



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

OPTIMIZING NETWORK DESIGN

Determine Best Screen Placement

Choose heavily trafficked aisles for storewide messaging, highly shopped departments for category level messaging, and endcap screens for demo-worthy products.



Maximize Viewing Opportunity

Position screens to face the natural flow of traffic, in some instances use back-to-back double facing screens to maximize shoppers' opportunity to see the screen.



Choose Optimal Screen Sizes

Consider viewing distances and natural line of sight when picking screens sizes for optimal visibility and impact while properly fitting the available physical space.



Factor Safety & Installation

Hire professionals to determine best fixturing for screens in each placement to ensure screens can be installed safely and efficiently.



Ensure Good Network Connectivity

Digital media players powering your RMN screens will require reliable internet connectivity to download content and be monitored remotely by an RMN Content Management System.



Use Directional Audio

Where audio is needed to optimize the shopper experience, use directional audio speakers to create an audio zone in the area around the screen.

