

Owning Your In-Store Media

How to Build a Future Proof Retail Media Network with Precision

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Owning Your In-Store Media

Introduction/Key Takeaways
Recap

KEY THEME 1:
Ownership &
Strategic Control

KEY THEME 2:
Data-Driven Precision
& Relevance

KEY THEME 3:
Measurement &
Business Case

Case Studies/Examples
Summary/Final Takeaway

In collaboration with:



INTRODUCTION

Why Retailers Must Own Their In-Store Media

With the retail media landscape evolving today at such a rapid speed, control of the in-store environment has become a strategic imperative, not just for monetization, but for driving differentiation, deeper shopper engagement, and long-term growth.

During the recent RetailWire webinar in partnership with Broadsign “Owning Your In-Store Media,” Broadsign’s Jonathan Franco and Retail Media Works’ Colin Lewis discussed that in-store screens are far more than another form of advertising. When owned, orchestrated, and optimized, they become a core foundation of a retailer’s media business, driving both short-term transactional value and long-term competitive advantage.

KEY TAKEAWAYS

- **Ownership means more than installing screens**, it’s building a connected, data-driven media network.
- **A retailer-owned in-store media network can serve brand, performance, and shopper experience goals** simultaneously.
- **Building in-house**, or at least owning the critical pieces, allows for precision, flexibility, and strategic differentiation.
- **It requires alignment across teams** (marketing, operations, media) and a clear business case to scale profitably.



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Moderator, RetailWire

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RECAP

Core Insights

Here's a breakdown of the key themes and actionable advice shared by Jonathan and Collin in our discussion:

- In-store is not just a media channel, it's a strategic asset that retailers can own and monetize.
- Digitizing the store (screens, ESLs, POS, audio) unlocks a new growth engine, not just a display.
- First-party data is central: to make media relevant, retailers must connect data to content delivery, using triggers like inventory, time of day, or weather.
- There are trade-offs in how you build or buy your in-store media stack, but intentional decisions matter.
- Real measurement is both possible and essential, but not all retailers need to start with highly sophisticated incrementality models.
- A long-term in-store network vision includes automation, real-time optimization, and full integration with broader retail media strategy

WATCH NOW



“Retailers that actually decide to digitise their store, they’re not just upgrading their operations, they’re unlocking a new growth engine.” —Jonathan



“I think in-store is going to become the most powerful and most important aspect of retail media around the world and offsite and onsite will become a smaller part, simply because 80% of people around the world still buy stuff in-store.” —Collin

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1

KEY THEME 1:

Ownership & Strategic Control

Why it matters: Retailers that simply “rent” their in-store media and strategy, to a third party may miss out on the true long-term value. Owning the infrastructure (software, screens, data integration) gives them flexibility, strategic control, and stronger monetization levers.

Solution

- Build a media strategy, not just a screen schedule, define the role of each screen (brand, promotional, educational).
- Choose with intent: build internal capability where needed; partner where necessary; avoid lock-in.
- Ensure the infrastructure supports not just content playback but data triggers and real-time optimization.

Benefits

- Control over creative, timing, and monetization
- Flexibility to evolve fast as business needs change
- Ability to deliver differentiated value to brand partners, not just “another screen” overlooked or misunderstood.

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"...make sure that once you've done all of this, the in-store is not operating in a silo... It's all unified under a retail media strategy, that includes off-site, that includes on-site, that includes all the various different channels." —Jonathan



"In store media deliver both the brand message and the performance message and this is a key takeaway for some of the brands out there." —Collin

2

KEY THEME 2:

Data-Driven Precision & Relevance

Why it matters: Screens without context risk becoming wallpaper. To create real value, in-store digital screens must be intelligent, powered by first-party data, dynamic content, and real-time insights.



“There’s a foundation that we need, which is data... that’s a big differentiator... we need to make sure that this data foundation and the infrastructure that comes with it, that’s the precision, that’s the added value... to make sure... we’re providing the right content... at the right shopper at the right time!” —Jonathan

Solution

- Leverage data such as inventory levels, shopper flow, weather, and time-of-day to drive what content plays where and when.
- Build or adopt a CMS that can use these triggers to dynamically adjust messaging.
- Use automation and real-time optimization (potentially with AI) to scale content operations across stores.

