



Retail Media Networks

2026 Partner Playbook

Why retail media is powerful, and why most buys leave value on the table.

THE CHALLENGE

Fragmented, locked-in retail media.

Retail media is powerful because it uses **real purchase behavior** to reach consumers actively buying in your category.

But most RMN buying is **fragmented and locked inside individual retailer ecosystems**, forcing brands to navigate separate platforms, eligibility rules, and measurement systems.

THE PULSE DIFFERENTIATOR

One workflow. Every retailer.

PULSE gives brands access to **deterministic retail audiences** and **closed-loop measurement**, while extending activation **beyond retailer-owned inventory** across 275+ inventory partners.

PULSE creates one workflow across a fragmented RMN landscape.

- Deterministic audiences from real purchase data
- Impression-to-SKU closed-loop measurement
- Activation across PULSE’s 275+ inventory partners

14+

Unlock Retail Media Across

\$1T+

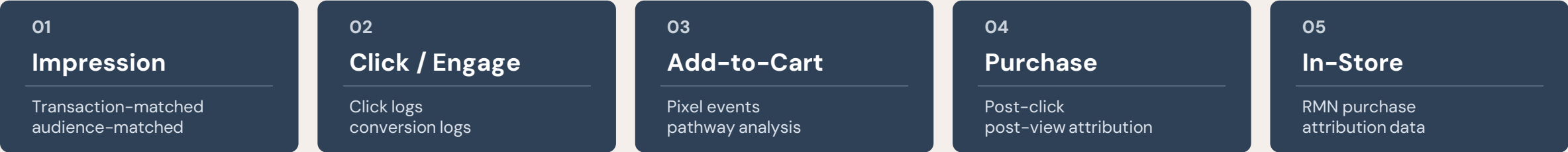
Purchase Spend by consumers in RMNs

430M+

PayPal Accounts for Transaction Targeting

CLOSED-LOOP MEASUREMENT

5 STAGES



All reporting comes from each RMN. Impressions + Clicks/Engagement from PULSE + RMN’s add-to-cart and purchase data. Attribution is performed by each RMN (except where 3P measurement applies).

■ DETERMINISTIC TARGETING

Target by category/brand/SKU-level behavior on that RMN’s transaction data.

■ SCALED ACTIVATION

Expand retailer audiences beyond owned inventory through PULSE’s 275+ exchanges, networks, and DSPs.

Retail Media Network Partners

PULSE is not just offering access to one RMN. The value is helping advertisers navigate multiple retail data partners, eligibility rules, measurement options, and activation paths from one place.

MASS RETAIL & GROCERY



Walmart
Connect



Roundel
Target



Costco
Media



Instacart
Ads



DG Media
Network



Kroger
Kinective

PHARMACY & SPECIALTY



Walgreens
Advertising



Kohl's
Media

TRANSACTION & PURCHASE



Attain



Circana



PayPal
Ads

LIFESTYLE & FINANCIAL



Lyft
Media



Marriott
Bonvoy



Western
Union

275+ DSPs & Exchanges
SKU-Level Attribution & Sales Lift

Before You Begin: Key Requirements



Feasibility Check Required

All RMN activations require a feasibility check before pitching to clients. Share brand name with PULSE to submit for RMN review.



Endemic vs. Non-Endemic

Many RMNs restrict access to brands that sell products at that retailer (endemic). Non-endemic targets adjacent categories. Always verify eligibility first.



Spend Minimums Apply

Most RMNs recommend \$75k+ for best results. Some offer lower entry points but with reduced performance. Measurement often has separate minimums.



Creative Requirements

Some RMNs have strict mandates: Costco requires their logo on all creative; all campaigns must drive to the retailer website. Walmart has specific logo-usage rules.

Attribution Windows & Data Lag

Attribution windows vary significantly by partner (14–21 days). Data delivery lags range from 5–10 days. Set client expectations early. Attribution is performed by the RMN; PULSE has no control over methodology.

All providers listed require feasibility checks. If you have specific brands, share with your PULSE contact for RMN review.

