

How Advertising Works in High-Intent Digital Environments: Timing, Format, and Repetition in Retail Media Networks

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Abstract

Retail Media Networks (RMNs) have become central to digital advertising, yet the drivers of their effectiveness remain underexplored. This study applies the Motivation–Opportunity–Ability (MOA) framework to examine how advertising timing, format, and repetition shape consumer response in high-intent retail environments. Using proprietary hourly data from 412 product-level campaigns (217,815 observations), we estimate a correlated random-effects model to assess how temporal rhythms, format proximity, and exposure intensity influence sales. Results show clear diurnal and weekly cycles aligned with motivational fluctuations, a goal-proximity gradient where formats closer to the purchase moment perform better, and a nonlinear wear-in/out pattern in frequency effects. These findings extend classical advertising theories to a commerce-integrated context and offer managers evidence-based guidance for optimizing timing, format choice, and frequency management in RMNs.

Track: Advertising & Marketing Communications