

sam's club <> | media group

Wovenmedia



FROM NETWORK DESIGN THROUGH MONETIZATION: HOW SAM'S CLUB ACHIEVES DIGITAL SIGNAGE SUCCESS

The story behind one of retail's largest, ad-supported video networks

Wovenmedia.

- Current In-Club Digital Signage
- Wovenmedia Platform Overview
- Sam's Club Implementation
- Sam's Club In-Club Digital Signage Network's Media Value
- Endemic Advertising & Programming Strategy
- Importance of Reporting & Insights
- Q&A



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Sam's Club | Media Group



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Founder & CEO
Wovenmedia



sam's
club™

SAM'S CLUB IS AN OMNI-CHANNEL RETAILER WITH...



40 million
cardholders

130 million
unique annual website visits*

590+
retail locations

12.9%
new member count increase**

**Our membership model allows 100% traceability to all transactions,
and premium targeting based on first-party data.**

*Sam's Club Internal Data

**Walmart Inc Q2 FY21 Earnings Release

Wovenmedia

Powering video-first digital signage solutions that
increase customer engagement and conversion

The Sam's Club In-Club Digital Signage Network at a glance



- BrightSign media players and CE Labs amplifiers delivering signal to ~40 TVs in each club
- HD Gen 1: 2014
- 4K Gen 1: 2017; Gen 2: 2021

- 2x55" ceiling mounted screens with directional audio
- Service menu board and promotional videos
- Installed 2018



The Sam's Club In-Club Digital Signage Network at a glance

30M

UNIQUE
MONTHLY
VIEWERS

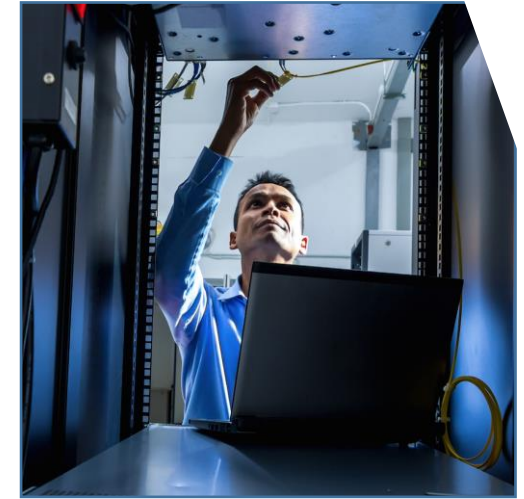
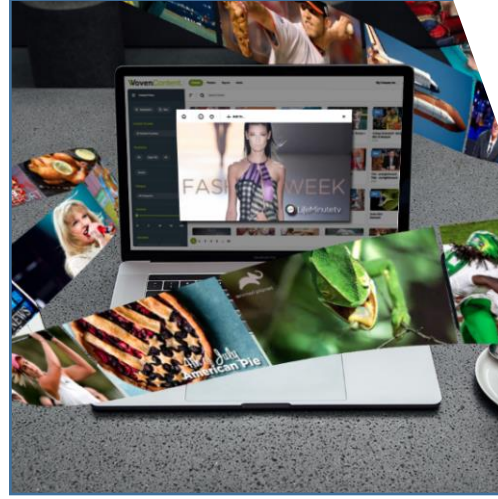
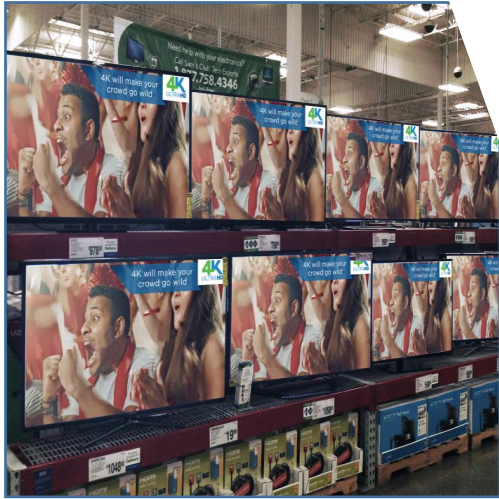


