

Retail Dive is a news publication designed specifically for retail leaders overseeing the business operation of big-box brands, large retail, and consumer-oriented e-commerce. From the future of brick-and-mortar and in-store operations, to payment technology and the omnichannel shopper journey, our journalists cover the issues that impact the business of retail.

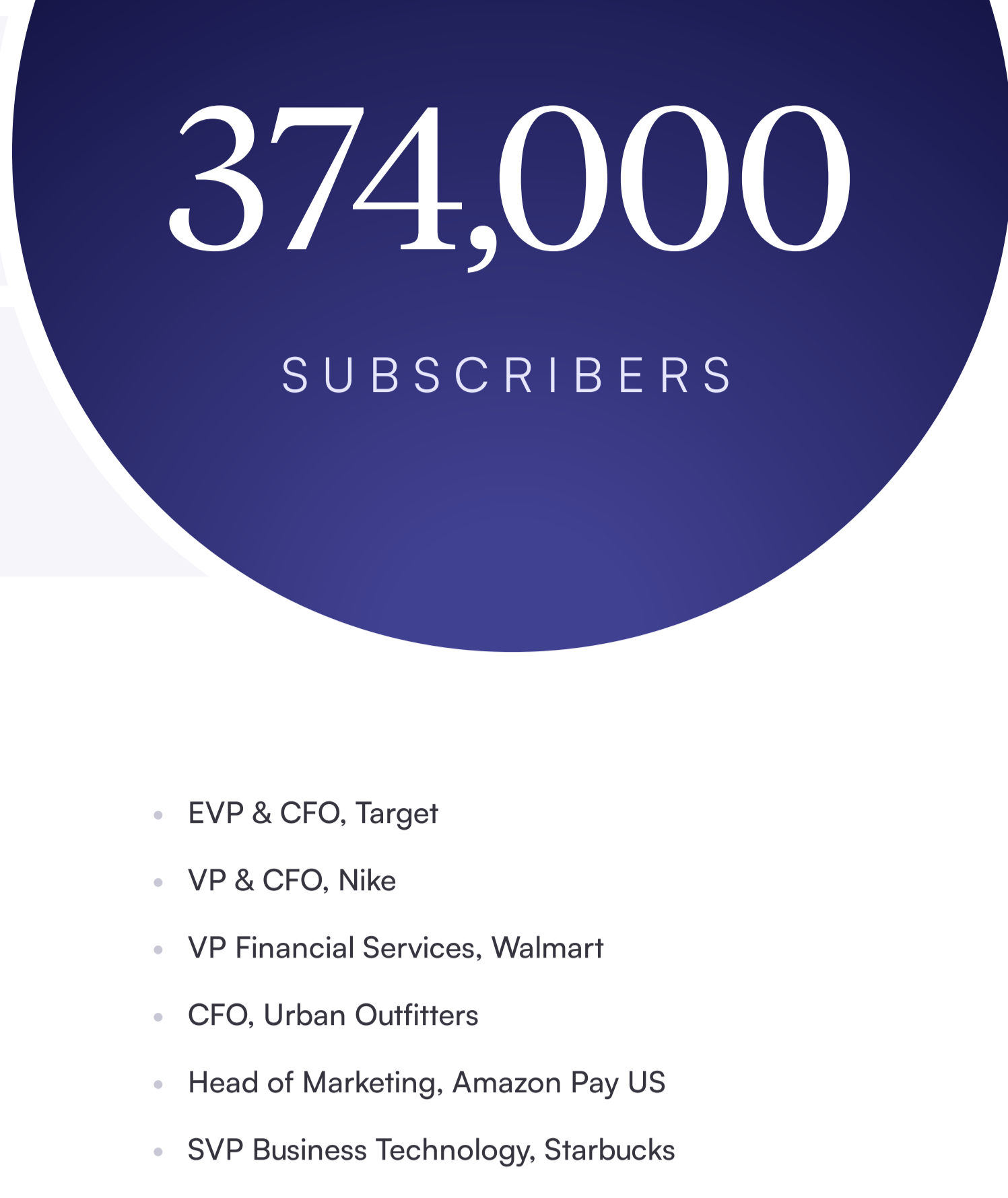


## 01 Audience

**387K**  
unique monthly visitors

**80%**  
of subscribers are manager-level or above

**100%**  
of Fortune 100 retailers read Retail Dive



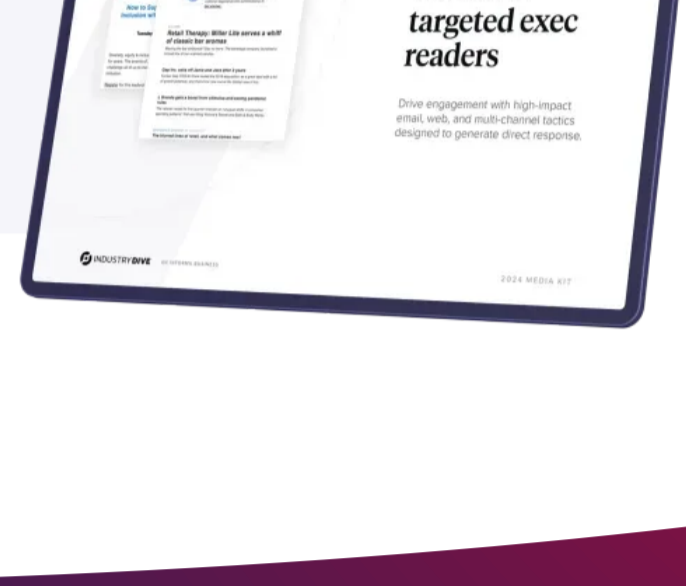
You'll find Retail Dive's news and insights in the inbox of notable subscribers, like:

- EVP & CFO, Target
- VP & CFO, Nike
- VP Financial Services, Walmart
- CFO, Urban Outfitters
- Head of Marketing, Amazon Pay US
- SVP Business Technology, Starbucks
- CMO, Staples
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## 02 Top-performing content

In the unpredictable world of retail, companies big and small contend with numerous challenges in the wake of economic uncertainty, looming threats of bankruptcy, the murky state of retail crime, and ongoing layoffs. In 2024, successfully navigating the constantly evolving consumer landscape — both online and off — will be essential for survival. Let's take a look at what retail leaders have been focused on most.

### Top 5 topics

- Operations
- Financial news
- Marketing
- DTC
- Technology

### Top 10 Retail Dive stories

|  |  |
|--|--|
| Macy's to cut 3.5% of its workforce, close 5 mall anchors            | 7 retail trends to watch in 2024   |
