

A RETAILER'S GUIDE TO

Harnessing the RMN Advantage

IN-STORE RETAIL MARKETING



Gable

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COMPANY.

Welcome to a New Era of the Aisle

For over 45 years, Gable has had the privilege of witnessing and participating in the evolution of retail environments.

What began as traditional signage has transformed into sophisticated digital experiences that are reshaping how retailers engage with their customers. We've worked alongside countless retailers who have faced the challenge of adapting to rapidly changing consumer expectations while seeking new ways to maximize the value of their in-store environment.

The emergence of Retail Media Networks (RMNs) represents one of the most exciting developments we've seen in the industry.

These networks are revolutionizing how retailers monetize their spaces, engage with customers, and create value for brand partners. It's no longer just about selling products—it's about creating immersive experiences that seamlessly blend physical and digital touchpoints throughout the shopper journey.

Over the years, we've learned that success in retail requires more than just keeping pace with technology—it demands a deep understanding of how to integrate these innovations in ways that enhance the consumer experience while driving business results. This is why Gable has committed itself to embracing its role as a visual communications company. As strategic partners in the RMN ecosystem, we help retailers transform their environments with digital signals that inform, inspire and enhance the shopping experience, shortening the path to checkout.

However, we've seen firsthand how retailers grapple with creating a RMN strategy because of its complexity. Questions about technology infrastructure, team structure, partnership strategies, and implementation approaches often create roadblocks to progress. This is precisely why we created this comprehensive guide—to share our expertise and help retailers navigate these challenges with confidence.

Whether you're just beginning to explore RMNs or looking to optimize your existing network, this guide provides practical guidance drawn from our decades of experience in the field.

The future of retail is being written today, and Retail Media Networks are a crucial chapter in that story. Let's explore together how you can transform your retail spaces into powerful marketing platforms that drive value for your business, your brand partners, and most importantly, your customers.

SEE WHAT'S IN-STORE!

Your friends at Gable

www.gablecompany.com





We are excited to launch Circle K's in-store retail media network as it offers tremendous potential to enhance the shopping experience through personalized and relevant customer engagement. This initiative not only boosts customer satisfaction but also opens new revenue streams, positioning us as a leader in the evolving retail landscape.

- Victor Perrine

*Global Director of New Growth Initiatives
& Proprietary Digital Screens
Circle K*

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RETAIL MEDIA NETWORKS

Identifying the Opportunities &
Understanding the Challenges



Retail media networks (RMNs) are transforming the way brands reach and influence modern consumers along their path to purchase. But what exactly are retail media networks, and what role will they play in modern retail?



RMNs Create Opportunities to Engage at Every Stage

For brick-and-mortar retailers accustomed to traditional trade marketing models, the rise of retail media networks (RMNs) has become a lucrative digital marketing channel to reach and influence consumers along their shopping journey. More than simply “selling” or advertising, RMNs offer CPG brands and retailers an opportunity to “engage” with consumers.

Shoppers today are inundated with choices and brands vying for their attention. Their patience for hard sells or one-way conversations has worn thin. What consumers want now is for brands to put their interests first — to understand them, give them useful, relevant information, and give more than they ask in return for loyalty. Retail media done right gives brands an avenue to have that kind of genuine, consumer-centric, and ongoing relationship.

With retail media ad spending set to hit \$106 billion globally by 2027, RMNs are emerging as powerful profit centers.

For grocery and convenience stores dealing with razor-thin margins amid rising digital disruption, retail media networks (RMNs) introduce a sizable revenue stream. As shoppers browse products and make buying decisions, RMNs allow brands to serve up relevant ads and personalized recommendations to trigger consideration and choice.

The opportunities to connect are endless, particularly for those who own a Private Media Network. Retailers can install digital screens like video walls, kiosks, shelf displays (ESLs), end caps, and more throughout their physical stores. These digital assets allow CPG brands to deliver targeted video and display content to shoppers from the moment they park their vehicle, as they enter the store, in-store, and at the point of decision.

Strategic Steps to Building a Retail Media Network Strategy



1 Define business goals

Key priorities like generating revenue, boosting market share, increasing and maintaining shopper loyalty



2 Conduct landscape analysis

Competitive assessment, partner & solution provider capabilities, retailer strengths/weaknesses



3 Map retail media architecture strategy

Omnichannel media mix, owned & paid versus earned media, measurement frameworks



4 Model economic opportunity

10-year models on ad revenue, profit, indirect performance value



5 Develop organizational blueprint

Cross-functional governance, leadership, operational workflows, talent builds



6 Create technology integration roadmap

Middleware, customer data platforms, retail media software partners and loyalty program integration



7 Craft 3 Year transformation timeline

Quick wins to accelerate, then comprehensive build-by stages



8 Get executive alignment and buy-in

Socialize case for change and investment case across C-suite peers



9 Launch pilot testing

Validate capabilities and plans at a smaller scale before expanding

And with retailers possessing a treasure trove of first-party shopper data, RMNs enable CPG brands to reach consumers in a privacy-conscious way amid the deprecation of cookies. The rich insights into historical purchases, product affinities, and real-time browsing behavior allow for precise targeting and closed-loop measurement of sales impact across the purchasing journey.

Understanding the Challenges and Complexities of RMNs

Getting RMNs off the ground doesn't happen overnight. To effectively promote CPG brands across owned channels, retailers must first establish a strategic foundation and overcome some common hurdles.

From financial justification through organizational and technology mapping, culminating in piloting and roll-out, strategic clarity is a must before embarking on the multi-year transformation in full force.

Once the strategy is set, retailers will have a clearer understanding of the tactical and architectural components needed to build a successful RMN.

