VISUALART

A STRATEGIC WHITE PAPER

Leading the next gen of in-store retail media

Executive Summary

Retail media has become one of the most powerful new revenue opportunities in modern retail. With more than 80% of purchases still taking place in physical stores, the next wave of growth is happening in the in-store environment — where retailers have unparalleled customer attention, context, and first-party data.

Visual Art enters this shift as a long-established leader in shaping digital communication. With decades of experience building large-scale digital ecosystems, a heritage in DOOH, and leadership roles in retail media standardisation, Visual Art helps retailers transform screens into strategic, monetisable assets — without compromising customer experience.

This white paper explains how retailers can begin their in-store retail media journey, avoid common pitfalls, and build a scalable, customer-first, revenue-generating media channel inside their physical stores.

"Retailers shouldn't have to choose between customer experience and commercial impact. With the right frameworks, they reinforce each other. That's exactly what we help retailers achieve — scalable retail media that delivers value from day one.

ANDREAS LIND
Chief Commercial Officer, Visual Art

The state of retail media

Retail media refers to the advertising inventory and data assets owned by a retailer. It spans on-site, off-site, and, increasingly, in-store touchpoints. Retailers are rapidly maturing from simple ad placements to strategically orchestrated, data-driven, omnichannel media networks.

While retail media historically centred around e-commerce sponsored listings, the next high-growth frontier is the physical store — the moment of decision.

Key global drivers include:

- Declining cookie-based targeting
- Demand for high-quality, first-party data
- Advertiser need for measurable impact
- Retailer margin pressure
- Shift toward omnichannel campaign frameworks

The in-store moment is now critical for brands — and a major revenue opportunity for retailers.

Why in-store retail media is accelerating

IT STRONGLY INFLUENCES CUSTOMER BEHAVIOUR

According to a 135,000-respondent consumer study:

68% say in-store promotional media helps them shop
29% made a purchase because of in-store media
43% actively look for promotions in-store

This is impact digital banners can't match.

IT PROVIDES HIGH-MARGIN REVENUE

Retailers earn 70–90% profit margins on media sales — compared to low margin on product sales. This makes in-store retail media one of the most profitable revenue streams in modern retail.

IT MEETS ADVERTISER DEMAND

Brands want:

- High-intent environments
- Contextual relevance
- Guaranteed visibility
- Proximity to point of purchase
- Access to first-party data
- Unified measurement across on-site, off-site, and in-store media

Retailers are uniquely positioned to deliver this.

THE STORE HAS BECOME A MEDIA CHANNEL

When retail environments become a stage for brands, the physical store has shifted from a transactional space to a dynamic, high-value communication platform. Retailers who embrace this transformation will lead the next era of competition.

How to get started

THE ROLE
Start with defining the role of in-store retail media

MAPPING
Map the customer journey and your store zones

VALUE
Classify, value, and structure your screen inventory

GOVERNANCE
Build an internal governance model

CONTENT LOOP
Choose the right content orchestration model incl. dynamic loops

MEASURE
Build your measurement and attribution model

REFINE
Pilot, refine, and scale

Start with defining the role of in-store retail media

Before thinking about screens or technology, retailers must decide:

- What role should retail media play in our business?
- Drive new revenue?
- Enhance the customer experience?
- Strengthen supplier relationships?
- Support category growth?
- Influence brand perception?
- Improve operational communication?

This strategic foundation ensures the retail media network becomes a long-term asset — not a short-term project.

Map the customer journey and your store zones

Retail media only works if it respects — and enhances — the customer journey.

Visual Art uses a zoning model:

- Inspiration zones (entrance, power aisles)
- Navigation zones (wayfinding, transitions)
- Category zones (adjacent to product groups)
- Promotion zones (end-caps, hotspots)
- Decision zones (checkout areas)

Each zone has different commercial value and content relevance.

Retailers who skip zoning often oversaturate stores with screens or misprice inventory, harming both customer experience and revenue.

Classify, value, and structure your screen inventory

Retailers need clarity on:

- What screens exist
- Where they are
- What customer flow they capture
- What category they support
- What formats exist
- What rules apply (endemic, non-endemic, experience-only, local content)

This is where Visual Art's heritage in DOOH and screen valuation becomes critical.

Our screen valuation modelling allows retailers to:

- Avoid clutter
- Set correct pricing
- Balance SoV
- Optimise screen placement
- Ensure consistent customer experience

Very few retailers can do this internally — and it is the foundation of a successful retail media business.

Build an internal governance model

Governance is one of the biggest challenges retailers face.

Retailers must define:

- Who sells retail media
- Who approves content
- Who controls the customer experience
- Who manages operations
- Who signs off measurement and reporting
- How local and central teams collaborate

Without governance, retail media becomes fragmented and unscalable.

Choose the right content orchestration model — including dynamic loops

This is where dynamic loops become transformative. Dynamic loops are rule-based content cycles that automatically balance:

- Paid campaigns
- Brand storytelling
- Retailer messaging
- Local content
- Category-specific triggers
- Seasonal and time-of-day relevance
- Fallback content for unsold inventory

This allows retailers to:

- Maintain consistent customer experience
- Guarantee correct share of voice
- Automate campaign prioritisation
- Monetise unsold moments
- Avoid manual playlist management
- Keep content fresh across thousands of screens

Dynamic loops shift retailers away from static playlists and toward automated orchestration, ensuring the right message plays at the right time — every time.

This is essential for scaling retail media.

Build your measurement and attribution model

Unified, comparable metrics across in-store, on-site, and off-site media.