25K
SCREENS

590+
CLUBS



6M
DAILY DEVICE
CONNECTIONS



WovenManager™

PATENTED SOFTWARE

Cloud content management system for enterprise video-centric digital signage networks

WovenContent™

PREMIUM CONTENT

Portfolio of HD and 4K, rights-cleared video content from 150+ premium brands across multiple categories

WovenService

EXPERT SERVICES

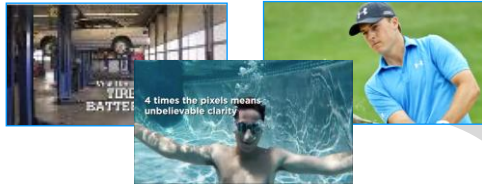
Concierge services managed by industry experts includes everything from network design to installation to support

Sam's Club KPIs for In-Club Digital Signage: Maximizing ROI

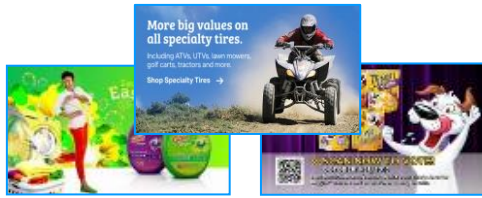
- Enhance the member experience
- Drive sales lift
- Be operationally efficient (low TCO)
- Deliver the highest media value possible
- Support in-club operations

