Retail Media Training

BİLGİNÇ
IT Academy
info@bilginc.com
+44 20 3807 0925
+90 212 282 7700

Duration: **3 Day**

Overview

This half day workshop is designed to deepen participants' understanding and practical skills in creating effective retail media campaigns. The workshop builds on foundational retail media knowledge, guiding learners through hands-on exercises and real-world examples to refine their ability to plan and execute campaigns successfully.

Participants will engage in interactive discussions, industry case studies, and collaborative exercises to explore best practices in digital retail media. By the end of the session, attendees will gain practical insights and actionable techniques to enhance their retail media strategies and apply them within their organisations.

Prerequisites

Participants should have:

- A foundational understanding of retail media concepts
- Prior exposure to digital marketing or eCommerce strategies

Target audience

- Digital and eCommerce teams
- Marketing and media professionals
- Shopper and customer marketing teams
- Dedicated retail media teams
- Supplementary functions such as creative, revenue growth management (RGM), and category management professionals

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Outline

Overview of retail media and its role in digital marketing

Analysis of a full-funnel digital retail media campaign by well-known brand

Deep dive into campaign objectives and audience targeting; execution strategies; KPIs and post-campaign analysis

In-depth discussion around the key pillars of a retail media campaign

Development of retail media strategies for focused business scenarios

Applying learnings to the workplace

Hands-on learning

This workshop includes:

- Real-world case study to demonstrate successful retail media strategies
- Interactive group activities to apply concepts in a business context
- Guided discussions to develop actionable insights for workplace implementation

Exams and assessments

There are no formal exams. Participants will complete interactive exercises, group discussions, and case study analyses to reinforce learning outcomes.