

FREE CHECKLIST

Retail Media Data Unification Checklist

A step-by-step framework for enterprise brands to unify Amazon, Walmart, Target, and other RMN reporting into a single source of truth.

500+

Data connectors

75%

Faster reporting

3×

Time-to-insight

200+

Enterprise brands

THE CHALLENGE

Your retail media data is siloed. Here's what it costs you.

Retail media networks are booming — but every new platform adds another silo. Enterprise brands running campaigns across multiple RMNs face compounding complexity that drains analyst time and distorts performance data.

5–8 platforms

Average number of RMN platforms an enterprise brand manages simultaneously

20–40% of time

Marketing ops teams spend consolidating reports instead of optimizing campaigns

Inconsistent KPIs

Each platform defines metrics differently — "ROAS" on Amazon ≠ "ROAS" on Walmart

Misattributed spend

Different attribution windows (14-day vs 30-day) make cross-platform comparison unreliable

"If your team is manually pulling CSV exports from Amazon Ads, Walmart Connect, and Target Roundel into spreadsheets — this checklist is for you."

The following 5-step checklist provides a structured approach to unifying your retail media data — from initial inventory through to activated insights. Each step includes specific action items you can delegate to your analytics or marketing ops team.

5-Step Retail Media Data Unification

1 Inventory Your RMN Sources and KPIs

- List every active RMN platform (Amazon Ads, Walmart Connect, Target Roundel, Instacart, Kroger, etc.)
- Document the metrics each platform reports (impressions, clicks, ROAS, attributed sales, NTB%)
- Identify metric naming inconsistencies across platforms (e.g., "ROAS" vs "Return on Ad Spend")
- Map each platform's reporting frequency and data freshness (real-time, daily, weekly)
- Flag platforms with API access vs. manual-export-only data

2 Centralize Data into One Warehouse

- Choose a cloud data warehouse (Snowflake, BigQuery, Redshift, Databricks)
- Connect each RMN platform via native connectors or API integrations
- Set up automated data extraction schedules (match each platform's freshness)
- Validate row counts and data completeness for the first 7-day window
- Document the data schema and table naming convention

3 Harmonize Metrics Across Networks

- Create a unified metric taxonomy (one definition per KPI across all platforms)
- Normalize currency, timezone, and date formats
- Align campaign/ad group hierarchy naming across platforms
- Build cross-platform mapping tables for product SKUs and categories
- Validate harmonized data against original platform dashboards (spot-check 5 metrics)

4 Integrate with Sales & Marketing Data

- Connect POS/sales data to measure true incremental lift
- Merge with CRM/CDP data for full-funnel attribution
- Add non-RMN marketing channels (paid social, SEM, display) for cross-channel view
- Build a unified customer journey model across retail media + other channels
- Set up automated anomaly detection for data quality issues

5 Activate Insights

- Build cross-RMN performance dashboards with drill-down by platform/campaign/SKU
- Set up automated reporting cadence (weekly exec summary, daily ops dashboard)
- Enable self-serve analytics for brand managers and agency teams
- Implement budget allocation models based on unified ROAS data
- Deploy AI-powered insights for proactive anomaly alerts and optimization recommendations

QUICK REFERENCE

RMN Metric Mapping Table

UNIFIED METRIC	AMAZON ADS	WALMART CONNECT	TARGET ROUNDEL	INSTACART	KROGER PM
Ad Spend	Cost	Spend	Media Cost	Total Spend	Campaign Cost
Revenue	Sales	Attributed Sales	Sales Lift	Attributed Revenue	Attributed Sales
ROAS	ROAS	Return on Ad Spend	ROAS	ROAS	ROAS
Impressions	Impressions	Impressions	Served Impressions	Impressions	Impressions
CTR	CTR	Click Rate	CTR	CTR	Click-Through Rate
New-to-Brand	NTB%	New Buyers	—	First-Time Buyers	New Households
Attribution	14-day	30-day	14-day	14-day	28-day

This table covers the most common metrics. Your specific RMN stack may include additional platform-specific KPIs. Improvado's 500+ native connectors handle metric normalization automatically.

5 Mistakes That Break Retail Media Data Unification

Even well-resourced enterprise teams fall into these traps. Knowing them upfront saves weeks of rework.

- 1 Comparing ROAS across platforms without normalizing attribution windows**
Amazon uses a 14-day window, Walmart uses 30-day. A raw cross-platform ROAS comparison is apples-to-oranges and will lead to incorrect budget allocation decisions.
- 2 Ignoring data freshness differences**
Some platforms update hourly, others weekly. Mixing them in a single dashboard without aligning cadence creates false trends and misleading day-over-day comparisons.
- 3 Manual CSV exports as a "permanent" solution**
Works for 1–2 platforms. At 5+, manual exports create 20+ hours/week of analyst time waste, introduce human error, and make real-time optimization impossible.
- 4 No single source of truth for product taxonomy**
If SKU naming differs across Amazon and Walmart, cross-platform product performance analysis is impossible. Establish a canonical product catalog before centralizing data.
- 5 Skipping validation against original platform dashboards**
After centralization, always spot-check 5–10 key metrics against each platform's native dashboard for the first 30 days. Trust, but verify.

***Pro tip:** Start with just 2–3 of your highest-spend RMN platforms. Validate the unification process end-to-end before adding the rest. This reduces risk and gives your team confidence in the unified data.*

NEXT STEP

Ready to Automate This Entire Checklist?

Improvado connects to Amazon Ads, Walmart Connect, Target Roundel, Instacart, Kroger, and 500+ other marketing data sources — with pre-built data models that handle metric normalization automatically.

500+

Native connectors incl. all major RMNs

75%

Reduction in reporting time

38h

Saved per analyst per week

200+

Enterprise brands trust Improvado

✓ Pre-built retail media data models ✓ No engineering required ✓ SOC 2 Type II, HIPAA, GDPR certified

Trusted by ASUS, Chacka Marketing, SoftwareOne, and 200+ enterprise brands.

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