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RETAIL MEDIA
IN-STORE ADVERTISING

What is In-Store Retail Media

In-Store Retail Media refers to brand or product advertising and promotional marketing within a physical retail environment. Its purpose is to influence the consumer (shopper) at or near the point of purchase.

In-store Retail Media can be divided into static (traditional) or digital (connected) channels, formats, and technologies.

In-Store Channels, Formats & Technologies

In-store retail media channels are largely retailer-owned. Beyond static and digital formats, next generation In-store technologies may offer a more connected and targeted experience. Emerging global technologies are enabling real-time capabilities, including: ad targeting to segmented audience groups; actionable insights and analytics; biddable audience data for programmatic trading

Static
- Branded bays
- Branded gondola ends
- Floor media
- Sampling activation
- Shelf booklets
- Shelf edge POS
- Branded Shippers
- Trolley panels

Digital
- Digital screens
- Digital shelf edge POS
- Digital signage
- Hand scanners
- Radio

Next Gen
- 3D sensors
- AI Edge computing
- Audio programming
- Beacon & bluetooth tracking
- Interactive kiosks & displays
- Passive wifi
- RFID sensors
- Smart screens

Measurement Options

Static
Ad recall (panel studies), Reach, Contacts, Brand uplift (awareness), Incremental sales uplift (conversions)

Digital & Next Gen
Ad-loop, Audience traffic, Brand uplift (awareness), Dwell time, Impressions, Play, Sales transactions, Incremental sales uplift, Return on ad spend (ROAS), Views, View Time

Current Benefits

Static:
- Prime location
- Reach

Digital & Next Gen:
- Reduced production costs and lead times
- Recycled ad creative
- Improved ad efficiency
- Real-time capabilities narrow the gap between the physical and online worlds
- Connects to the wider Retail Media ecosystem
- Supports a consistent media currency
- Offers flexible approaches to planning, buying, measurement and campaign optimisation

Current Challenges

Static:
- High production costs
- Long lead time to develop and produce creative
- Retailer-specific or custom formats / shapes
- Disconnected from the wider Retail Media ecosystem

Digital & Next Gen:
- Hardware installation costs and maintenance resources
- Infrastructure set-up costs and management resources
- Data knowledge on retailer's side

Best Practices

1. Match areas and zones within the retail environment where the different media formats and technologies can help create better customer experiences. In-store locations include: front-of-store, entrance, main aisle, gondola / cap end, in aisle, branded bay, check-out, post check-out.
2. Select stores based on location and demographic profiles of the shopper audience.
3. Combine online, off-site and in-store retail media opportunities to extend reach and engagement across the omnichannel customer journey.
4. Next Generation in-store retail media will allow for better targeting and measurement, which will have an important impact on campaign planning.

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Join IAB Europe's Retail Media Committee to help shape the retail media market in Europe. Contact Marie-Clare Puffett, Marketing & Insights Director - puffett [@] iabeurope.eu

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