



Omnichannel marketing campaigns for retailers

A playbook for retail leaders for using offline conversion data to increase measurable online and in-store sales and drive business growth

Introduction

Shoppers don't think in channels. They research, browse, and buy across apps, websites, and stores—often within the same day. Omnichannel marketing campaigns meet that expectation by using a single campaign to deliver relevant ads that drive online and in-store shopping. This approach uses a retailer's offline point-of-sale (POS) and loyalty data to guide delivery and show impact.

Retailers that move from web-only optimization to an omnichannel* approach have shown to produce lower cost per omnichannel purchase and higher incremental store return on ad spend, demonstrating that **when ads learn from store outcomes (and not just website outcomes), your advertising can deliver more efficient sales growth.**

The same POS data pipeline strengthens brand-funded programs (for example, creator content and retail media) and improves modeling accuracy, so performance reads are tied to store outcomes rather than proxies.²

Impact at a glance

Roughly 15% cost per omnichannel purchase and nearly 20% incremental store revenue driven by ads when optimizing for omnichannel outcomes versus web only.¹

For retail organizations, the shift is practical. With consented identifiers passed through secure application programming interfaces (APIs), platforms can perform one-to-one attribution to store purchases while respecting local privacy expectations as determined by internal legal teams. Operationally, establish daily POS sharing in all markets and aim for updates about every three hours in priority countries and regions. Use this data to optimize creative, pacing, and value rules.³

*An omnichannel purchase is a store or online purchase linked to ad exposure using consented first-party identifiers. Purchases across channels are combined, duplicates are removed, and counting occurs within the defined attribution window.

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Key takeaways

- How to anchor ad delivery and measurement to POS data to improve performance across online and in-store channels and tie media to store key performance indicators (KPIs).
- How to operationalize privacy-first activation with consented identifiers, data minimization, and clear governance.
- How to move from less than 10% to ~20% to ~60% to ~95% loyalty coverage, with concrete steps at each stage.
- How to run real-world experiments that strengthen your holistic marketing measurement program.
- How to enhance retail media networks (RMNs) with product- and store-level reporting.

Why are omnichannel marketing campaigns growing among retailers?

What omnichannel marketing campaigns are and are not

Omnichannel marketing campaigns are unified ad programs that can be optimized for both in-store and online purchases. They use consented first-party data from POS systems and loyalty programs to guide delivery and to measure incremental lift. They run from one budget and one learning system with two outcome goals (in-store and online), and they treat store lift as a primary success metric across markets. They are not web-only programs that assume a store effect, and they are not store-only programs.

Why this approach is scaling globally

People shop across channels and expect availability and convenience wherever they buy. Many retailers still optimize only for online events. When campaigns learn from both in-store and online outcomes, cost per purchase falls and incremental in-store return on ad spend (iROAS) rises. Results can improve further when creative and rules reflect real shopping patterns, such as local inventory and value weights by conversion location. This shift is growing globally as many ad-tracking methods become less available.⁴

Value weighting by conversion location means assigning different values to conversions based on where they happen (for example, in-store versus online, specific regions, pickup versus delivery). The system then favors higher-value locations. For example, if in-store purchases have higher margin, you give them a higher weight than online purchases so the campaign learns to prioritize driving in-store conversions.

Retail micro-vertical lenses

Big box: Big-box retailers carry many categories and run frequent promotions. Keep POS and inventory data fresh (daily at minimum; near real time where possible) so local price and availability are accurate. Use creative that shows current deals, store pickup, and nearby store inventory. Optimize for total purchases across store and web—not for a single channel. Protect profit by increasing bids for higher-margin categories and limiting spend on low-margin ones. Measure success with incremental lift in in-store revenue, cost per omnichannel purchase, and repeat purchase rate. Use short tests during seasonal peaks to confirm impact before scaling.

