



IN-STORE RETAIL MEDIA 2.0

Brand advertising at the PoS, measurably different.

Innovative measurement of in-store retail media impact and targeting with minimized ad-wastage for new customer insights.





What is C.A.P.?

A measurable in-store retail media technology in stationary retail

C.A.P. (Connecting Ad-Impressions with Purchase) is a retail media technology for measuring the advertising impact of in-store media in stationary retail.

High-quality screens with innovative sound technology inspire shoppers at the point of purchase.

The advertising seen is linked to individual shopping baskets. This enables comprehensive reporting based on in-depth analysis of campaign performance, similar to online media.

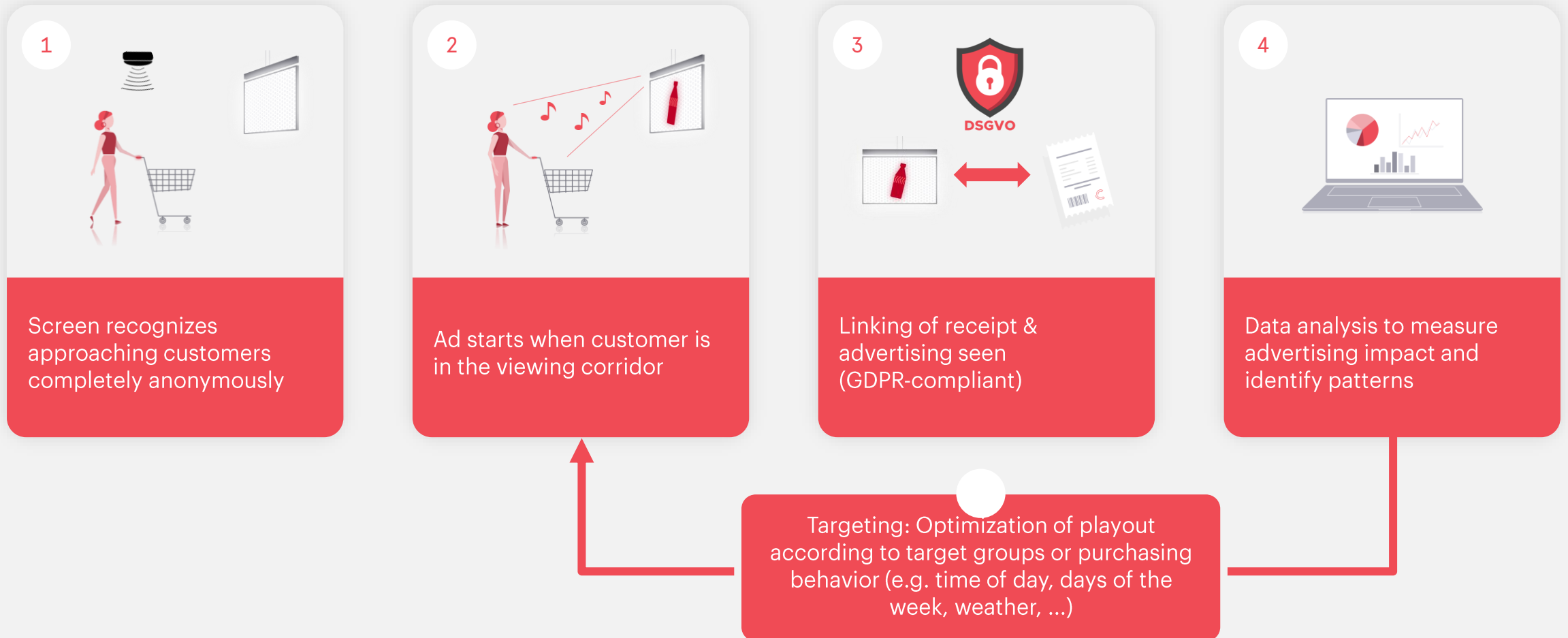
As a result, advertisers increase customer understanding and can use media budgets more efficiently thanks to the insights (data-based targeting).



CÄP
CONNECTING
AD-IMPRESSIONS
WITH PURCHASE



This is our innovative In-Store Retail Media Loop.





A measurable in-store retail media technology that enables incremental measurement.



