Best Practices for Running a Successful In-Store Retail Media Network
MAXIMIZING IN-STORE MONETIZATION

Leverage First-Party Data
Combine network data with first-party data and sales data to demonstrate the effectiveness of in-store ad campaigns in driving sales lift and conversion.

Optimize Screen Placement
Drive media value and audience metrics by placing screens in heavily trafficked aisles, highly shopped departments or on endcaps for demo-worthy products.

Partner with Programmatic Platforms
Add incremental revenue streams by leveraging programmatic platforms, opening your RMN to national ad budgets from endemic and non-endemic advertisers.

Measure Your Audience
Implement audience measurement technologies to deliver key metrics to advertisers for specific screens such as shopper impressions, dwell time, and engagement.

Implement A/B Version Testing
Drive campaign effectiveness by measuring sales lift in different store clusters against different creative executions.

Adopt a Phased Rollout Approach
Maximize network profitability by optimizing network design with a POC, then moving to a supplier funded pilot for audience measurement before rolling out chainwide.