Luxury: Luxury brands balance brand equity with measurable outcomes. Use high-quality creative, consistent brand visuals, and clear store experience messages (appointments, clienteling, alterations). Focus targeting on consented first-party audiences and high-intent lookalikes. Avoid heavy discount language; highlight new collections, craftsmanship, and service. Optimize for store appointments, qualified store visits, and high-value purchases, then link ad exposure to in-store transactions using consented identifiers. Use longer attribution windows and controlled lift tests to account for longer consideration cycles. Keep frequency moderate to avoid fatigue and protect brand tone.

Specialty: Specialty retailers win with product relevance and availability. Keep catalogs structured and up to date, and include store-level inventory signals for key items and sizes. Use creative that features product sets, back-in-stock notices, and clear fulfillment options (ship, pickup, delivery). Optimize for omnichannel purchases and for category-level outcomes when single-SKU volume is low. Run simple region-based lift tests to confirm store impact, and monitor match rates to ensure store transactions link back to ads. Use loyalty and email capture at checkout to grow consented audiences and improve future targeting and measurement.



Beyond retail: Benefits of omnichannel marketing campaigns for online and in-store conversions

Omnichannel marketing is useful for many industries, not just traditional retail. When businesses like automotive, telecommunications, restaurants, and financial services connect online actions with in-store results, campaigns learn faster, reach the right people, and reduce wasted spend. This also gives clear, trusted measurement of what truly grows the business.⁵



Automotive

Most car buyers research online but complete key steps in person. Optimizing to both test-drive bookings and showroom sales helps ads find shoppers who are ready now, not just curious. Using in-stock vehicles and closing the loop with sold VINs improves relevance, speeds inventory turn, and lowers cost per sale.⁶



Telecommunications

Customers often check plans and coverage online, then activate in-store. Campaigns that optimize to both e-commerce checkouts and store activations can match people with local availability and appointment times. This increases port-ins and upgrades while avoiding wasted impressions outside the service footprint.⁷



Restaurant (Quick Service Restaurant and Casual)

Guests switch between app ordering, delivery, and walk-in visits. Optimizing to both transactions in the app and verified in-store visits helps promote the right offer by location and daypart. Brands grow frequency and average check without over-discounting, because the system learns which offers drive true incremental visits.⁸



Financial Services

People may start an application online but finish it in a branch or with an advisor. Optimizing to funded accounts, approved loans, and kept appointments across both digital and branch channels reduces drop-off and raises quality. This builds trust, improves early customer engagement, and ensures spend is tied to real business outcomes.⁹

What are some potential benefits of omnichannel marketing campaigns?

Personalization using POS data

Definition of concept: Using consented, privacy-compliant POS data shared by customers through your loyalty program as the customer data foundation to build and refresh audiences, personalize creative, and inform bidding. The data foundation can reflect recency/frequency/value, store location patterns, and category affinities derived from purchases.

What it is:

It is the data model that links digital delivery to physical outcomes, allowing one campaign to learn from both web and store behavior and to personalize content accordingly.

Why it matters:

Target audiences built on actual purchase behavior reduce waste and lift conversion, while consent and purpose limitation protect brand trust internationally. Gartner finds that top performers prioritize first-party data capture with a clear value exchange to earn consent.¹⁰

Two example use cases:



High-value buyer reactivation: A retailer builds a target audience from recent store purchasers with high order value and category diversity; secure API matching extends this seed to digital platforms, enabling creative that references nearby store assortments and price steps.

Example: Use POS-seeded reactivation to lift repeat store trips and reduce incremental cost per acquisition (iCPA) for lapsed segments, without over-targeting nonbuyers.



Prospecting informed by store loyalty: The target audience reflects in-store recency/frequency/value and category penetration, creating lookalikes that capture true omnichannel demand.

Example: A beauty retailer can use store-purchaser lookalikes to acquire higher-quality customers and raise in-store conversion rates from digital traffic.

Creative and optimization building blocks

Use outcome-oriented formats:

Digital circulars and local inventory units connect shoppers to nearby stores and in-stock items.

Apply conversion-location value rules:

Weight store vs. web conversions by margin/returns to steer delivery toward higher-value outcomes.