End-to-end content management, delivery, monitoring & reporting

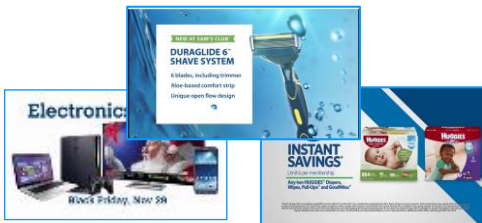
Cloud Video Encoding & Storage



Native 4K Content



Supplier Advertising



Internal Marketing Programming

Network Programming Campaign & Inventory Management



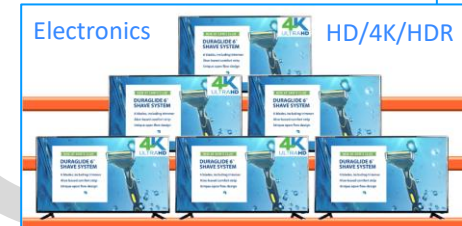
Targeted Delivery to 590+ Clubs



Club #6646 Atlanta



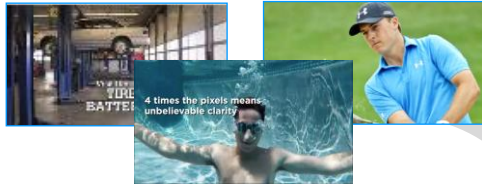
Club #6686 Salt Lake City



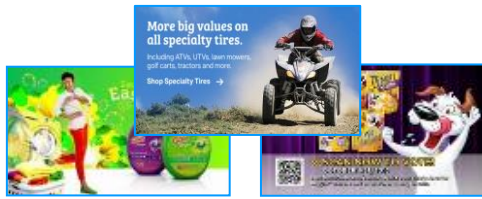
Club #8131 Cincinnati

End-to-end content management, delivery, monitoring & reporting

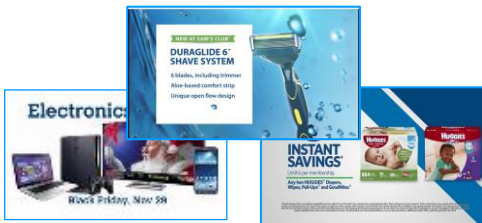
Cloud Video Encoding & Storage



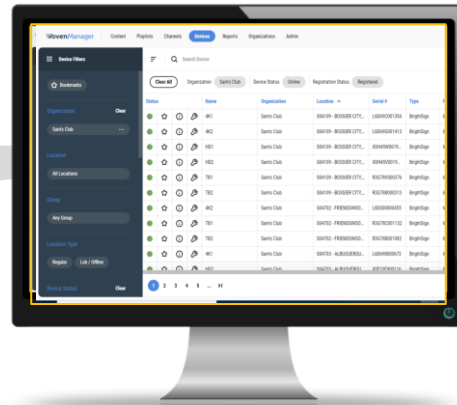
Native 4K Content



Supplier Advertising



Internal Marketing Programming



Monitoring Remote Management Reporting

DEVICE STATUS

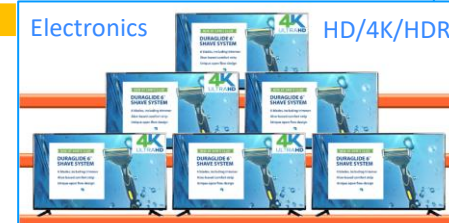
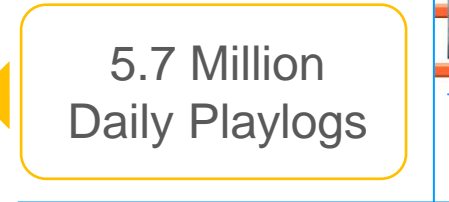
DEVICE STATUS



Tire & Battery



Club #6646 Atlanta



Tire & Battery



Club #8131 Cincinnati



Club #6686 Salt Lake City

WovenManager Campaign Manager: Critical module for successful monetization

Build multi-element campaigns

The screenshot shows the 'Campaigns' tab in WovenManager. It displays a grid of campaign cards, each representing a different campaign. Each card includes the campaign name, channel, start and end dates, and a status indicator (e.g., 'In Flight', 'Completed'). A search bar and an 'Export' button are visible at the top right of the grid.

Easily target and schedule

This screenshot shows a more detailed view of the campaign cards. Each card displays a thumbnail image, the campaign name, and various targeting and scheduling options such as 'All Locations', 'All Week', and 'All Day'. The interface is designed for easy selection and management of campaign parameters.

Effectively manage ad inventory



Deliver Proof-of-Play reporting

The screenshot shows the 'Proof-of-Play' reporting interface. It includes a table with columns for Title, Status, Air Start, Air End, Channel, and Category. Below the table, there are summary statistics for a specific campaign, including Air Dates, Plays, Impressions, and Screentime.

Title	Status	Air Start	Air End	Channel	Category
02_DER_U7985_DeIRMexQ420	Completed	12/07/2020	02/28/2021	Campaign Channel	Direct Advertiser

Summary Statistics:
 Air Dates: 12/07/2020-02/28/2021
 Plays: 1,295,647
 Impressions: 7,749,128.99
 Screentime: 5,946.23 hours

WovenContent. 4K and HD video content, rights-cleared for digital signage



Over
150
PREMIUM
content partners

More than
125
FILES
UPLOADED
every week

Over
360
HOURS
added last year



Wovenmedia Services for Sam's Club In-Club Digital Signage deployments and pilots



What's new for 2021 and beyond...

