

# 5 Steps to Better Retail Media Measurement

Designed to help brands and retailers have better measurement conversations—and build reports that actually reflect impact.



## The Measurement Gap

### What's easiest to measure:



ROAS



Attributed Sales



CPA

### What leaders are asking for:



Incrementality



Impact



Long-Term Growth

Use these questions to apply the framework in real conversations.

## The Framework



### Step 1: Get Clear on ROAS

Am I using it to understand spend efficiency or as a stand-in for overall performance?



### Step 2: Separate Efficiency From Impact

Can I determine whether this drove true net-new outcomes?



### Step 3: Embrace Transparency

Do I understand the tradeoffs and blockers that could impact timing, resources, and execution?



### Step 4: Start With the Objective

Based on our overarching goal, am I set up to clearly measure success?



### Step 5: Emphasize Progress Over Perfection

Am I viewing measurement as a single, definitive solution, or am I open to evolving it over time?

## What This Framework Helps Teams Do:



- ✓ Have more productive measurement and budget conversations
- ✓ Align teams around a shared definition of success
- ✓ Use existing KPIs more intentionally alongside newer signals
- ✓ Support both short-term performance and long-term brand growth

Want to see how teams are evolving the way they measure retail media campaigns?

[Let's walk through a real example together.](#)



[gotvantage.com](https://gotvantage.com)