VISUALART

Step-by-step guide: Retail Media Network

1 Define Objectives and Goals:

Clearly outline what you aim to achieve with the in-store retail media network, be it increased sales, enhanced customer experience, or additional advertising revenue.

2 Understand Your Audience:

Identify your target audience and tailor content to meet their preferences, behaviours, and expectations.

3 Conduct a Store Assessment:

Analyse your store layout, traffic patterns, and technology infrastructure to strategically place digital displays for maximum impact.

4 Select Technology and Hardware:

Choose technology that aligns with your goals and budget, whether it's digital displays, interactive kiosks, or touchscreens.

5 Content Creation and Management:

Develop compelling content and establish a Digital Signage Platform for easy updating, scheduling and monitoring.

06 Integrate with Other Systems:

Ensure seamless integration with other systems such as inventory management, point-of-sale (POS) systems, and CRM tools.

7 Data Analytics and Measurement:

Implement analytics tools to measure performance and optimize content and strategies over time.

8 Compliance and Legal Considerations:

Ensure compliance with privacy regulations and obtain necessary permits for implementation.

9 Training and Communication:

Train staff to manage and troubleshoot the system and communicate the benefits to both staff and customers.

10 Test and Iterate:

Visual Art is working with external partners to conduct pilot tests, gather feedback, and make necessary adjustments before a full rollout.

11 Plan for Advertising Revenue:

To generate advertising revenue, we can help you create a media package you, or an external partner, can sell to third-party advertisers.

12 Launch and Monitor:

Officially launch the in-store retail media network and closely monitor its performance.

13 Evaluate and Adjust:

Visual Art can regularly evaluate success based on predefined goals and adjust content, strategy, and technology as needed.
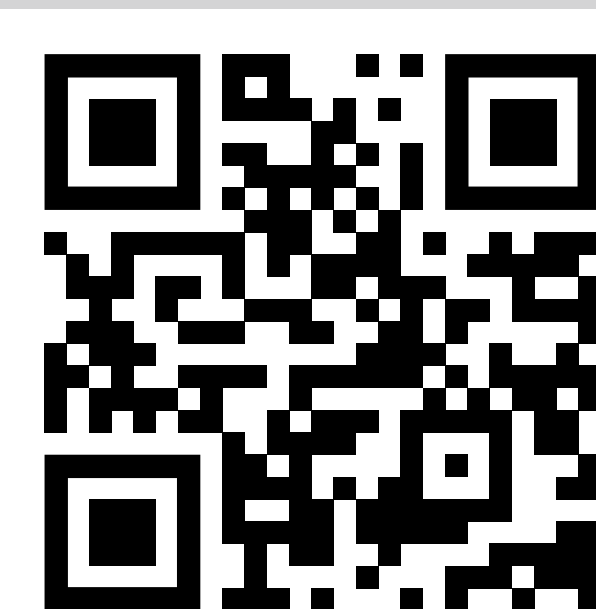
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