Café Menu Screens – six, 75” 4K screens per Club



Membership Services Screens – four, 75” 4K screens per Club



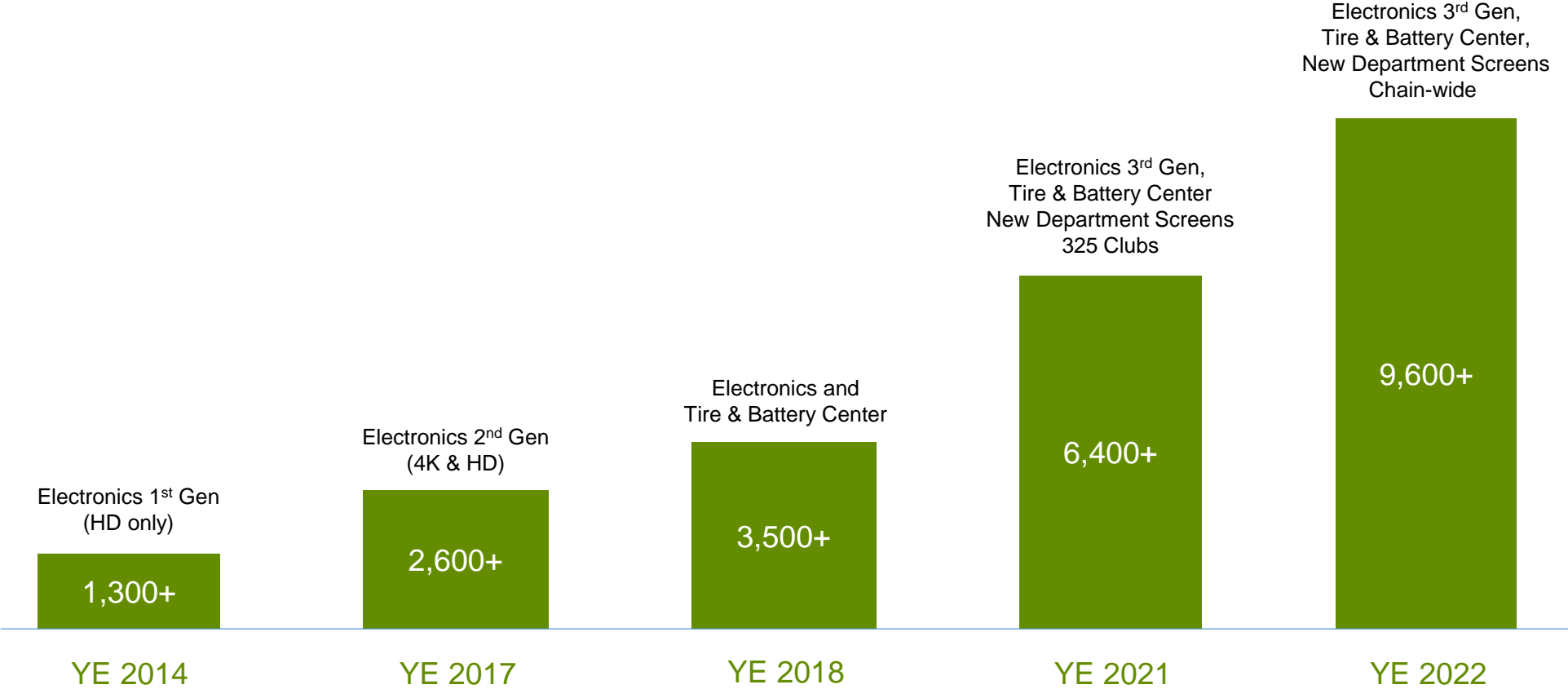
Projected Video Graphics – Scan & Go



Projected Video Graphics - Advertising



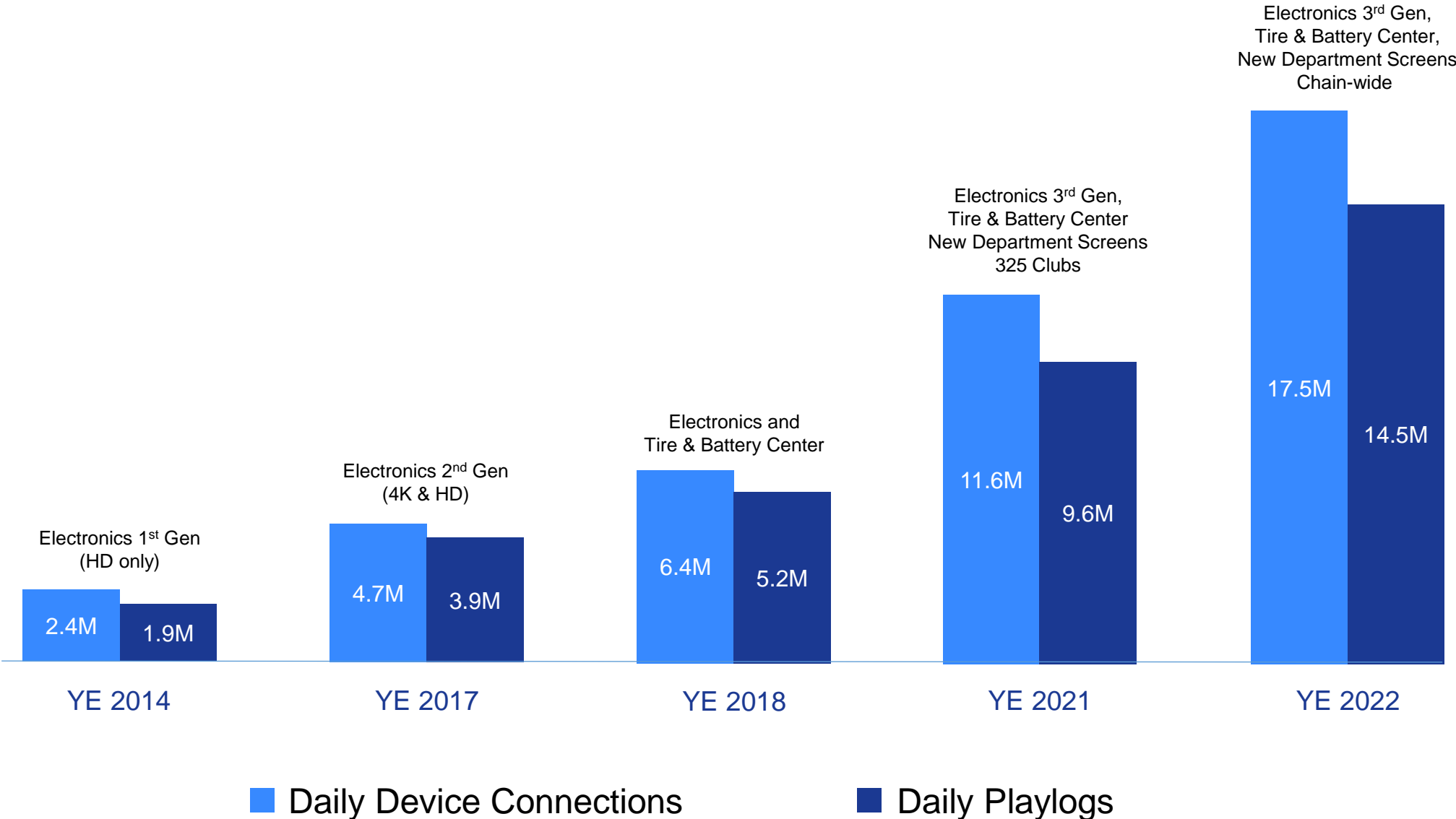
Sam's Club Network evolution over time



At YE 2021, over 6,400 media players in the field and counting...

BrightSign® Trusted Partner

Sam's Club Network evolution over time



MEDIA VALUE OF OUR IN-CLUB NETWORK

Three Stakeholders that are important for us to serve:

- Our Members
- Our Suppliers
- Our Marketing & Merchandising Teams

We all ultimately want the same thing:

- Great Products at Great Prices

Our In-Club Network is designed to support our brand

- “Expect Something Special”

Approximately 22 million member-visits each week.

Focused on educating our members on products, solutions, and the benefits of membership.

100% endemic advertising.



KEY ROLES FOR OUR MEDIA CHANNELS

Member Experience

- How can we best inform, educate, and delight our members?

Sales lift

- Can we produce media that will increase basket size and lift sales?

Create revenue

- How can we produce incremental ad revenue to take pressure off our bottom and allow us to provide better value for our line members?