Like any new marketing or advertising channel, there's a learning curve when building retail media networks.

Running an effective RMN isn't easy. To maintain the system, it requires collaboration with experts across various disciplines, including technology, content management software (CMS), content design, media expertise, and managed services. Success also requires collaboration across all internal departments and external partners.

The Path to Success is Paved by Retail Media Networks

In a rapidly evolving retail ecosystem, retail media networks are critical tools for brands to find, understand, and connect with consumers along their path to purchase. With retailers continuing to advance their platforms' capabilities and scope, the future looks bright for omni channel retail media and mutually beneficial growth for brands, retailers, and shoppers alike.

Below is a high-level overview of the six components needed to set up and run a high-performing, ROI-generating RMN:



HARDWARE / INFRASTRUCTURE

- Installing digital ad displays in stores and other intersecting venues
- Building augmented reality capabilities for immersive brand experiences
- Establishing repair and preventative maintenance protocols to minimize downtime risks



CONTENT / CREATIVE

- Producing engaging short-form videos and rich media with a focus on relevancy, fun, and play
- Optimizing branded content strategies and asset management



SOFTWARE / PLATFORMS

- Developing self-serve interfaces and automation
- Integrating ad tech stacks across e-commerce and private marketplaces



TECHNOLOGY / INTEGRATION

- Centralizing first-party shopper data into unified customer views
- Building APIs and pipelines to ingest CPG partner content



TALENT / ORGANIZATION

- Hiring retail media experts in strategy, sales, operations, and technology
- Appointing central leadership to align strategies across retail merchandising, marketing, and media monetization initiatives



MEASUREMENT / OPTIMIZATION

- Implementing analytics and attribution models proving sales impact
- Evolving cross-channel media mix modeling capabilities

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RETAIL MEDIA NETWORK HARDWARE

The Infrastructure Needed to Create
a High-Performing In-Store RMNs





The modern consumer's path to purchase bears little resemblance to the linear journeys of old. Shoppers now chart winding courses spanning devices, bridges between on-line and physical stores, and everything in between. The gaps that once separated in-store and out-of-store shopper data are narrowing, thanks to advanced RMN hardware that creates immersive brand interactions.



How to Master the Modern Aisle

From contextual on-shelf media influencing shoppers to augmented reality portals, RMN's infrastructure ingredients are revolutionizing engagement along the integrated path to purchase.

In-Store Digital Displays and End Cap Displays Serve Up Retail Media Advertisements at the Right Time

Retail media data is advantageous to all kinds of brands, particularly in the grocery category. Grocery shoppers make purchases several times a month and often multiple times per week. And these purchases cut across many categories.

Prior to starting its retail media business, supermarket chain Kroger built digital experiences for customers to search for products, create grocery lists, and receive digital coupons. These tools made it possible for its RMN (KPM) to introduce brands in a relevant way.

We're seeing an increasing number of retailers installing digital displays in stores to integrate product information and advertising within physical shopping locations. As shoppers navigate stores, dynamic end cap displays, smart carts and electronic shelf labels (ESLs) blend the digital and physical experience. These touch-points allow retailers to extend their RMN into the aisles and influence shoppers with the right message at the right time.



The bottom line, at least when I talk to retailers, is the calculation of the amount of labor that they're going to save by incorporating [ESLs]. And in that sense, I don't think that this is something that only large corporations like Walmart or Target can benefit from. I think that smaller chains can also see the potential benefit.

- Santiago Gallino

*Professor
University of
Pennsylvania's
Wharton School*

[Source Link](#)

Building out these in-store RMNs requires the following hardware:

HD TOUCHSCREEN UNITS:

From produce sections to checkout lines, 10-15 inch screens allow dynamic brand messaging matched to shopper locations.

END CAP DISPLAYS:

Grocers can now equip this prized real estate with 15-55 inch LCD screens through attention-grabbing sight, sound, and motion. These versatile extensions of an RMN can display targeted video advertisements or custom-branded content. The information can be match-adjacent products that are personalized for the shopper currently engaging based on real-time data insights.

SMART CARTS/SMART BASKETS:

Mounted tablets or touchscreens on carts and baskets allow shoppers to scan items, view totals, and see promotions. Integrated weight sensors, bar-code scanners, and credit card readers are some of the few hardware integrations now being integrated with a grocer's RMN. Connecting these assets sheds additional light into shopper affinities and micro-behaviors as it relates to in-store layouts.

ESLs:

Electronic shelf labels transform printed shelf tags into networked, adaptable retail media canvasses. Grocers can now instantly update content on thousands of labels across hundreds of locations to help shoppers get timely, accurate product information. The connected shelf edge infrastructure includes thin ePaper displays that run off of low-energy Bluetooth/NFC connectivity. Integrated sensors provide grocers beneficial trigger alerts for low inventory or temperature fluctuations.

Choice of hardware is critical to success, as not all screens are equal or suitable for a retail environment. The need for 24/7 operation, brightness, size of screen, design of housing, and communication options are just some of the decisions to be made.

Retail Media Network hardware like end cap displays require careful placement in order to optimize sight-lines and foot traffic patterns that influence shopper perception and drive performance. It's recommended that retailers work with a [visual communications solutions consultant](#) to strategize, design, and install networks to maximize return on ad spend.



Gable worked with Psycho Bunny stores throughout the U.S. And Canada, producing and installing LED portal entrances to amplify the media experience.

This was an intentional decision because the most common mistake we see in retail environments are LCD screens that have a screen brightness of 350 Nits as compared to our recommended in-store brightness of 700 Nits. The difference can be dramatic. Plus, consumer grade screens are not designed to run for 15-24 hours per day over a five day period.