**Customer tracking:
New 1st-party data**





 **Sound-Zone**

Contact-based advertising playout

 **RFID**
1234

- ✓ Minimized Wastage
- ✓ Reach Measurement
- ✓ Increased Attention with Sound



Efficient In-store Advertising.

Minimized Ad-Waste

Enabled by intelligent control of the screens using tracking technology

Unique Ad-Trigger

The advertising starts when a customer approaches a screen and activates the sound shower at the same time

Precise Reach & Impact Measurement

Generated ad impressions and the advertising impact are reported in a dashboard – as known from online media





Innovative Sound-System.

High Level of Attention

Unique connection with your target group

Maximum Effect

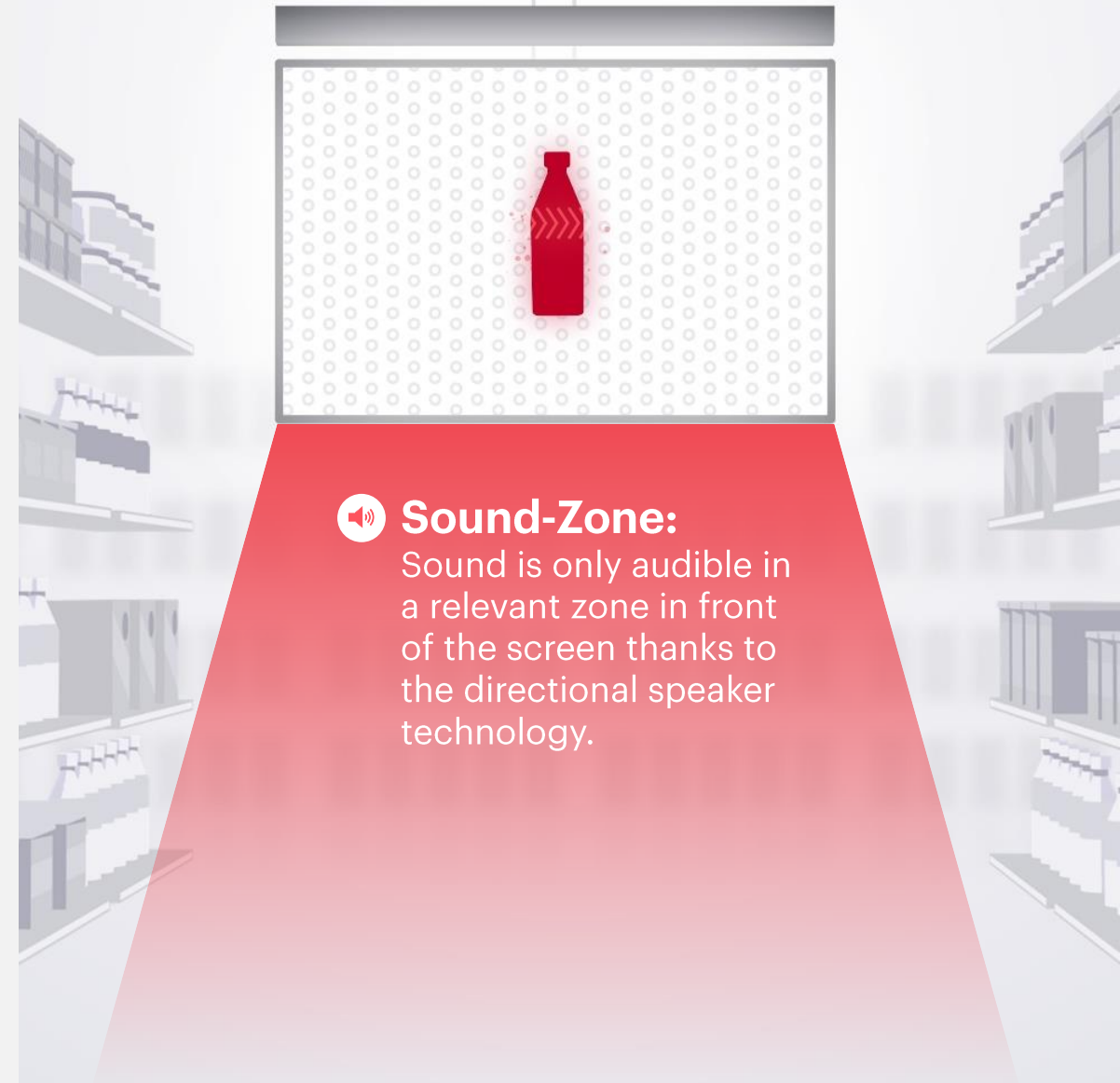
Proven by extensive analysis of commercials with and without sound

Unique Technology

Prevents cacophony in the supermarket

Positive Brand Effects

Surveys show that C.A.P. enhances the shopping experience



1:1 data linking of Media & Purchase Data



1234



750.000
Contacts
were made



In-Store Analytics
Insights for FMCG brands



Precise measurement of advertising impact in-store

– Incremental effects like online.