| 11 digitally native retailers that could file for bankruptcy in 2024 | Shutting down Overstock was 'a fatal mistake': Beyond executive chairman |
| Dillard's goes after luxury shoppers with 'The Coterie Shop'         | Walmart to close Store No. 8   |
| Zulily's inventory is up for sale as it winds down                   | REI to lay off 357, including 200 at corporate headquarters              |
| 7 reasons why everyone's confused about shrink and theft             | 8 DTC brands to keep an eye on in 2024                                   |

### Keywords resonating right now

- retail bankruptcies
- mergers & acquisitions
- shrink and theft
- sustainable retail
- social commerce
- omnichannel retail
- layoffs
- experiential retail

## 03 Trend analysis

### Economic fallout continues

- Large and small companies alike continue layoffs as a result of cost-cutting efforts, consumer shift to e-commerce, and associated brick-and-mortar closures
- Looming threat of bankruptcy for both large retailers and DTC brands amid supply chain/inventory issues, inflation, and other macroeconomic concerns
- Grappling with heightened C-suite turnover and its impact on leadership, cross-department functions, and operations

### Shifts & shake-ups

- Debate over the validity of available 'shrink' and 'organized retail crime' data; retailers citing this data as an excuse for poor performance and closures
- Transformation of physical footprints as retailers move from indoor malls to off-mall concepts like open-air, outlet, and strip centers
- AI adoption ticks up for back-end (streamline supply chain, analyze large data sets, etc.) and consumer-facing operations (sizing recommendations, hyper-personalization, etc.)