Building Immersive Experiences Through Emerging Modalities

Digital displays represent just one element within continually evolving in-store retail media activations. Bleeding edge modalities like augmented reality (AR), virtual reality (VR), and connected packaging take immersive brand interactions to the next level — even for the timeless task of grocery shopping.

AV BRAND PORTALS

Shoppers can scan packages and tap into a portal to a brand's world

VR PRODUCT DEMOS

VR demonstrations showcase essential product uses and benefits

CONNECTED PACKAGING

Chips, wrappers, or labels detect when picked up and activate messaging

By merging the interactivity of gaming with the practicality of shopping, these games offer a unique way to explore products and make purchasing decisions. As technology continues to advance, VR supermarket games hold the potential to shape the future of retail, offering consumers a convenient and immersive way to engage with products and brands and offering grocers a new revenue stream.

Even minor retail media ad delivery interruptions frustrate shoppers and disrupt the consumers in their path to purchase. Whether from unit failures, connectivity losses, or software glitches, retailers must establish comprehensive reliability protocol, including:

PREVENTATIVE MAINTENANCE

Regular inspection and diagnostics to get ahead of problems

RAPID RESPONSE TEAMS

Trained technicians swiftly address failures and restore functionality

CONTINUITY PLANS

Contingency protocols enact backup delivery mechanisms

Robust reliability frameworks are non-negotiable ingredients for grocery and convenience store owners pursuing retail media's lucrative upside. Failing to prepare for inevitable disruptions creates roadblocks in the path to purchase and negatively impacts the buyer's journey and your brand reputation.

Constructing a Future-Forward In-Store Infrastructure

Customers are constantly switching across websites, and phones, visiting stores, and more. To stay connected, modern retailers need to be always on and everyone all at once. Building out things like video screens, end cap displays, interactive kiosks and directories, and AR brand worlds inside physical locations helps match digital targeting with reaching shoppers in person. However, benefiting from a unified retail media vision relies on a sophisticated in-store infrastructure. Retailers laying that foundation today will reap the rewards tomorrow.



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3

BRANDED CONTENT

How Creativity Captivates Shoppers





As retail media networks race towards the nearly \$100 billion market opportunity, they can undoubtedly provide a lucrative new revenue stream. However, conversations around ad targeting, first-party data, and measurement often overshadow one pivotal program element—the creative content itself.



How to Create Engaging Retail Media Branded Content that Influences Dwell Time & Revenue

With U.S. consumers encountering countless retail ads and emails on a daily basis, breaking through requires more than reaching the right eyeballs.

Ultimately, the brand message must be relevant, engaging, and memorable. The right combination of these ingredients will determine whether your retail, grocery, or convenience shopper notices, considers, and converts. Eyeballs are great, but engagement and attributing value across channels to calculate return on ad spend (ROAS) is greater.

That's why the most successful retail media campaigns complement precise targeting with scroll-stopping, action-driving creative assets tailored to the shopper's mindset.

To maximize dwell time, retail media branded content must strike a delicate balance between education and entertainment. Creatively showcasing key product features and differentiation points helps shoppers efficiently evaluate fit.

For example, try weaving in contextual lifestyle applications to personalize use cases. Surprising and delighting with understated humor or interactive elements invites shoppers to linger longer. The goal is to understand the subtle nuance of attention and attraction and create engaging content that has the power to captivate and influence dwell time.

Gable worked with Puma's flagship store in New York City to create a technically advanced and innovative retail environment that was recognized with a 2021 Digital Signage Award.



The interactive element of the store-wide digital system allows shoppers to create a larger-than-life video screen directly from their device. Visitors can choose bright backgrounds by connecting to the screen via the cloud, then add and adjust various elements to create a custom “selfie moment” to post to social media.

With the right strategic insight, creative execution, and integrated network partners, DOOH becomes a manageable and impactful asset that increases its targeted reach exponentially and generates passive income.

Short-Form Video Reigns Supreme in RMNs

Video-dominant platforms like TikTok have conditioned consumers to gravitate to sight, sound, and motion.

As a result, short-form video has emerged as the dominant creative format within retail media networks due to its unmatched ability to convey brand stories and product value propositions efficiently.

As consumers' attention spans continue to contract amidst content saturation, bite-sized video enables brands to influence shopper perceptions and purchase decisions within seconds. From auto-playing in-feed video ads on retailer homepages and search results to full-screen videos within mobile apps, these 15-second spots deliver immersive, full-funnel brand messaging to in-market shoppers.

The most effective short-form retail media videos grab attention immediately through arresting visuals, quick cuts, and bold text overlays that communicate even without sound. Key product benefits and differentiators are highlighted succinctly to create an immediate connection.

Authentic and relatable lifestyle footage helps shoppers envision the role of the product in their daily routines. And customized, action-oriented end cards and calls-to-action propel click-through to featured product detail pages to continue the shopping journey.

PROGRAMMATIC EQUALS PERSONALIZED SHOPPER EXPERIENCES

So, a consumer searching for 'healthy snacks' might encounter a short video spotlighting a protein bar's fitness applications. Meanwhile, a shopper engaging with a retailer's back-to-school content may receive a video ad showcasing a backpack's durability and style. This dynamic personalization elevates the relevance of video assets to boost performance further.



What is the Role of Creative in RMNs

Recognizing the growing importance of short-form video to shopper activation, leading retailers have also instituted in-house and outsourced retail media creative teams to collaborate directly with brand partners on asset development. Combining retailer data on shopper behavior with brands' market research, teams can identify the most impactful video hooks, populate with actual products available within the retailer's inventory, and uphold brand safety and suitability standards.