Partner Spotlights

A deep dive into each RMN partner: eligibility, channels, minimums, and measurement.

WHAT'S INSIDE THIS SECTION

Walmart Connect · Target Roundel · Costco Media

Walgreens · DoorDash · Instacart · Fetch

Kohl's · Dollar General · Circana · Attain



Min. Spend

\$25k+/mo

Per channel per brand

Lead Time

4 Weeks

Walmart Connect window

Attribution

14 / 30 Day

Equal touch model

Data Lag

24–48 hrs

Daily DSP push

TARGETING & ELIGIBILITY

Data Source: POS + Loyalty data, SKU-level in-store, pick-up & delivery reporting

Channels: Display, Native, OLV, Native Video, CTV, Streaming Audio

Eligible Products: Any brand sold at Walmart as 1st-party seller. Pharma & alcohol require case-by-case approval

Endemic / Non-Endemic: Both allowed. Non-endemic requires different approval. No measurement for non-endemic

Geography: US Only

Landing Page: Endemic must drive to Walmart.com (brand or product page). Non-endemic needs approval

MEASUREMENT & REPORTING

Standard Campaign: Spend or duration minimum for standard reporting

Incrementality / Sales Lift: \$200k spend min + 25M impression threshold + 6-week duration

Attribution Model: Equal touch attribution by Walmart at 14-day and 30-day windows

Special Reports (\$200k spend minimum): New buyer, ROAS, path to conversion, top 10 SKU, halo vs. featured product, in-store vs. pick-up vs. delivery, add-to-cart rate, total sales & units

ROAS Signals: Available 48–72 hours post campaign launch

Best For: Endemic brands sold at Walmart that care about in-store, pickup, delivery, SKU-level reporting, ROAS, new buyers, and halo impact. Walmart can support both media activation and strong closed-loop measurement for eligible endemic brands.

Creative Requirements: Walmart

Only use official Walmart logos. Any copy preceding the logo (e.g., “Only at” or “Shop at”) requires an extensive additional approval process. Creative guidelines available upon request.



Audience

165M+

Unique Target guests

Min. Spend

\$75k

Targeting & measurement

Attribution

14 Days

Closed-loop window

Data Lag

5–6 Days

Post-campaign delivery

TARGETING

Data Type: POS + Loyalty data (SKU-level)

Min. Spend: \$75k

Channels: Display, Video, CTV

Geography: US Only

Vertical: CPG, Endemic brands only

Audience Examples: Cosmetics buyers, Drinks & Snacks, Household Essentials, Pet Care shoppers

MEASUREMENT

Min. Spend: \$75k (\$100k rec. for statistical significance)

Campaign Duration: 6+ weeks recommended

Measurement Type: Closed-loop via POS + media exposure

Attribution: Done by Roundel, no methodology control

Attribution Window: 14 days

Data Lag: 5–6 days

Landing Page: Must drive traffic to Target.com

Key Point: Roundel is strong when the brand wants to connect media exposure to Target sales through a premium retail audience. **Caution:** Endemic only; traffic must drive to Target.com. **Note:** Target is less about sheer scale and more about brand alignment, shopper quality, and retail context.

Endemic Only

Brand must sell products at Target. Measurement included. All campaigns must direct to Target.com.



Audience

81M+

Loyal warehouse members

Min. Spend

\$75k

Rec. for best results

Attribution

21 Days

Closed-loop window

Data Lag

10 Days

Post-campaign delivery

TARGETING

Data Type: POS + Loyalty data (SKU-level)

Min. Spend: \$75k recommended (lower spend limits performance)

Campaign Duration: 3-month minimum for measurement

Channels: Display, OLV, Native, CTV, Audio

Geography: US Only

Vertical: CPG, Endemic brands only

Segments: Brand Shoppers, Category Shoppers, Brand Loyalty, Behavioral Purchase, Purchase Frequency

MEASUREMENT

Min. Spend: \$75k

Campaign Duration: 3-month minimum required

Measurement Type: Closed-loop via POS + media exposure

Attribution: Done by Costco, no methodology control

Attribution Window: 21 days

Data Lag: 10 days

Landing Page: Must drive traffic to Costco website

Key Point: Costco's value is loyal member data and high-intent purchase behavior, but measurement requirements are stricter: 3-month minimum duration and a 21-day attribution window. **Best For:** Endemic CPG brands with committed budgets (\$75k+), a 3-month campaign window, and a need to reach high-income, loyal warehouse members.