Projected Video Graphics



ADVERTISERS BY CHANNEL



ELECTRONICS



TIRE & BATTERY



MEMBERSHIP

PROJECTED FLOOR GRAPHICS

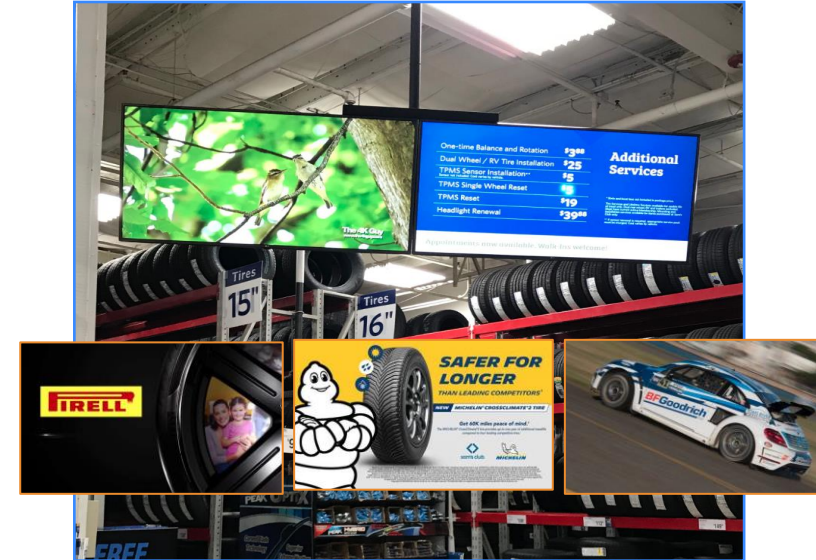


HOW WE ALOCATE PROGRAMMING



Electronics Programming Pie

We monetize approximately 30% of our total programming for the TV Wall. The balance of the time supports TV merchandising and member communications.



Tire & Battery Center Screens

The TBC has two screens. One is a menu board that is not monetized. The second screen is designed for promotions and advertising.

HOW DOES SAM'S CLUB PAY FOR THIS NETWORK?

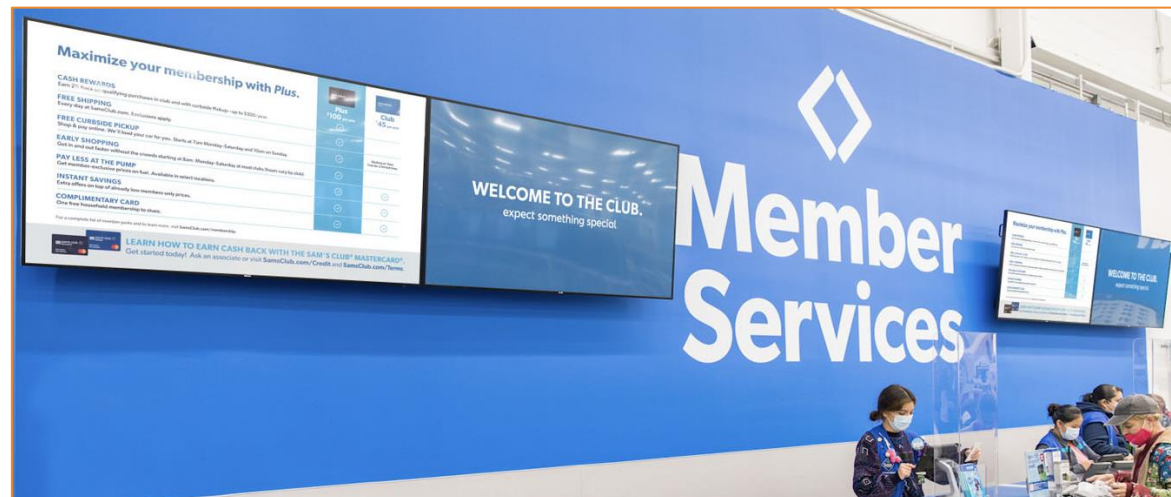


Capital Expenditures are allocated by the business unit associated with the channel

The Sam's Club Media Group covers all associated on-going operating expenses

This symbiotic relationship assists each group in getting what it needs

- The business unit can more easily invest capital but is not best designed to pay monthly fees in perpetuity.
- SMG, as an internal agency, is an income-producing business unit well accustomed to covering monthly expenses.