When combined with the most technically advanced DOOH hardware, such as best-in-class screens and digital signage solutions, retailers can captivate shoppers and capitalize on those interactions at each stage.

Rich Media Rewards Retailers

While video often leads the shopper's journey, rich media formats, including carousels, quizzes, look-books, gamification, and augmented reality, take immersive experiences to another level. Such rich media adds new omni-channel opportunities to educate shoppers on product attributes and use cases.

New Web-AR tools like GEENEE are taking fashion, gaming, furniture, CPG, and more by storm. From accessories and apparel try-ons to live activations, retailers can create compelling experiences that drive traffic to their stores and immerse audiences in their brand's world.



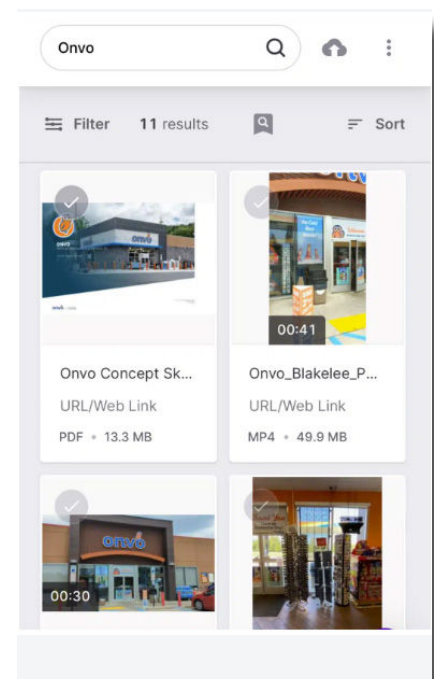
Centralizing Asset Management

Producing and optimizing volumes of creative assets across formats for multiple retail media partners creates a content coordination challenge for brands. The most mature marketers utilize a combination of 3D photography for interactive use plus a Digital Asset Management (DAM) platform to tag, store, and distribute final files intelligently. DAMs boost brand consistency while reducing creative launch timelines.

Retail media leaders like Walmart are now integrating their retail media stacks with brand DAMs to remove friction from creative workflows. Automated content management processes allow rapid A/B testing of brand messaging for in-flight optimization within retail media.

At Gable, we use a DAM to help organize our in-house creative assets and those for our client assets. As a dynamic media solutions partner, we understand how all of the parts of digital campaigns fit together and the critical role content plays. We consider the size, average view time, contrast, format, environment, time of day, local code restrictions, and other key factors so your content gets the most reach.

However, our expertise extends beyond choosing the best content management system. We understand the subtle nuance of attention and attraction and work with you to create engaging content that has the power to captivate and influence dwell time.



Retail Media's Royal Family: Content & Creativity

While sophisticated targeting and closed-loop measurement capabilities remain the talk of the town in most retail media circles, creative brand content reigns supreme.

Engaging video, rich media, display, and in-store assets that capture shopper imaginations crown marketing results. After awareness and engagement come acquisition, making creative excellence an economical retail media imperative.

Sometimes, a written or verbal description can't convey the intended meaning as effectively as a drawing, storyboard, or animation. This early-stage step creates excitement around what's possible, making a concept more tangible. It also helps inform all components needed to set up and run a high-performing, ROI-generating RMN.

When you're responsible for a large-format digital project or multi-site store signage solution, for example, it's critical that you nail down the creative direction early. Concept design is the art and skill of taking an abstract idea, making it tangible for all stakeholders to weigh in on, and getting one step closer to bringing it to life.



RMNs give retailers and advertisers the opportunity to create a truly seamless journey by connecting consumers' on-line and in-store interactions. This is a type of interconnectivity that we don't—and won't ever—see in any other channel.

- Leah Logan

*General Manager of Retail Media
Inmar Intelligence*

[Source Link](#)

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**INTERACTIVE KIOSKS
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4

INTERACTIVE KIOSK SOFTWARE

Elevate your RMN Strategy





Within a RMN, interactive kiosks serve as dynamic digital touch-points that engage shoppers, deliver immersive, personalized, and actionable experiences. However, both types of retailers often want to know what type of software is needed to deliver these targeted ad experiences to shoppers when they are ripe for the picking.



Bridging the Gap Between Your Digital & Physical RMN Assets

By integrating with other RMN components, such as digital signage, data analytics, and content management systems, interactive kiosk software allows you to create cohesive, data-driven advertising experiences throughout the store.

KIOSKS EQUIPPED WITH ADVANCED SOFTWARE CAPABILITIES CAN:

- Display targeted product information and promotions based on shopper demographics, preferences, and purchase history.
- Allow shoppers to interact with your content, explore product details, and access exclusive offers.
- Facilitate product comparisons, recipe suggestions, and other value-added services to enhance the shopper experience.
- Enable shoppers to make purchases directly from the kiosk, streamlining the path to conversion.
- Capture valuable data on shopper behavior, preferences, and engagement, which can be used to optimize RMN strategies and measure ROI.

Why a Top-Notch Content Management System (CMS) Matters

On average, a grocery store carries about 31,530 items, or Stock Keeping Units (SKUs), across 48,000 square feet, according to a recent industry report from Vertical IQ. With so much ground to cover, shoppers are missing the lion's share of what's in-store.

Although C-stores sell a limited selection of merchandise in high traffic locations, the majority in the US have a strong reliance on selling gasoline. What do weary travelers do while they're filling up their tank? One look at a thirst-quenching drink or tasty hot dog on a strategically placed digital display brings them in-store.