Anchor optimization to POS lift:

Optimize and report on verified store and online purchases (incremental attribution), not just clicks.

Refresh product and offer signals:

Keep catalogs, prices, and pickup/delivery options current; rotate SKUs and promos by store/region.

Set guardrails:

Cap frequency, avoid sensitive categories, and rely on durable, consented signals to protect trust and performance.



Fresh data drives performance

Definition of concept: Sending POS transactions to ad systems daily at baseline, and about every three hours where feasible, lets models learn from store outcomes during the same promotion window.

What it is:

Faster feedback loops capture peak windows (e.g., weekend store visits, post shipping cutoff) and reduce waste by pausing, shifting, or reweighting as sell-through or margin changes emerge in stores across regions.

Why it matters:

Teams report meaningful gains as cadence improves, even when starting with daily batches and graduating to within about three hours freshness in priority markets. The key is reliability and coverage.

Two example use cases:



Local inventory pacing: When store inventory crosses thresholds, the system reweights delivery from store to web fulfillment (or vice versa) to protect margin.

Example: Retailers can shift spend mid-flight to stores with depth to raise sell-through without sacrificing efficiency.



Margin-based campaign bidding rules: Where store margins exceed e-commerce (or the reverse), the bid model shifts delivery to the higher-value channel.

Example: A retailer can improve profit contribution by biasing traffic to stores during a high-returns season online.

Operational partner evaluation criteria

Organize and clean data:

Can they inventory all sources, align product/store IDs, and maintain one up-to-date source of truth?

Privacy-by-design:

Do they use only the needed fields, hash sensitive data, limit retention, and document compliance?

Link sales to marketing:

Can they reliably improve match rates and connect online and in-store purchases (including offline edge cases)?

Activation-ready:

Are they able to run and optimize campaigns across channels with controls by store, region, and product?

Prove impact and lead change:

Will they show lift in retail KPIs with clear reporting—and provide a dedicated PM, training, and playbooks to make it stick?



Retail media networks thrive on granular data

Definition of concept: Omnichannel marketing campaigns allow RMNs to deliver stronger performance for brands by reaching both online and in-store shoppers. This makes it possible to show which products are selling in which stores—not just clicks online—so brands can invest with greater confidence and retailers can demonstrate measurable impact.

What it is:

The same POS + loyalty + API data connection that fuels retailer-funded campaigns also elevates RMN reporting and credibility for joint brand-funded marketing budgets across retail store brands and countries.

Why it matters:

RMNs become both a growth and margin engine when they can show which products moved in which stores, not just clicks, strengthening vendor relationships with clear, store-tied outcomes.

Two example use cases:



SKU-by-store lift: RMN dashboards report sales impact at the SKU and store level, enabling brand partners to refine funding by region and assortment.

Example: Retailers can use SKU-by-store lift to renegotiate trade terms and co-fund seasonal pushes.



“New-to-category” audience amplification: POS tags shoppers who have not purchased a category in the last 12 months; RMN media introduces them to the brand and measures in-store trials.

Example: Retailers can deliver incremental new-to-category units during a brand launch and prove it with store lift.

Real-world experiments

Definition of concept: The measurement mosaic is a suite of methods that includes experiments (geo/holdout), marketing mix modeling (MMM), and ongoing platform checks that, when used together, provide a far more comprehensive view of performance than any single method alone. Omnichannel marketing campaigns make this possible by linking media to POS outcomes, so experiments can include in-store performance as well as online. This gives a more complete and accurate view of impact, while also allowing experiments to validate other measurement methods and deliver a truer picture of the returns on your media spend.¹¹

What it is:

Use experiments to prove store lift, feed those outcomes into MMM to improve fit and allocation, and use diagnostics for weekly tuning. This hierarchy builds trust with finance. Trade reporting documents the resurgence and democratization of MMM as privacy tightens.¹²

Why it matters:

Omnichannel tests reduce budget risk globally, MMM becomes more reliable with POS-validated inputs, and creator programs gain credibility when impact is read against online and in-store sales rather than vanity metrics. (In creator campaigns measured on POS, lift studies have shown strong in-store and omnichannel effects.) Evaluating creator programs with composite, outcome-oriented metrics aligns creator investment with business results.¹³

Two example use cases:



Creator campaign validation: Short-form creator content runs with store-aware creative and is evaluated on POS lift (trips, units, average order value [AOV]) rather than views; winning creators are scaled.