REPORTING AND INSIGHTS



Proof-of-Play Reporting

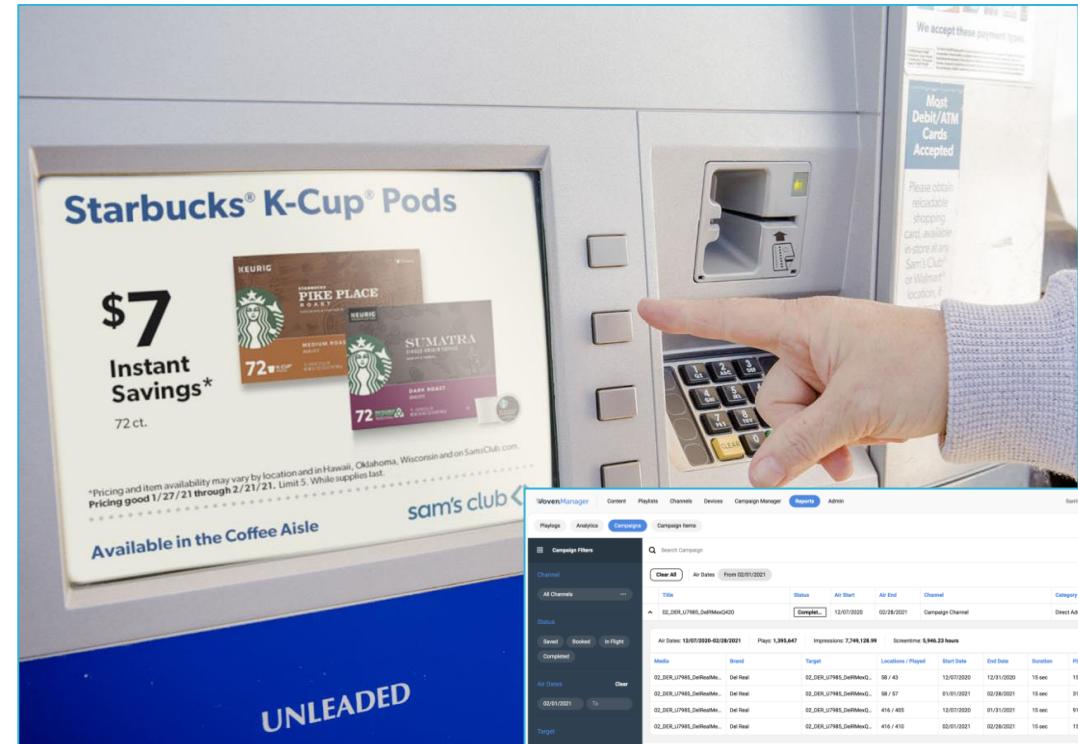
- Playlogs from Wovenmedia and actual pictures of ads within the club.

Audience Measurement

- In Progress: Using mobile sensor technology to anonymously count club traffic on an hourly basis.

Sales Impact Reports

- Currently testing sales impact with some of our channels via our internal Insights team.



Fuel Screen Network

Campaign Name	Air Date	Air Start	Air End	Channel	Category	Status	Impressions
02_209_U7965_DealMedG00	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG01	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG02	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG03	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG04	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG05	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG06	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG07	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG08	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG09	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG10	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG11	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG12	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG13	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG14	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG15	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG16	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG17	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG18	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG19	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1
02_209_U7965_DealMedG20	12/01/2020	02/28/2021		Campaign Channel	Direct Advertiser	Complete	1

Playlogs on WovenManager

Q&A

Thank You!

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