Creative Requirement

The Costco logo **MUST** appear on all ad creatives. All campaigns **MUST** direct traffic to the Costco website. Confirm with creative teams before briefing.



Walgreens Min.

\$35k

Std / \$75k custom audiences

DoorDash Min.

\$75k

Rec. for best results

DoorDash Meas.

In-Flight

SKU-level CPG

Walgreens Meas.

None

No measurement offered

WALGREENS | 100M+ Loyal Members

Data Type: POS + Loyalty data (SKU-level)

Delivery: Activated as PMP Deal for targeting

Channels: Display, OLV, CTV

Geography: US Only

Vertical: CPG

Endemic: Both endemic & non-endemic eligible

Measurement: ⚠ Not offered by this partner

DOORDASH | 42M+ Monthly Active Users

Data Type: POS + 1P Purchase Data for users

Channels: Display, OLV, Native, CTV, Audio, In-Game

Geography: US Only

Vertical: CPG (+ opportunity to vet QSR)

Endemic: Endemic Only

Measurement: ✓ In-flight at SKU level (CPG)

Meas. Fee: Inclusive of Audience CPM



Instacart Min.

\$75k

Rec. for best results

Fetch Min.

Flexible

No stated hard minimum

Instacart Meas.

Purchase Attr.

6–8 wks post-campaign

Fetch Meas.

Coming Soon

Not yet available

INSTACART | 1,800+ Retail Partners

Data Type: Online purchase data via Curated Deal IDs

Note: Cannot request competitive advertiser data

Channels: Display, OLV, Native, CTV, Audio, In-Game

Geography: US Only

Vertical: CPG, Endemic Only

Meas. Type: ✓ Purchase attribution via Instacart platform

Meas. Timing: Sales metrics 6–8 weeks post-campaign

Meas. Level: SKU-level aggregate across all retailers

FETCH | Receipt Data | Albertson's

Data Type: POS + Receipt data (Deterministic)

Audiences: Syndicated; custom segments on request

Key Partner: Albertson's network

Geography: US Only

Vertical: CPG

Endemic: Both endemic & non-endemic eligible

Measurement: ⚠ Not yet available (coming soon)



Kohl's Min.

\$35k

Minimum recommended

Dollar General Min.

\$75k

Rec. for best results

Kohl's Eligibility

Non-Endemic

Must not sell at Kohl's/Sephora

DG Eligibility

Non-Endemic

No CPG today

KOHL'S MEDIA | 66M Active Customers

Data Type: POS + Loyalty data

Delivery: Bundled with inventory via Microsoft

Channels: Display, OLV, CTV

Geography: US Only

Verticals: CPG, Insurance, Auto, QSR, Media & Entertainment

Audiences: Always-on, Kohl's Loyalists + Sephora Beauty Insiders

Endemic: ⚠ Non-Endemic ONLY

Measurement: ⚠ Not offered by this partner

DOLLAR GENERAL | 100M+ Weekly Customers

Data Type: POS + Loyalty data (curated Deal IDs)

Note: Cannot request competitive advertiser data

Channels: Display, OLV, Native, CTV, Audio

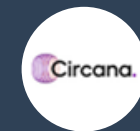
Geography: US Only

Verticals: Financial Services, Auto, Travel, Entertainment

CPG: ⚠ No CPG today

Endemic: ⚠ Non-Endemic ONLY

Measurement: ⚠ Not offered by this partner



Circana and Attain are not traditional single-retailer RMNs. They are broader retail data and measurement partners that can support targeting and attribution beyond one retailer – making them valuable for brands that want deterministic audiences or closed-loop measurement without being locked to a single retailer’s ecosystem. Use as a targeting overlay or measurement layer across any retailer(s) of interest.