Benefits

- More relevant, timely messaging that resonates with shoppers
- Better ROI for brands, because ads are not just seen, they influence
- Enhanced shopper experience, because messages feel contextual and useful

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KEY THEME 3:

Measurement & Business Case

Why it matters: One of the biggest barriers to in-store media adoption is measurement. Without it, building a strong business case becomes difficult, making it harder to win buy-in from internal stakeholders and brand partners.

But retailers don't need to achieve perfect measurement on day one. What matters is starting, incorporating baseline metrics now and refining your approach over time. Iterative measurement not only builds confidence, it strengthens your partnerships and helps prove ROI more quickly.

Solution

- Start with a basic measurement model: proof-of-play, reach, and simple sales lift or A/B testing.
- Use established frameworks and standards, such as the IAB's DOOH & In-Store Playbook, to guide you.
- Build up to more advanced measurement (incrementality, MMM, closed-loop attribution) as you scale.

Benefits

- Builds credibility with brand advertisers
- Justifies investment internally, not just as a cost, but as a revenue and growth engine
- Enables long-term optimization and scaling of the in-store media business

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**"...think about it as a spectrum. Starting out...
'We showed it, here's the amount of people who...
engaged... and... here's... what we could... say, in-
store sales!'... then...move on to the more fancy stuff
around incrementality... then... plug in data...into
what the brands themselves actually want." –Collin**

CASE STUDIES/EXAMPLES

1 Building a Scalable Owned Network

Challenge: A mid-sized grocery retailer is launching a retail media network but lacks internal media and technology expertise.

Solution: The retailer partners with Broadsign to deploy a CMS but builds its own team to manage content, data triggers, and sales. It retains control of strategic ad inventory while outsourcing only the technical backbone.

Results

- Rapid time-to-market without sacrificing long-term control.
- Scalable infrastructure that supports data-driven, personalized content delivery.
- Incremental RMN revenue growing quarter-on-quarter.

2 Driving Relevance Through Triggered Content

Challenge: A chain wants to increase conversion during key shopping windows (e.g., evening snack time) and align creative with inventory status.

Solution: They use first-party data (store-level inventory, time of day) to trigger targeted creative on aisle screens. Messages adjust dynamically, if a promotion is sold out, alternative items or surprise offers show instead.

Results

- Higher engagement and better conversion of substitute products
- Reduced wasted ad spend on stock-out items
- More compelling pitch to brand partners for “smart” media packages

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CASE STUDIES/EXAMPLES

3 Measurement for Proof & Scale

Challenge: Leadership is skeptical of in-store media ROI, asking for guaranteed sales lift before scaling.

Solution: The retailer starts with a pilot: A/B tests screens in matched stores, tracks proof-of-play and lift using simple point-of-sale integration. Results are benchmarked against the IAB playbook's measurement guidelines. [IAB](#)

Results

- Demonstrable incremental sales lift
- Increased brand participation and "media budget" from advertisers
- Executive buy-in for further investment and network scale-up

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SUMMARY

Owning your in-store media isn't just about turning screens on, it's about building a media business inside your store.

Retailers that invest in data, infrastructure, and alignment will:

- Deliver more relevant, effective messaging to shoppers
- Unlock new, high-margin retail media revenue
- Differentiate from digital-native platforms by influencing decisions at the moment of purchase
- Build a sustainable, scalable retail media network grounded in measurement and control

FINAL TAKEAWAY

To truly own in-store media, retailers need to think beyond screens and think business model:

1. **Be intentional:** define what "ownership" means for you (build vs buy).
2. **Invest in data and infrastructure:** use first-party data and real-time triggers to make content smart.
3. **Prove the value:** start with basic measurement, scale up over time, and use standards.
4. **Lead organizational change:** this is a media business; get buy-in and align teams across marketing, ops, and finance.

If you do this right, your in-store media network will be more than advertising, it will be a growth engine.

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Company summary. Learn more at broadsign.com.

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