Example: Retailers see a more holistic view of performance that includes in-store ROAS and in-store lift versus business-as-usual video when measured on POS outcomes.



Model calibration with anchored experiments:

Quarterly, experiment results are fed back into MMM to reconcile platform attribution with finance reality; the updated model sets next-quarter mix.

Example: Retailers can reduce over-investment in low-margin web tactics after model calibration.

Trust as the foundation of privacy

Definition of concept: Sharing consented identifiers via secure APIs (for example, email and phone) enables one-to-one attribution to store purchases. Controls include hashing at source, Transport Layer Security (TLS) and HTTPS transport, and partner deletion of personally identifiable information (PII) within about 48 hours after matching, which, when used together, allow for privacy-preserving activation in campaigns. The retailer remains responsible for obtaining, storing, and managing consent, and for sharing only consented identifiers. Guidance stresses pairing consent with rigorous first-party data practices and transparent value exchange to sustain opt-in.¹⁴

What it is:

This API-based spine makes POS-anchored advertising durable worldwide as third-party IDs fade; it also helps normalize processes across jurisdictions where privacy tolerance and consent norms vary.

Why it matters:

People's privacy comes first. Clear consent and strong API controls help you meet local laws and scale safely. Collect data only with consent, use it only for the stated purpose, delete it when no longer needed, and require partners to do the same.

Two example use cases:



Secure API contracts with deletion: Partner statements of work (SOWs) require TLS transport, scoped credentials, and deletion within 48 hours after matching, with logs available for audit.

Example: Retailers can standardize API controls across partners, reducing internal sign-off friction and accelerating pilots.



Identity resolution for low-coverage markets: Where loyalty coverage is about 20%, use a partner to increase exact matches, respect opt-outs, remove household duplicates, and report match rates.

Example: Retailers can raise match rates enough to run robust lift tests while they are invested in loyalty growth.

Privacy and consent mini checklist

Use secure connections:

Send data only over encrypted links, and verify who is connecting.

Protect personal info at the source:

Turn emails and phone numbers into one-way codes (hash) before sending. Delete personal data within about 48 hours after matching. Do not reuse data beyond the stated purpose. Keep audit logs.

Collect only what you need:

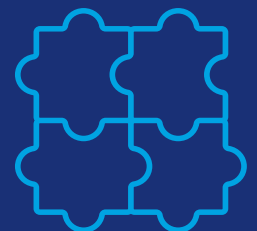
Limit fields to what is required. Set clear retention periods and control access so only the right people can view the data.

Follow local rules:

Store data in the required region when needed, use consent text that meets local laws, and provide simple ways for people to see or delete their data.

Use trusted partners:

Consider independent identity-resolution partners to improve match rates while honoring opt-outs everywhere you operate (see sidebar "Operational partner evaluation criteria").