CIRCANA

3P CPG Audience Segments

Targeting Min.: 10M impressions (feasibility dependent)

Data Type: POS + Loyalty | HH-level, SKU-based (det. + prob.)

Channels: Native, Display, CTV, OLV, Audio, In-Game

Geography: US + EMEA

Vertical / Type: CPG | Endemic & Non-Endemic

Meas. Min.: 10M impressions | 6–8 weeks | max 20 weeks

CCF Measurement: \$0.55 CPM

HH Lift Study: \$45,000 flat (deep dive)

Lift On Demand: \$25,000 flat

Segments: Loyalty Shoppers, New/Lapsed Buyers, Competitive Conquesting

ATTAIN

3P Retail Audience Segments | ~10M opt-in panel

Targeting Min.: No spend min. | 10M impressions (feasibility dep.)

Data Type: People-level opt-in panel | Retailer-agnostic (det.)

Coverage: Store + SKU-level | Big box: Walmart, Amazon, Target

Channels: Native, Display, CTV, OLV, Audio, In-Game

Geography / Vertical: US | CPG, Retail, QSR | Endemic & Non-Endemic

Meas. Min. Spend: \$20,000 minimum

Meas. Type: Transaction-based attribution + lift modeling

Post-Campaign: Top retailer breakdowns included

Retroactive Study: \$15,000 flat fee

Segments: Retailer Specific, Brand Loyalists, Seasonal, Luxury Shoppers

Additional RMN Partners



PayPal Ads

1B+ monthly shopping moments across PayPal, Venmo & Honey. PMPs via PubMatic and Magnite.

Type: Targeting + Measurement | **Min:** TBD



Shipt

Syndicated and custom audiences via LiveRamp. CPG vertical. Endemic & Non-Endemic.

Type: Targeting Only | **Min:** No min.



Kohl's / Chewy

Non-endemic audiences via Microsoft. Eligible: appliances, cleaning, home care, Fintech, Auto, Travel.

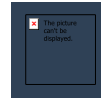
Type: Targeting Only | **Min:** No min.



Rippl / Bridg

Regional grocery + convenience aggregator: Giant Eagle, Schnucks, Wegmans, Lowe's, Hy-Vee, and more.

Type: Targeting + Measurement | **Min:** \$35k



PayPal / Lyft / Western Union

Travel, multicultural, and lifestyle audiences. 65M+ engaged shoppers for Western Union.

Type: Targeting + Inventory | **Min:** Varies



NIQ (NielsenIQ)

CPG vertical only. Targeting and measurement available.

Type: Targeting + Measurement | **Min:** Custom

Additional 3P Audiences

ABCS Insights (credit card + loyalty; \$20k meas. base), Commerce Signals (bank & credit card; \$20k/30M imps), and Click2Cart (add-to-cart tracking only, does NOT measure actual sales). All require feasibility check.

LEAD TIMES BY NETWORK

Standard RMNs

Target, Costco, Instacart, DoorDash

~1 week

Walmart Connect

Requires 4-week advance booking window

4 weeks

Kohl's & Walgreens

Min. \$35k standard / \$75k custom audiences

~1 week

Attain, Circana, 3P Partners

3P measurement partners

~1 week

IN-FLIGHT & POST-CAMPAIGN REPORTING

Impressions & Clicks

In-flight delivery & engagement

Add-to-Cart & Engagement

Pre-purchase intent signals

SKU-Level Sales (Based on minimums)

Product-level sales, units & ROAS

Sales Lift & Incrementality (Based on minimums)

True incremental impact vs. baseline

Audience Composition

Converter profiles & breakdowns

Path-to-Purchase Logs (based on minimums)

