

Exploring the Impact of Advertising in Online Retail Media: A Retailer Perspective

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Abstract

This paper investigates the impact of advertising in online retail media from a retailer perspective. Specifically, the paper presents two experimental studies comparing the impact of promotional versus inspirational messages, private labels versus national brands, and banner versus product grid ad placements on consumer purchase intentions to an online store. The findings contribute insights on a growing media channel and provide initial guidance on how retailers can best use advertising in their online store. The paper also calls for more research on retail media from both a retailer and advertiser perspective.

Keywords: advertising, retail media, ad type, ad placement,