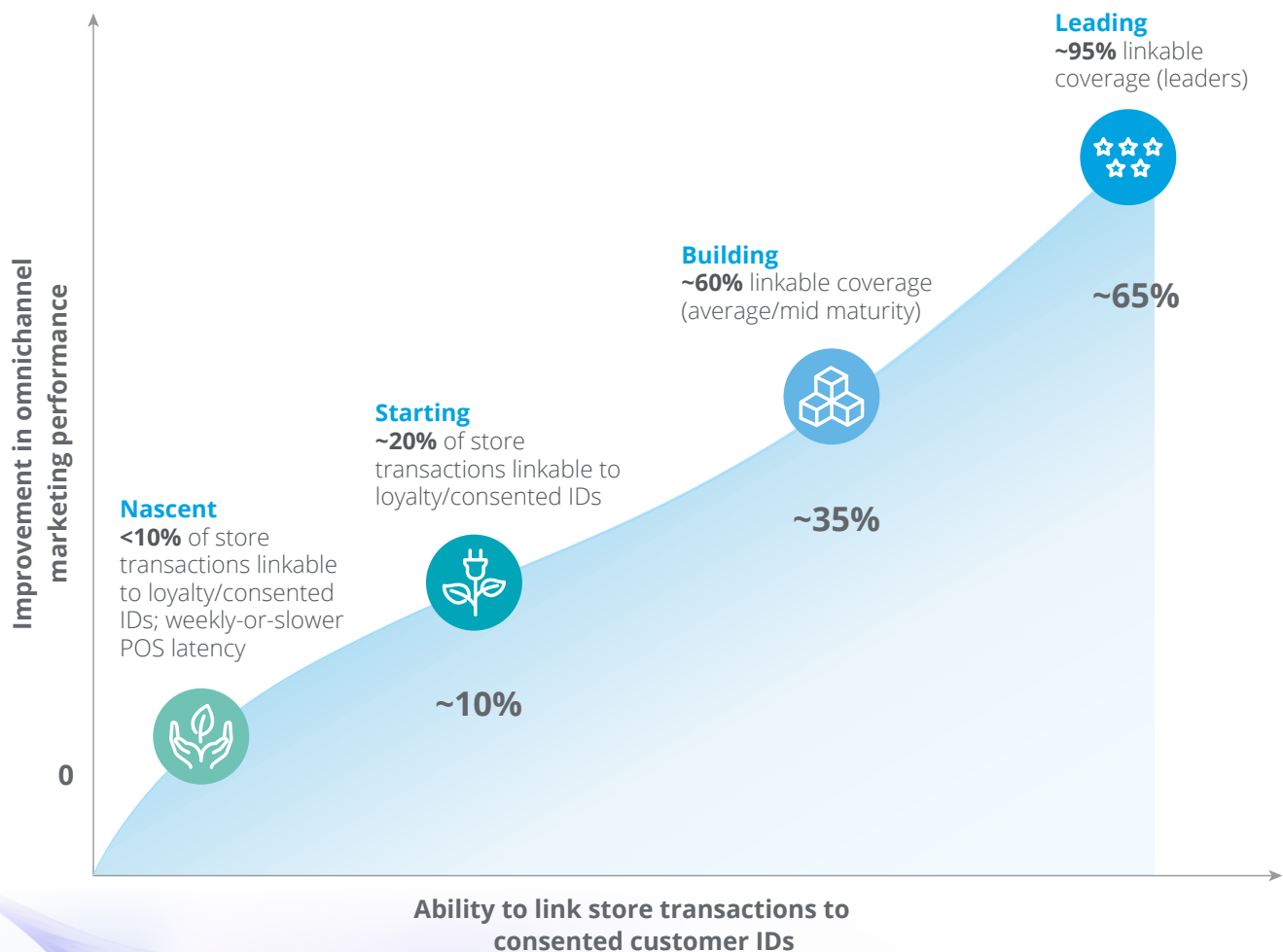


What should you consider?

Readiness and maturity curve

As loyalty coverage grows—the share of purchases linked to consented customer IDs—more store and online sales can be connected to media, which improves targeting, measurement, and ultimately omnichannel lift. With US retail increasingly digital-influenced and forecast to reach 70% of total sales by 2027, tying in-store outcomes to media is now foundational. As coverage expands, teams can use outcomes-based, cross-channel metrics and faster feedback loops to shift budget and creative toward what works, raising performance.

Loyalty programs that deliver more than discounts increase enrollment and engagement, creating more identifiable transactions and stronger learning signals for optimization. Organizations further along the maturity curve connect these signals into a unified omnichannel operating model, while a robust vendor ecosystem makes it easier to scale loyalty data quality—together compounding efficiency and lift as coverage expands.¹⁵



Where do I fall on the maturity curve?