Digital displays and interactive kiosks give brands a previously untapped platform to showcase their products, catch shoppers' attention and enjoy added revenue lift. To effectively leverage this powerful hardware, you need a great content management system (CMS).

A CMS lets you easily create, update, and manage your retail media advertisements and promotional content across the RMN, ensuring your promotions are fresh and your branding is consistent across your Retail Media Network ecosystem.

Interactive Kiosk Software Helps Harness the Power of Data Analytics

Data analytics is the backbone of successful Retail Media Network strategies. By collecting and analyzing data on shopper behavior, preferences, and purchase patterns, CPG brands and grocers can gain valuable insights into their target audience and optimize their RMN campaigns accordingly.



The most successful retail media campaigns complement precise targeting with scroll-stopping, action-driving creative assets tailored to the shopper's mindset.

- Rich Gue

Product Manager, Gable

Here are some key ways in which kiosk software contributes to data analytics within Retail Media Networks:

DATA COLLECTION

Interactive kiosks equipped with advanced software can collect a wealth of data on shopper behavior, preferences, and interactions. This data may include:

- Demographic information (e.g., age, gender)
- Product interactions (e.g., products viewed, time spent on each product page)
- Promotional engagement (e.g., offers clicked, coupons downloaded)
- Purchase behavior (e.g., products purchased, average order value)
- Feedback and survey responses

PERSONALIZATION

By leveraging data collected through kiosk interactions, RMN software can create detailed shopper profiles and segments. These profiles can be used to deliver personalized content, product recommendations, and promotional offers to individual shoppers, enhancing the Retail Media Networks relevance and effectiveness.

DATA INTEGRATION

Kiosk software can integrate with other RMN components, such as content management systems, customer relationship management (CRM) platforms, and point-of-sale (POS) systems. This integration provides a comprehensive view of shopper behavior across multiple touch-points, providing a more complete picture of the customer journey.

PREDICTIVE ANALYTICS

Kiosk software can employ machine learning algorithms and predictive analytics to anticipate shopper needs, preferences, and future behaviors. By analyzing historical data and identifying patterns, RMN managers can make data-driven decisions about product placement, pricing, and promotional strategies.

REAL-TIME ANALYTICS

Advanced kiosk software can process and analyze data in real-time, enabling RMN managers to monitor performance metrics, track shopper engagement, and identify emerging trends. This real-time insight allows for quick content optimization, promotions, and overall RMN strategies.

PERFORMANCE MEASUREMENT

Kiosk software contributes to measuring Retail Media Network performance by tracking key metrics such as impressions, engagement rates, conversion rates, and revenue generated. This data allows CPG brands and retailers to assess the ROI of their RMN initiatives and make informed decisions about future investments.



Gable provides data analytics & consumer insights by using optional software and hardware to evaluate kiosk performance. This includes user engagement, sales uplift, and dwell time to help you determine the ROI and continuously optimize kiosk programs for greater impact.

Navigating the Intersection of Personalization & Privacy

PERSONALIZATION IS CRITICAL TO EFFECTIVE RMN CAMPAIGNS.

Today, software equipped with artificial intelligence and machine learning making this possible in real-time, improving the shopping experience and boosting sales. As technology continues to evolve, serving up the right information to the right person at the right time will become even more advanced. But as much as consumers value personalized content, they also value their privacy.

HOW TO INTERACTIVE KIOSKS HANDLE DATA PRIVACY CONCERNS?

Kiosks can collect anonymous, aggregate data about users, such as traffic patterns, dwell times, and demographic trends (estimated age/gender) through integrated cameras and sensors.

However, this data does not involve collecting or storing personally identifiable information or photographs.

For example, Gable only reports high-level analytics to help clients understand user behavior and optimize the experience over time. All data handling adheres to industry privacy standards and regulations.

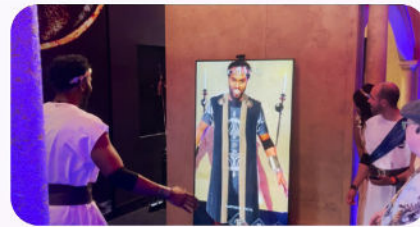


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5

TECHNOLOGY INTEGRATION

How to Harness Data &
Digital Displays in Your RMN





In today's competitive retail landscape, retailers and their partners are increasingly turning to retail media networks (RMNs) to enhance their marketing strategies and drive incremental revenue. However, understanding the technology and integration requirements involved is crucial to successfully implementing an RMN.



Centralizing First-Party Shopper Data

First-party shopper data is at the heart of any successful RMN. Centralizing this information lays the foundation for personalized marketing, targeted advertising, and data-driven decision-making, empowering retailers and CPGs to gain deep insights into customer behavior, preferences, purchase patterns, and lifetime value.

To achieve this, consider the following steps:

IMPLEMENT A COMPREHENSIVE DATA MANAGEMENT PLATFORM (DMP).

This provides a repository for gathering and organizing shopper data from various touch-points along the customer's path to purchase. Data integration can be achieved through various methods, such as ETL (Extract, Transform, Load) processes, data warehousing, and customer data platforms (CDPs).

ADHERE TO INDUSTRY BEST PRACTICES AND REGULATIONS.

A data governance framework is crucial to ensure the ongoing accuracy and relevance of your unified customer views. This includes establishing policies and procedures for data quality management, data security, and compliance with privacy regulations such as GDPR and CCPA.

UPDATE AND CLEANSE YOUR DATA REGULARLY TO MAINTAIN ACCURACY AND RELEVANCE.

Ultimately, the goal is to create a single source of truth for shopper data that can be easily accessed and analyzed by different teams across the organization, from marketing and sales to product development and customer service.

