



Best Practices for Running a Successful In-Store Retail Media Network

DEVELOPING ENGAGING PROGRAMMING

Develop a Winning Programming Strategy

A successful strategy is tailored for your shopper profiles and shopping behaviors such as department dwell times, and trip frequency.

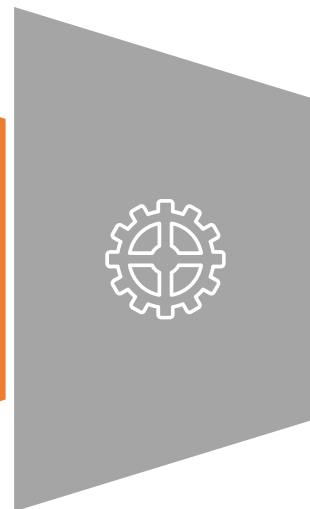
Make the Experience Relevant

Leverage your RMN CMS's targeting and real time rendering capabilities to display the right content on the right screen at the right time to always align with the shopper mindset.



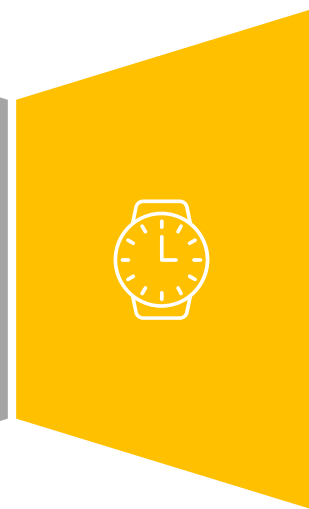
Consider the Right Content Mix

Depending on screen placement consider combining ads with other content such as health tips, or sports clips to keep shoppers engaged with your screens.



Use the Right Creative Approach

To deliver clear messages while shoppers are in front of screens creative approaches should be bold and direct, with clear visuals supported by easy-to-read text.



Refresh Content Often

Shoppers should have a fresh and engaging experience with your screens on every trip, so it's important that content is updated regularly.



Let Shoppers Interact with Screens

Consider overlaying QR codes on content so shoppers can interact with screens and briefly change the content on the screen or be driven to a digital experience on their phones.