### Changing consumer behavior

- Continued growth in e-commerce spending and virtual experiences (virtual stores, shoppable content, social commerce, etc.)
- Elevated expectations for in-store experiences (ability to search, filter, and find products, pop-up shops, experiential activations, etc.)
- Gradual rise in consumer spending across the board, but credit card delinquencies cast a shadow

Our readers spent nearly 2x as long on these stories than the average story:

- Authentic CEO: Buying Forever 21 'biggest mistake I made'
- The surprising reason Tractor Supply has embraced AI

### (Still) weathering the storm

The economic challenges of 2023 linger in 2024, with layoffs and impending bankruptcies looming, increased turnover in top leadership roles, and instability of operational efficiency.

#### studioID tip

To help retail leaders address these struggles, focus on narratives that platform resilience and agility. Consider highlighting supply chain management best practices or offering thought leadership content that emphasizes ways to navigate difficult internal leadership transitions. Similarly, don't shy away from shedding light on the circumstances that led to their industry peers' closures and bankruptcies so they can avoid similar pitfalls.

### Performance woes spark retail innovation

Though debated, retail industry leaders continually attribute poor performance and brick-and-mortar closures to inventory shrinkage and retail theft, prompting a call for innovative solutions.

#### studioID tip

Retail leaders are expecting to see new in-store experiences and more use of AI technologies to improve both backend operations and interactions with customers in stores. Lean into the conversation of retail innovation — specifically surrounding successful and novel approaches to combating retail shrink and theft — to help leaders stop the bleed. This group loves to hear how legacy brands and newcomers alike are addressing this persistent problem.

### Rising consumer spending and expectations

Despite facing economic hardships at the corporate level, there's been a notable uptick in consumer spending — and consumer expectations.

#### studioID tip

As inflation cools and consumers more readily open their wallets, retail leaders must focus on beating the competition by embracing creativity. Showcase the allure of novel in-store experiences, innovations in e-commerce solutions such as virtual changing rooms and AI chatbots, along with the rise of 'phygital' experiences, which blend physical retail spaces with emergent digital tech (AR/VR, smart mirrors, interactive displays, etc.).

## 04 Marketing insights

Get this audience's buy-in by reflecting the content preferences of over 374,000 Retail Dive subscribers in your strategy:

### Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

### High-impact approach

#### Be a bridge over troubled waters

With continued economic strife, retailers are struggling to do whatever they can to stay afloat.

#### studioID tip

Given constrained resources and the continual pressure to meet bottom-line targets, retail leaders gravitate toward content that outlines quick and easy-to-implement solutions. This group is especially numbers-driven, so be sure to couple every solution with hard-and-fast data demonstrating operational performance gains, ROI boosts, and measurable improvements to the customer experience.

### High-impact approach

#### Address shrinkage and embrace AI

The conversation around shrinkage in retail is expected to persist, with new and innovative solutions on the horizon.

#### studioID tip

Lean into the conversation and work to educate retailers about emergent solutions (like AI) that can help them combat this ever-evolving problem. Invest in "lessons learned" style narratives or case studies, and produce webinars that feature expert panelists demonstrating real-life situations and solutions that shrinkage and/or retail theft has caused. Remember: there's a lot of confusion and inconsistent data in this arena, so stick to the facts and steer clear of the frenzy.

### High-impact approach

#### Put experience over everything

Growth in e-commerce is redefining what a "good" brick-and-mortar experience looks like in 2024.

#### studioID tip

As consumers flock to digital, help retail leaders deepen engagement and nurture brand loyalty by applying best practices from online experiences to in-store shopping solutions. Focus on narratives that speak to fostering greater convenience, personalization, and other benefits that in-store shopping uniquely offers. Urge retailers to lean into innovative in-store technology and creative experiences to bring the best of both worlds to brick-and-mortars everywhere.



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.