The Value of Unified Customer Views to Power Your RMN

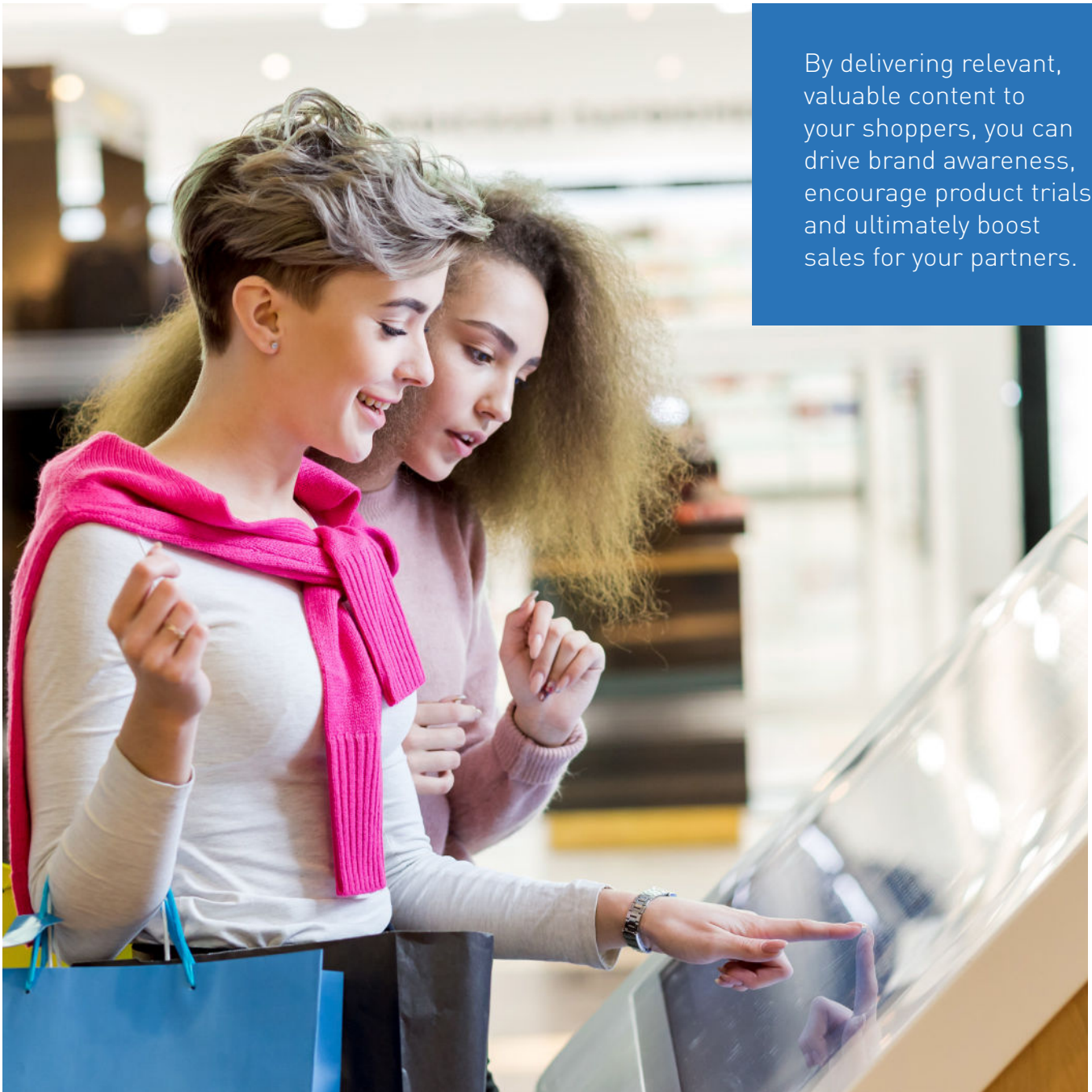
To build unified customer views in your RMN, you'll want to identify all the data sources that capture customer interactions and transactions.

As mentioned above, these touch points may include point-of-sale systems, e-commerce platforms, loyalty programs, customer service logs, and social media engagements. You can begin the data integration process once you have a clear picture of your data landscape.

As you integrate your data, be sure to establish a unique identifier for each customer, such as a customer ID or loyalty program number. This

identifier allows you to stitch together data from different sources and create a single, unified profile for each individual shopper. These profiles should include demographic information, purchase history, preferences, and behavioral data.

Once you have created unified customer views, you can leverage advanced analytics and machine learning techniques to gain deeper insights into your shoppers. This may include segmenting your customers based on their preferences, predicting their lifetime value, or identifying cross-sell and up-sell opportunities.



By delivering relevant, valuable content to your shoppers, you can drive brand awareness, encourage product trials, and ultimately boost sales for your partners.

Developing APIs and Pipelines for CPG Partner Content

To get the most out of your Retail Media Network it's crucial to work hand in hand with your CPG partners and ensure their content fits smoothly into your system.

When you partner with CPG companies, they will want to share their product content, such as images, descriptions, and promotional information, with you. This content must be integrated into your RMN to be displayed to your customers, whether on your website, mobile app, or in-store digital displays. To do so, you'll need to create reliable connections and pathways that allow for an easy flow of information.

APIs (Application Programming Interfaces) are essentially a set of rules and protocols that allow different software systems to communicate and exchange information with each other. In this case, APIs enable your RMN to receive content directly from your CPG partners' systems.

Pipelines, in this context, refer to the series of steps and processes involved in moving the CPG partner's content from their system to yours. It's called a "pipeline" because it's like a virtual pipe that the content flows through, undergoing various transformations and quality checks along the way to ensure it meets your standards, requirements, and restrictions.

