

The Garage Podcast: The Future of Retail Media Networks

Leaders from [Glossier](#), [Shopify](#), [Mastercard](#) and more will take the stage at Brandweek to share what strategies set them apart and how they incorporate the most valued emerging trends. [Register](#) to join us this September 23–26 in Phoenix, Arizona.

Welcome back to The Garage: Tools for Retail Media Innovation. Hosted by Albertsons Media Collective's Evan Hovorka, vp of product and innovation, and Dan Massimino, director of marketing, The Garage dives into the why, the how and the who cares of retail media innovation.

In our fourth special episode from the Possible conference in Miami, Hovorka and Massimino are joined by Harvey Ma, vice president of Albertsons Media Collective, and David Parisi, general manager of restaurants and retail at consumer engagement platform Fetch.

During the conversation, they discuss how sponsored search and product ads fit into an omnichannel marketing approach, how the retail media boom has changed the sponsored landscape, and what are the next big needs that retail media networks can anticipate coming from brands and how can they support them.

Stream the new episode below, listen and subscribe on Apple Podcasts, or find it on Spotify.

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