Retailers should define:

- Opportunity to See (OTS)
- Dwell time
- Content-level impression modelling
- Campaign delivery & SoV reporting
- Category uplift or item-level uplift (via loyalty/ POS data)
- Customer sentiment impact

Data shows shoppers respond positively to in-store media when it is relevant.
Measurement is not a luxury — it is what attracts brand budgets.

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Pilot, refine, and scale

Retailers should begin with a pilot that includes:

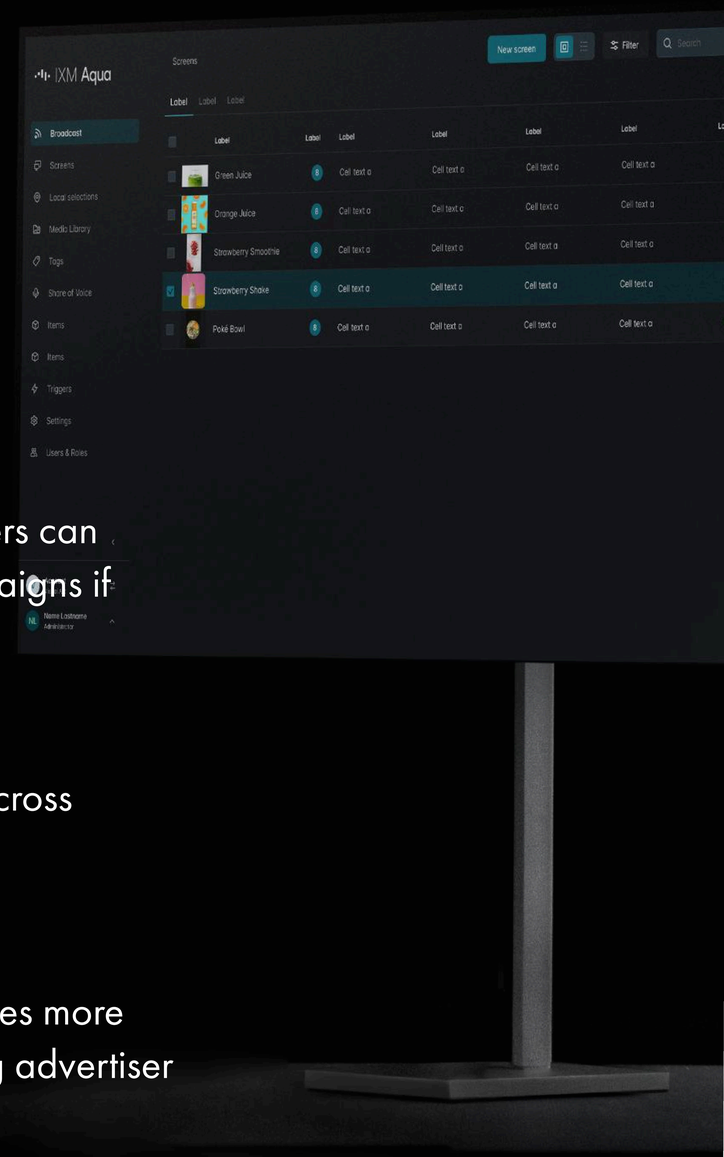
- A variety of store formats
- Multiple zones
- Different SoV mixes
- A blend of retailer and paid content
- Both endemic and non-endemic brand campaigns
- Measurement tied to sales or footfall behaviour
- Content quality and governance testing

The pilot should stress-test:

- Operational workflows
- Governance
- Content relevance
- Commercial viability
- Reporting accuracy

Visual Art supports retailers through each stage to ensure the pilot becomes a scalable model — not a one-off experiment.

The benefits of dynamic loops for retailers



Dynamic loops unlock core advantages that traditional playlists cannot deliver:

1. Automated share of voice control
Retailers can assign exact SoV percentages to campaigns, ensuring advertisers get what they pay for while protecting brand and CX messaging.

2. Real-time content optimisation
Content adapts to time, weather, category triggers, or external signals — creating hyper-relevant moments.

3. Guaranteed content balance
Brand storytelling, retail content, and paid ads coexist without manual intervention.

4. Monetisation of unsold inventory
Fallback content fills gaps, or retailers can dynamically insert third-party campaigns if desired.

5. Reduced operational complexity
No more manual playlist updates across thousands of screens.

6. Increased screen value
Dynamic, high-quality content creates more impactful media surfaces, improving advertiser perception and CPM potential.

Dynamic loops enable the retailer's most important requirement: consistency, relevance, and control at scale.

The Visual Art advantage

Visual Art provides what most retailers lack internally:

1. Strategy-first thinking
We ensure retail media strengthens both customer experience and commercial outcomes.

2. Full-ecosystem expertise
We design, build, operate, and optimise the entire digital in-store environment.

3. Deep screen valuation knowledge
Built on years of DOOH and large-scale network operations.

4. Leadership in standardisation
Through our role in the IAB Retail Media Task Force, helping define industry norms.

5. Operational reliability at scale
We manage complex networks with precision, ensuring consistency across thousands of screens.

6. Dynamic content orchestration
We help retailers implement dynamic loops, ensuring screens always show the right content mix.

7. Customer-first approach
Retail media should enhance the experience — never disrupt it.

Summary

Retail media is more than a revenue channel — it is a strategic evolution of the modern store.

Success depends on strong foundations:

- A defined strategy
- A clear zoning model
- A valued inventory
- Strong governance
- Dynamic content orchestration
- Unified measurement
- A partner who understands the full retail ecosystem

Visual Art provides the expertise, frameworks, and technology retailers need to launch, scale, and lead in the new era of in-store retail media.

The store is strengthening is position as a media platform and retail media is becoming a core value driver.

Visual Art is ready to guide retailers every step of the way.