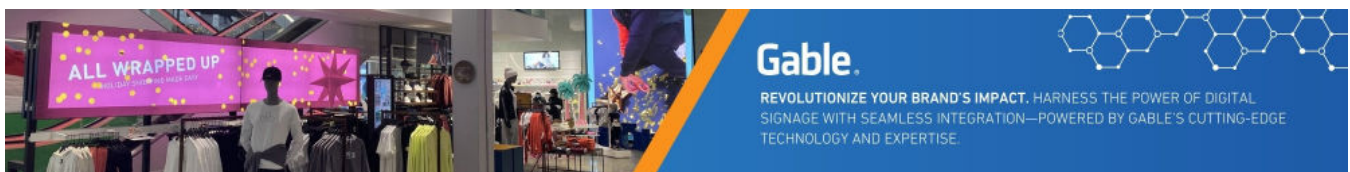
BY DEVELOPING STRONG APIS AND PIPELINES, YOU CAN:

1. Quickly and easily bring in content from your CPG partners
2. Make sure the content is delivered to your customers in a way that's engaging and easy to understand
3. Keep everything running smoothly and efficiently, so you can focus on growing your business

In a nutshell, collaborating with your CPG partners and having the right technology in place is key to unlocking the full potential of your RMN. It's all about making sure the right content gets to the right people at the right time.

TO ENSURE SUCCESS, CONSIDER THE FOLLOWING:

1. Work closely with your IT team or external technology partners to build secure and scalable APIs that enable real-time data exchange with CPG partners.
2. Establish clear guidelines and standards for content format, quality, and relevance to ensure a consistent and engaging shopper experience.
3. Continuously monitor and optimize your APIs and pipelines to maintain high performance and reliability.



Enhancing the In-Store Experience with Digital Displays



In addition to on-line channels, retailers can extend the reach of their RMN's by incorporating digital displays in-store. When you strategically place high-quality digital displays throughout your grocery or convenience store, you can create a dynamic, engaging environment that informs, educates, and inspires your shoppers.

By leveraging the unified customer views you've built within your RMN, you can display tailored content based on a shopper's purchase history, preferences, or real-time behavior. For example, if a customer frequently purchases organic produce, you could display a promotion for a new line of organic snacks as they approach the relevant aisle.

In addition to promoting products, digital displays can provide practical information and assistance to shoppers.

This may include wayfinding tools to help customers navigate your store, real-time inventory updates to indicate which products are in stock, or even interactive recipe kiosks that offer meal planning suggestions based on a shopper's dietary preferences. Given today's inflationary environment, RMNs can also empower consumers to create at-home dining experiences that save money, creating unique opportunities for retailers to take over some of the spend that would have gone to dining out.

To maximize the impact of your digital displays, it's essential to consider their placement, content, and technical capabilities. Displays should be positioned in high-traffic areas, such as entrances, checkout lines, or key product sections, to ensure maximum visibility and engagement. The content should be visually appealing, easily digestible, and aligned with your brand voice and values. Additionally, your displays could be equipped with sensors, cameras, or other technologies that enable you to capture valuable data on shopper engagement and behavior.



Digital store signage is a game-changer for retailers. Visual merchandising has always been key to attracting customers, but constantly changing physical displays can be expensive and time-consuming. Retail digital signage changes all that. Amazingly, 70% of customers purchase products because a sign caught their eye. Signs in retail settings can act like extra salespeople on the floor – pushing the features of top of the line options to drive higher profit margins.

- Digital Signage Today

[Source Link](#)

6

HOW TO BUILD A WINNING RMN TEAM

Key Roles & Responsibilities





As retail media networks (RMNs) continue to gain momentum in the grocery and convenience industry, building a strong team of experts is crucial to success. A winning RMN team should encompass a range of skills, including strategy, sales, operations, and technology.



Building Your Retail Media Network Team

When building your RMN team, you can hire internally, externally, or create a combination of both. The best approach will depend on your organization's size, existing talent pool, and the specific needs of your RMN.

INTERNAL HIRING

Allows you to leverage existing talent within your organization who are already familiar with your company's culture, values, and processes. This can lead to a smoother transition and faster implementation of your RMN strategy. However, ensuring that your internal hires possess the necessary skills and expertise to drive your RMN forward is essential.

EXTERNAL HIRING

Allows you to bring in fresh perspectives and specialized skills that may not be available within your current team. This can be particularly beneficial in niche areas like digital out-of-home (DOOH) and digital display advertising, where specific expertise is required. However, some external hires may require more time to acclimate to your company's culture and processes.

A COMBINATION OF INTERNAL & EXTERNAL HIRING

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Key Skill Sets for Your Retail Media Network Team

To build a successful RMN, you'll need a team of skilled professionals with expertise in various areas. Key areas of expertise to consider when building your RMN team include:



STRATEGY:

- Professionals who can develop a clear vision and road map for your RMN
- Experts in identifying key performance indicators (KPIs) and setting measurable financial goals
- Individuals skilled in collaborating with cross-functional teams to align RMN initiatives with overall business objectives



SALES:

- Team members who can build and maintain relationships with CPG partners
- Professionals experienced in negotiating and executing advertising contracts and have experience in the ever-growing programmatic ad space.
- Individuals who can develop compelling sales pitches and presentations



OPERATIONS:

- Experts in overseeing the day-to-day management of your RMN
- Professionals who can ensure smooth integration of CPG partner content
- Individuals skilled in monitoring and optimizing campaign performance



TECHNOLOGY & DIGITAL EXPERTISE:

