements, clickable product tags, and direct calls-to-action to drive seamless purchases.

SEAMLESS OMNICHANNEL INTEGRATION:

Whether on a retailer's homepage, PDP, app, or even in-store digital signage, myAthena's videos are optimized for all formats. In-store placements are especially important—and often the most challenging—which myAthena supports through easy formatting and coordination with digital display networks.

ANALYTICS-DRIVEN PERFORMANCE INSIGHTS:

The platform provides deep insights into video engagement, click-through rates, and conversion performance, enabling brands to refine their video strategies for better results, all of which is used to automatically optimize future videos, making the process efficient.

By leveraging myAthena, brands can eliminate the friction of video production for retail media video ads and focus on delivering engaging, high-converting content.

Conclusion: The Future of Retail Media & Video

In 2025, marketers face the challenge of shifting consumers from passive scrolling to active engagement on retailer sites. Retail media networks (RMNs) offer the solution—transforming commerce into high-impact ad environments.

But it's not just about where you advertise—it's how.

▶ *Static ads no longer cut it. Today's consumers expect immersive, interactive experiences, and video leads the way.*

With rising demand for shoppable content, AI-driven personalization, and seamless omnichannel strategies, video is redefining retail media. Brands that embrace dynamic, AI-optimized video content are better positioned to capture attention and boost ROI. myAthena empowers brands to meet this demand with a collaborative digital studio, real-time AI direction, automated editing, and platform-ready outputs. From creation to distribution and performance tracking, myAthena simplifies and supercharges retail media video.

Investing in video now isn't just smart—it's essential for staying ahead in the future of digital marketing.

About myAthena

Embrace the next generation of retail media with engaging video ads that convert up to 48% more.

myAthena is an AI-powered digital studio that enables brands to create high-converting, short-form video ads at scale, seamlessly integrating them into retail media placements.
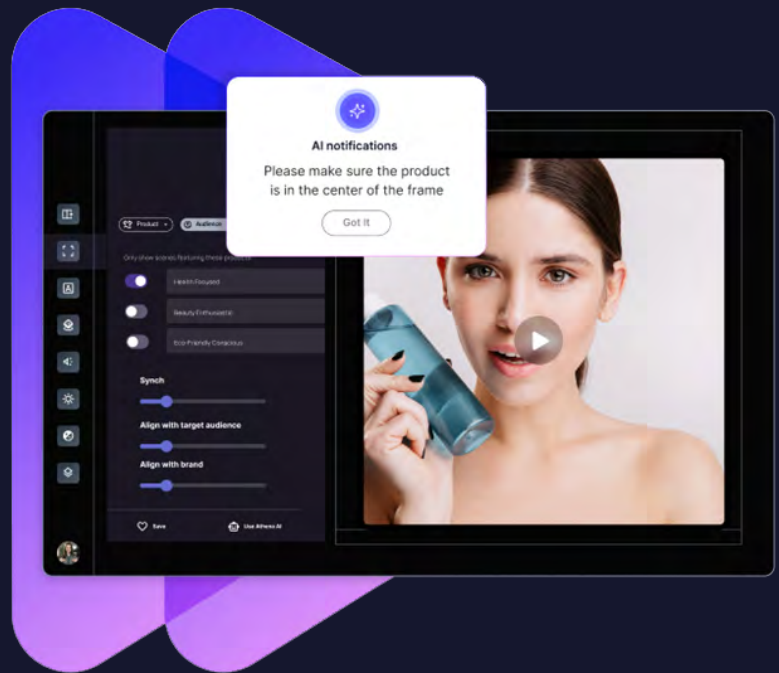
Key features include:

AI-Generated Shoppable Videos	Retailer & Brand Compliance	Built in AI-Director	Automating AI editing & Versioning

Official Partner

Walmart Connect

We recently launched our partnership with Walmart Connect to empower brands to create Sponsored Videos for retail media at scale.

BOOK A DEMO