Full-funnel transparency by channel

Measurement Capabilities | Side-by-Side

Partner	Min. Spend	Type	Attribution Window	Cost / Notes
 Walmart Connect	\$25k+/mo	Closed-loop POS + media	14 / 30 day 24–48hr lag	Included. No min standard; \$200k+ for lift study
 Target (Roundel)	\$75k	Closed-loop POS + media	14-day 5–6 day lag	Included. Must drive to Target.com
 Costco	\$75k / 3mo	Closed-loop POS + media	21-day 10-day lag	Included. Logo req. on creative
 DoorDash	\$75k	In-flight SKU-level (CPG)	In-house measurement	Inclusive of audience CPM
 Instacart	\$75k	Purchase attribution	SKU-level aggregate	Results 6–8 wks post-campaign
 Attain	\$20k	Transaction-based + lift	User-level (opt-in panel)	\$15k for retroactive study
 Circana	10M imps	Closed-loop POS + lift	HH-level only	\$0.55 CPM \$45k HH Lift \$25k Lift OD
 PayPal Ads	TBD	Transaction-based	PayPal transaction graph	Via PubMatic / Magnite PMPs
 ABCS Insights	No min.	Sales Effect, Total Market	Mid or post campaign	\$20k base + add-on pricing
 Commerce Signals	No min.	Retailer + QSR Sales Lift	Post-campaign	\$20k / 30M imps \$0.50 CPM over

All measurement subject to feasibility check and spend minimums. Attribution windows and methodology are controlled by each RMN.

WALMART CONNECT



- Only use official Walmart logos (guidelines available on request)
- Any copy preceding the logo (e.g., "Only at", "Shop at") requires additional approval
- Endemic: Must link to Walmart.com brand or product page
- Non-endemic: Landing page requires separate approval

TARGET ROUNDEL



- All campaigns must drive traffic to Target.com
- Channels: Display, Video, CTV
- No specific logo mandate; follow standard IAB creative specs
- 6+ week campaign duration recommended for measurement

COSTCO MEDIA



- Costco logo MUST appear on all ad creatives – no exceptions
- All campaigns MUST link to the Costco website
- 3-month minimum campaign duration for measurement
- Channels: Display, OLV, Native, CTV, Audio

INSTACART



- Must drive to product listing on Instacart platform
- Cannot request competitive advertiser creative/data
- Channels: Display, OLV, Native, CTV, Audio, In-Game
- Measurement available 6–8 weeks post-campaign at SKU level

DOORDASH



- Endemic brands only – CPG with option to vet QSR
- In-flight measurement available at SKU level
- Measurement fee inclusive in audience CPM
- Channels: Display, OLV, Native, CTV, Audio, In-Game

KOHL'S / WALGREENS



- Kohl's: Non-endemic ONLY; delivered via Microsoft inventory
- Walgreens: Both endemic & non-endemic; standard \$35k, custom \$75k+
- No measurement available for either partner
- Kohl's channels: Display, OLV, CTV only

General Rule: Always confirm creative specs directly with your PULSE contact before briefing creative teams. RMN specs and approval processes are subject to change. All activations require a feasibility check.

Endemic vs. Non-Endemic | Quick Reference

Eligibility at a glance: always confirm with a feasibility check before pitching to clients.

✓ ENDEMIC PARTNERS

Brand SELLS products at this retailer



Walmart Connect | **\$25k+/mo rec.**

Any brand sold at Walmart (1P seller)



Target (Roundel) | **\$75k min.**

CPG brands sold at Target



Costco Media | **\$75k rec.**

CPG brands sold at Costco



DoorDash | **\$75k rec.**

CPG brands (+ vettable QSR)



Instacart | **\$75k rec.**

CPG brands sold on Instacart



Fetch | **No hard min.**

CPG (both endemic + non-endemic)



Walgreens | **\$35k standard**

Both endemic & non-endemic

⚠ NON-ENDEMIC PARTNERS

Brand does NOT sell at this retailer



Kohl's Media | **\$35k min.**

Must NOT sell at Kohl's or Sephora



Dollar General | **\$75k rec.**

Non-endemic only (no CPG today)



Chewy | **No min.**

Must not sell products at Chewy



Walgreens | **\$35k standard**

Both endemic & non-endemic



Shipt | **No min.**

Both endemic & non-endemic



Fetch | **No hard min.**

Both endemic & non-endemic

All eligibility subject to feasibility check. Submit brand name to PULSE contact for RMN review before pitching.