- Team members who can develop and maintain the technical infrastructure supporting your RMN
- Experts in integrating data from various sources to build unified customer views
- Professionals experienced in implementing and optimizing ad serving and measurement platforms
- Individuals with expertise in DOOH and digital signage and LED displays to create engaging, visually stunning content
- Experts in optimizing the placement and scheduling of digital displays to maximize visibility and impact
- Professionals skilled in utilizing advanced technologies, such as computer vision and AI, to personalize content and measure engagement
- Individuals who can analyze performance data to continuously refine and improve your DOOH and digital display strategies



Suppliers and CPGs want two things: To get as close to a customer at the point of decision-making and measurement, demonstrating that brand dollars drive product sales. This type of access was once only available to retailers. I'm not surprised at the popularity of retail media networks. It makes sense for companies to do this and leverage their first-party data that benefits not only their own company but their business partners as well.

- Melanie Babcock

*Vice President of Retail Media+ and Monetization
Home Depot*

[Source Link](#)

By assembling a team with these diverse skill sets, you'll be well-equipped to build and scale a successful retail media network that drives results for your organization and your CPG partners.

Regardless of your hiring approach, ensuring that your Retail Media Network team is well-integrated with other departments, such as marketing, merchandising, and it, is crucial to ensure a cohesive and aligned strategy across your organization.



Appointing Central Leadership to Run Point on Your RMN

To ensure the success of your retail media network, we can't underscore enough how essential it is to appoint central leadership that can align strategies across various functions, including retail merchandising, marketing, and media monetization.

This leadership is responsible for:

1. Developing a cohesive, company-wide vision for your RMN
2. Fostering collaboration and communication between different teams and departments
3. Ensuring that RMN initiatives are aligned with overall business goals and objectives
4. Advocating for the necessary resources and support to scale your RMN over time

With the right talent and leadership in place, you'll be well-positioned to tap into your Retail Media Network's full potential and drive measurable outcomes for your business.

7

MEASURING AND OPTIMIZING YOUR RMN:

Proving Impact and Driving Results





The ability to demonstrate RMN's tangible impact on sales and revenue sets successful networks apart. By implementing robust analytics and attribution models, retailers can showcase the value of their RMN to partners and stakeholders, justifying further investment and solidifying their position as a key player in the rapidly evolving retail media landscape.



Implementing RMN Analytics and Attribution Models

To effectively measure the performance of your RMN, it's crucial to have a comprehensive analytics and attribution framework in place. This framework should be designed to capture and analyze data from various touch-points across the shopper journey, both on-line and in-store. Key components include the following:

MULTI-TOUCH ATTRIBUTION:

- Attribution Analysis: Credit each touch-point and assess conversion impact with machine learning.
- Loyalty Boost: Promote sign-ups with value-focused messaging at key moments.
- Optimized Spending: Refine tactics and media spend using attribution insights.

SALES LIFT ANALYSIS:

- Measuring the incremental sales impact of your RMN campaigns
- Comparing sales performance of products featured in RMN ads vs. control groups
- Analyzing the long-term impact of RMN exposure on shopper behavior and loyalty

IN-STORE MEASUREMENT:

- Utilizing computer vision and IOT sensors to track shopper engagement with DOOH displays
- Measuring the impact of in-store RMN campaigns on foot traffic, dwell time, and basket size
- Integrating in-store measurement data with on-line metrics for a holistic view of RMN performance

Evolving Cross-Channel Media Mix Modeling Capabilities

As your retail media network grows and becomes more complex, it's important to update and improve your media mix modeling to better understand how different advertising channels and touch-points work together to influence customer behavior and drive sales.

Media mix modeling is a technique that helps you determine the best combination of advertising channels (such as in-store digital displays, sponsored product listings, and mobile app ads) to maximize your return on investment (ROI).



By analyzing data from multiple sources and using advanced statistical methods, you can optimize your budget allocation across different channels based on their performance, predict future scenarios, and understand how changes in your advertising spending and tactics may affect your results.

To build advanced media mix modeling capabilities that can handle the complexity of modern retail media networks, consider working with experienced data science and analytics experts who can provide cutting-edge tools and methodologies.



At Gable, we bring an unprecedented blend of technology, strategy, and data intelligence to address this issue. Your digital advertising—be it DOOH or other digital signage and LED displays—is not just another channel but a powerful tool to engage, measure, and influence consumer habits and behavior. However, there are multiple pieces to this complex digital landscape puzzle that require integrated expertise. We welcome the opportunity to partner with you.

DATA ANALYTICS & CONSUMER INSIGHT

**Boost ROI of Your
Digital Retail Media
Network.**

Embrace advertising on
your digital displays &
make better-informed
decisions with Gable's
data and consumer
insights solutions.



A VISUAL
COMMUNICATIONS
COMPANY.



Consumer goods companies like Kellogg's use MMM to evaluate the impact of marketing efforts such as advertising, promotions, and pricing on sales. By analyzing historical data, they can identify which marketing channels and strategies yield the highest return on investment (ROI).

In the retail sector, MMM helps businesses refine their promotional strategies, pricing decisions, and product assortment. Retailers can optimize their marketing mix by understanding how different tactics affect store traffic, basket size, and sales conversion.

- Cassandra

[Source Link](#)

About Gable

Gable has been a leader in visual communications for over 40 years. We are passionate about elevating how people perceive, interact with, and remember brands, buildings, and places. With a rich legacy in blending the timeless artistry of traditional signs with the dynamic possibilities of video displays & integrated AV systems, Gable continues to shape the future of visual communications.

For more information, visit gablecompany.com or call 800-854-0568.

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