

The Retail Media Time Audit: Where Teams Lose Hours and Revenue



Retail media teams aren't short on demand or effort. They're short on time. Lost time is leaving revenue on the table. *The issue isn't how much work gets done, it's **how that work gets done.***

Inside a typical day: how time slips away in retail media ops

Campaign setup

- Logging into multiple platforms
- Manually pulling audiences and formatting creatives to meet each platform's specs
- 🕒 **Time lost: 45–75 minutes**

Creative + activation

- Back-and-forth approvals
- Manual trafficking across systems
- 🕒 **Time lost: 60–90 minutes**

Reporting + optimization

- Pulling reports from different dashboards and reconciling inconsistent data
- Limited visibility leads to time spent digging for insights before optimizing campaigns
- 🕒 **Time lost: 75–120 minutes**

**Total time lost
to inefficiency**

3–5 hours

per day per team member

**Total time lost for a
5–person team**

75–125 hours

per week

**Full-time team members
lost to inefficiency**

~ 2–3

per week

The real cost:
time lost = revenue lost

- Fewer campaigns launched
- Limited optimization opportunities
- Missed advertiser demand

How a unified platform fixes inefficiencies

- Campaigns launch faster
- Workflows are automated
- Data is centralized and consistent
- Optimization happens in real time
- Teams focus on strategy, not manual work

Time saved = more campaigns, better performance, more revenue
Is your team operating as efficiently as it could be? Find out in a few minutes
with this [Time Audit Checklist](#).