Here are some activities likely taking place at each stage of the first-party data strategy maturity curve to help you identify where your organization is currently:

	NASCENT	STARTING	BUILDING	LEADING
What it means	Precision targeting and closed-loop claims are not yet credible. The near-term job is to get the organization, plumbing, and controls in place so you can safely and quickly scale data capture and measurement when you flip things on.	You're early. ID capture is limited (cash-heavy transactions, low-frequency categories, immature loyalty), so precision is risky and reads should be aggregated (store/geo). At this stage, you're likely to see about 10% lift in omnichannel sales via omnichannel campaigns. ¹⁶	You have enough coverage to optimize with confidence in pilot markets; reliability and freshness are the unlocks. At this stage, you're likely to see about 35% lift in omnichannel sales via omnichannel campaigns. ¹⁸	You can personalize at scale, measure precisely, and package insights for RMN partners. At this stage, you're likely to see about 65% lift in omnichannel sales via omnichannel campaigns. ¹⁹
What to do now	<ul style="list-style-type: none"> • Establish ownership and guardrails (data lead, cross-functional squad, baseline handling rules). • Build and test a core pipeline with a simple readiness dashboard to track coverage, duplicates, and gaps. • Define a graduation plan with clear gates (coverage and reliability targets), and prepare store enablement for upcoming opt-in rollout. 	<ul style="list-style-type: none"> • Make loyalty and e-receipt enrollment simple and valuable (clear consumer benefits). • Start daily POS feeds; run geo-based lift tests; avoid over-precision claims.¹⁷ • Build consent taxonomy; collect only fields that prove optimization value. • Start to run experiments to build up a baseline of web and in-store performance of omnichannel marketing campaigns. 	<ul style="list-style-type: none"> • Standardize IDs (store codes, product IDs) and hashing at source; monitor offline data quality. • Maintain daily sharing and aim for updates about every three hours in priority markets. • Activate store-aware creative (digital circulars, local inventory) and conversion-location value rules. 	<ul style="list-style-type: none"> • Expand value-based bidding and creative permutations; share SKU- and store-level results with brands. • Feed POS learnings to merchandising and supply chain; align KPIs to margin and sell-through. • Use omnichannel campaign experiments to calibrate MMM and set quarterly portfolio.²⁰

Gaining organizational alignment beyond marketing

Organizational alignment is the hardest barrier globally. Operations, merchandising, finance, IT, and legal will back omnichannel campaign activation when value is framed as their outcomes and data asks are clearly tied to those outcomes. Translate the pitch into use cases:

Use cases

Merchandising

We'll lift trips, AOV, and units by shifting lower-return web shoppers into stores at key moments.

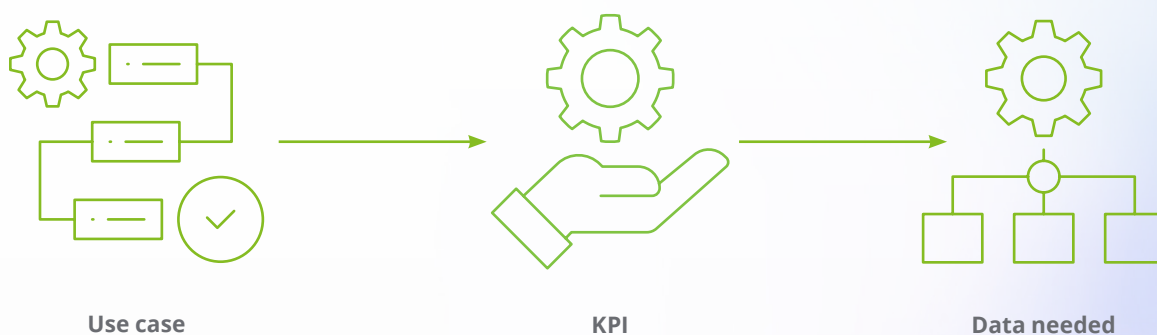
Operations

We'll link local inventory to pacing to reduce stockouts.

