Best Practices for Running a Successful In-Store Retail Media Network
CHOOSING THE RIGHT TECHNOLOGY

Choose Commercial Grade Screens

This is a must to ensure the highest picture quality as well as maximizing screen uptimes and screen longevity over time. These screens can also be controlled remotely and scheduled to turn on/off at specific scheduled times.

Select the Right Media Players

Consider key questions to get the right devices for your network such as whether you need standalone players or can you use your screens' built-in media players, and what video resolutions need to be supported.

Optimize Network Infrastructure

Ensure the networks in your stores can effectively support networked devices such as media players through wired or wireless connections, with sufficient bandwidth for large video file content downloads.

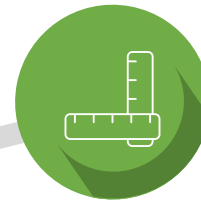**Use an RMN Content Management System**

This will support key functional requirements including highly scalable, micro targeted delivery of content to media players, proof-of-play reporting, and in-app content creation.

Identify Appropriate Screen Fixtures

In-depth site surveys will help you choose the right fixtures for each screen factoring wall or ceiling screen mounted requirements, proximity to power sources, and ease of maintenance.

Plan For Auxiliary Equipment

Consider including extra equipment in each kit that's shipped such as cables and other parts. Careful pre-planning will save time, money, and avoid headaches during install.