

# Fireside Chat | [Digital Transformation] Scaling your Retail Media Business: Challenges, Constraints & Opportunities for Retailers



EPAM  
CONTINUUM

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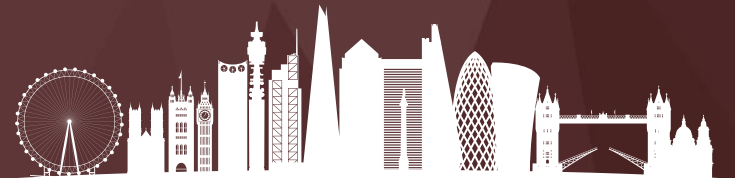
EPAM Continuum



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slido



**What is retailer's biggest barrier to scaling their media proposition?**

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# Opportunity



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# Getting Started



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# Challenges



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# Skills



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# Measuring Success



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# What's Next?





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# Design Principles



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# Key Takeaways



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# Q&A