Finance

We'll make budget calls using experiments + MMM + diagnostics; and we'll share only consented identifiers via secure APIs with deletion service-level agreements (SLAs).

This earns access to segmented data that sits in silos and sets up omnichannel marketing campaigns to show the maximum return to the retailer, not just to marketing. Research underscores that expanding capabilities and competencies, not just reorganizing teams, drives sustainable measurement maturity and business impact.²¹



Omnichannel marketing campaign readiness checklist

Questions to answer first:

Data readiness and accessibility: Are POS events reliably captured with store codes/timestamps and passed daily (goal: about every three hours in priority markets)? Are offline data-quality scores monitored and fixed?

First-party strength: What share of store transactions is linkable (<10%/~20%/~60%/~95%)? What's the 90-day plan to move up one rung? Make loyalty benefits simple and financially clear to accelerate capture.

Consent and API governance: Do consent flows explicitly cover use of email/phone for optimization and measurement? Do partner contracts enforce hashing, TLS transport, access controls, and PII deletion within about 48 hours after matching? (The retailer determines which regional rules apply and how to operationalize them.)

Identity resolution: Do you employ a reputable identity-resolution partner to improve match rates when loyalty coverage is low and to respect opt-outs across touchpoints?

Activation levers: Do your platforms support product- and store-level optimization (e.g., local inventory, digital circulars) and conversion-location value rules?

Hyper-personalization guardrails: Align creative and bidding to margin/returns; avoid over-targeting sensitive categories; favor durable, consented data points tied to clear business value.



Global governance and international partners

Consent proof: Keep clear records that customers agreed to use their offline data for targeted ads, including date, scope, and opt-out status.

Purpose and choice: Make the purpose easy to understand. Provide simple ways to refuse or withdraw consent and honor those choices across all partners.

Local law check: Ensure consent language, retention periods, and suppression handling meet the rules in each country. Get local legal sign-off where needed.

Cross-border transfers: If data moves between countries, confirm a valid transfer basis (for example, approved contractual clauses or an approved framework) and maintain an up-to-date data-flow map.

Vendor accountability: Require partners to hash identifiers at the source, use secure transport, delete data on request and after matching, and keep auditable logs that prove these actions.

How to get started



Goals and aspiration: Choose one store KPI (trips, AOV, units) and a secondary efficiency metric (iCPA or iROAS) to govern the pilot.



Where to play: Pick two to three priority markets with solid store ops and reasonable loyalty coverage; avoid overlapping promotions that confound reads.



How to win: Pair store-aware creative (digital circulars, local inventory) with conversion-location value rules and a clear incrementality design.



How to configure" Set up daily POS data feeds; in pilot markets, aim for freshness within about three hours. Standardize hashed identifiers (one-way codes) and ID mapping, and monitor offline data quality (coverage, timeliness, match rate). If setup is slow, engage qualified third-party partners with experience in POS integration, identity resolution, and data hygiene. Agree up front on the measurement plan experiments, MMM, and diagnostics—and on the decision ladder for budgets. (See sidebar "Operational partner evaluation criteria" for how to select and manage partners.)

The 30/60/90 plan:

Day 0–30: Name an executive sponsor across e-commerce, stores, merchandising, IT, and legal; finalize consent scope and POS fields; ship daily feed; lock test markets and KPIs.

Day 31–60: Reach within about three hours of freshness in pilot markets; run a one-to-two-week benchmark, then launch an omnichannel geo-split (lift) test at the same budget; scale if goals are met.

Day 61–90: Read out lift versus control; apply conversion-location value rules and creative learnings; confirm scale or iterate.

"Start with POS data, consent, and a clear KPI. Prove results, then scale."



Conclusion

Omnichannel growth isn't about more targeting; it's about **better feedback loops between stores, data, creative, and measurement**. Anchor to POS, respect consent, speed up data collection; use omnichannel marketing campaigns to run real experiments that strengthen your mosaic; and enhance RMNs with SKU- and store-level attribution via secure APIs. You'll lift omnichannel sales and **build a trust system that scales** across countries and retail store brands.

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