

Retail Media Unleashed

A comprehensive guide to
tapping into in-store potential



The value of optimizing in-store retail media

In the last decade, retailers have discovered that they have a hidden, monetizable asset: their audiences. To tap into the potential of this asset, they have turned to online retail media, using it to improve their connections with shoppers and sell space to third-party advertisers. As a result, retailers have made billions of dollars and validated retail media as a high-margin strategy.

While they have succeeded at using online advertising tools to monetize their digital audiences, they have so far neglected to use in-store retail media to achieve the same success in their brick-and-mortar locations.

When you consider the fact that **80% of retail sales** are made in person, it becomes obvious that these retailers have been leaving money on the table. Fortunately, it's easy to replicate the success of digital retail media in physical shopping environments. Most retailers already have some or all of the elements they need to deploy effective in-store retail media campaigns — they just lack the ability to bring these fragmented components out of their silos and into an omnichannel format.

This is where third-party solutions can help. By enabling retailers to better control their in-store media, they give them the ability to influence their customers when and where it matters most. With the right know-how, they can unite their online and in-store retail media strategies and optimize their audience monetization efforts. In most cases, it's easy to start this process: Retailers can unify their in-store music under a single platform, use it to play audio retail advertising campaigns, and build up their retail media efforts from there.

To that end, this whitepaper will provide an overview of the concepts behind successful in-store retail media implementation.



In-store retail media categories

In-store retail media networks comprise several different types of spaces and devices, all with their own unique applications. It's important that retailers consider all of their options to ensure that they get the most out of their efforts.

Important categories of retail media include the following:

Audio retail media

This category encompasses every sound-dependent advertisement in the store. It's often the easiest way for retailers to bring retail advertising campaigns into their physical locations because most of them already have in-store music. While audio can be used to promote specific products, brands, and sales like other types of retail media, it's unique because it gives retailers the ability to reach every shopper in the store via storewide announcements.

Visual retail media

Many common types of retail media fit in this category, including endcap displays, digital displays, and checkout advertising. Historically, visual retail media has been limited to printed advertisements, but many retailers are increasingly using screens to complement or even replace that medium. It makes sense: Screens are a highly effective way to deploy this type of media, giving retailers the ability to quickly and effortlessly switch up brand promotions, product discounts, and other kinds of variable information.

Interactive retail media

A relatively recent innovation, interactive retail media is the final element that links together everything in an omnichannel retail network. It enables retailers to



establish a direct connection with in-store shoppers through their smartphones, which can receive personalized messages and time-sensitive, product-specific information via Bluetooth beacon technology, QR codes, and augmented reality. Essentially, this type of in-store retail media bridges the gap between digital and in-person advertising.

Each of these categories aims to capture shoppers' attention, influence purchasing decisions, and enhance the overall in-person shopping experience. And when they're integrated into a cohesive, omnichannel format, they're capable of bringing all the benefits of online retail media in store.

While retailers may find implementing retail media in their stores overwhelming, it tends to be easier than they might think. As with most things, taking baby steps is often the easiest way to get things started.

Setting the path for in-store audiences with retail media

Starting with audio media

Most retailers already make use of in-store music, and they can begin their retail media implementation by leveraging their audio systems to play in-store ads that reach everyone in the store.

However, the quality of existing retail audio systems isn't always good enough to support audio ads. This issue tends to arise when retailers purchase audio systems for strictly utilitarian purposes,

without consideration for the potential advertising opportunities they could create or the enhancements they could make to the overall shopping experience.

In these cases, a strong partner can make these upgrades easy and help identify what can be changed to enhance the impact of the in-store audio. When looking for partners to help with this transition, retailers should make sure that they can support their targeting needs so they can maximize the value of their audiences.

Continuing with visual media

Once retailers have optimized the audio in their brick-and-mortar locations, they can begin to build up their visual media strategy and expand their in-store digitization efforts.

However, before starting, it's important to recognize that this type of retail media takes a little bit more planning to get right. Depending on the retailer, a single location might make use of between five and 50 network-connected screens, all of which likely comprise a TV and a media player.

For this reason, retailers should work with a highly reliable retail media partner that permits them to remotely manage and support their in-store infrastructure.

Good partners can also allow retailers to manage their screens and more easily coordinate their visual media campaigns, even giving them the ability to sync their audio and visual campaigns together. They can also help determine whether retailers' legacy systems are capable of supporting these campaigns and make suggestions for their improvement if not.

Continuously improving with interactive media

When retailers have developed robust audio and visual retail media networks, they can use in-store interactive media to enhance them even further, expanding them to shoppers' smartphones as they move around the store. Interactive retail media can also tie into the retailer-specific mobile apps that shoppers have on their phones to create more effective advertisements.

Fully integrated and optimized, these three categories of in-store retail media create a highly effective omnichannel shopping experience.

Planning ahead

The importance of choosing the right in-store equipment for retail media is hard to overstate. Large retail chains that use bare-bones media equipment in their stores will likely have to make expensive and time-consuming updates when they attempt to integrate retail media into them.

Still, it's critical to think about more than the capabilities of retail media devices. Successful implementation requires that retailers commit

to preventing silos and developing in-depth understandings of device deployment.

While many retailers may have already started down the path of optimizing their in-store retail media experiences and brought audio campaigns into their brick-and-mortar locations, it's important to prevent siloed decisions that reduce their effectiveness.

Retailers can take these precautions to help accomplish this:

- Discuss action steps with internal stakeholders so that they understand strategies and can help identify and prevent the formation of silos.
- Create standards that permit interoperability between systems.
- Evaluate vendors to ensure they meet their needs.
- Use hardware platforms that allow for remote diagnosis, support, and troubleshooting.
- Choose content platforms that unify your audio, visual, and interactive advertising campaigns.

The future of in-store retail media

Retailers can double the success of their online retail media by deploying retail media campaigns in their brick-and-mortar locations.

Those who do so will be ahead of the curve, but not for as long as they may think. As time goes on, it's likely that this strategy will become more of a necessity than an additional benefit. The share of retail media in digital advertising is already projected to reach **almost 27%** in 2027, up from 15.4% in 2022.

Whether retailers are starting with existing in-store audio or already have every element of omnichannel retail media campaigns at their disposal, they can benefit from taking steps to optimize their retail media strategy and thoughtfully planning ahead to prevent the headaches caused by siloed systems.

Ultimately, in-store retail media is an exciting and profitable opportunity for retailers, one that merges the physical and



the digital into a single, cohesive apparatus. As retailers embark on this journey, they aren't merely adopting a new strategy. They're pioneering a new and transformative era in retail that's defined by integration, innovation, and infinite possibilities.

If you're looking to **amplify your brand campaigns** **build the ideal in-store media experience**, or start your retail media journey from scratch, the team at Rockbot is here to help.

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