2 Shopper Groups



1 Beverage Market



Same Time



Equal Factors



Universität St.Gallen

EBS Universität
für Wirtschaft und Recht



Brands that trust us.

Multiple bookings have
already been made by
various brands

SELECTION





Media Inventory: High quality and relevant.

	Contact-Based	Continuous Loop
Definition	Videos that are triggered when a customer is at the screen	Videos that are played in loops
Contact quality	HIGH	STANDARD
Sound	✓	✗
Ad-Waste	LOW	STANDARD
Impressions Guarantee	✓	✗
Reporting	✓	✗
Targeting	✓	✗
Exclusivity	✓	✗



Insights & Cases



Measurability as in online marketing.

Precise Measurement

thanks to proprietary tracking technology

Valid Results

through comparison with an additional control group

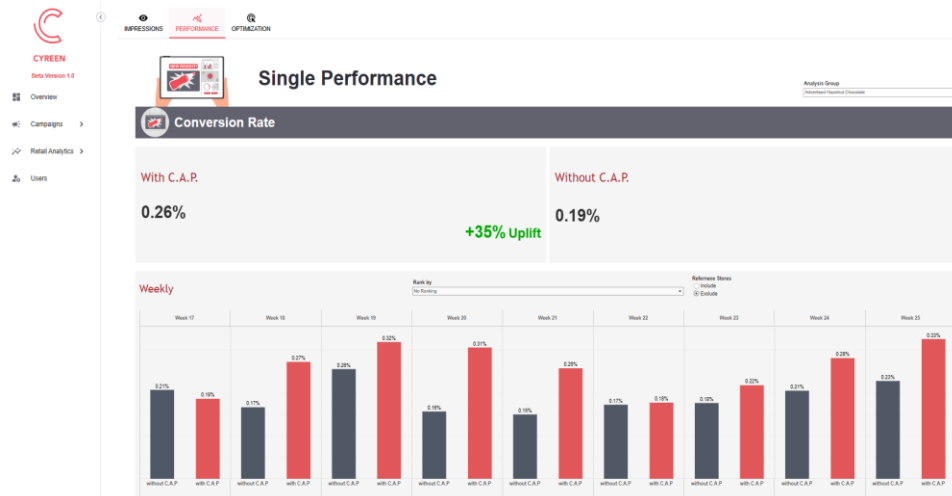
New Analysis Options

1:1 link between advertising viewed and shopping basket



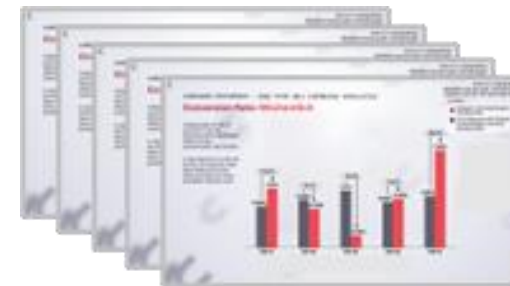
Reporting: Many insights and incremental effects.

“C.A.P. Explorer”
All insights in one interactive dashboard



Manual reporting
for customer-specific issues

20-50 PAGES



Meaningful and comprehensive analyses

- ✓ Impressions
- ✓ Sales Uplift
- ✓ Conversion Rates
- ✓ Shopping Cart
- ✓ Halo Effect
- ✓ Targeting Strategies
- ✓ Much more



Our retail media technology achieves significant and **measurable increases in sales.**

Sweet Drinks

+25%

Sparkling Wine

+14%

Chocolate Cream

+26%

Shower Gel

+28%

Beer

+24%

Toothpaste

+21%

Pesto

+20%

Herbs

+38%

Prosecco

+17%

Fruit Yogurt

+23%

Ice Cream

+17%

Grilled Sausage

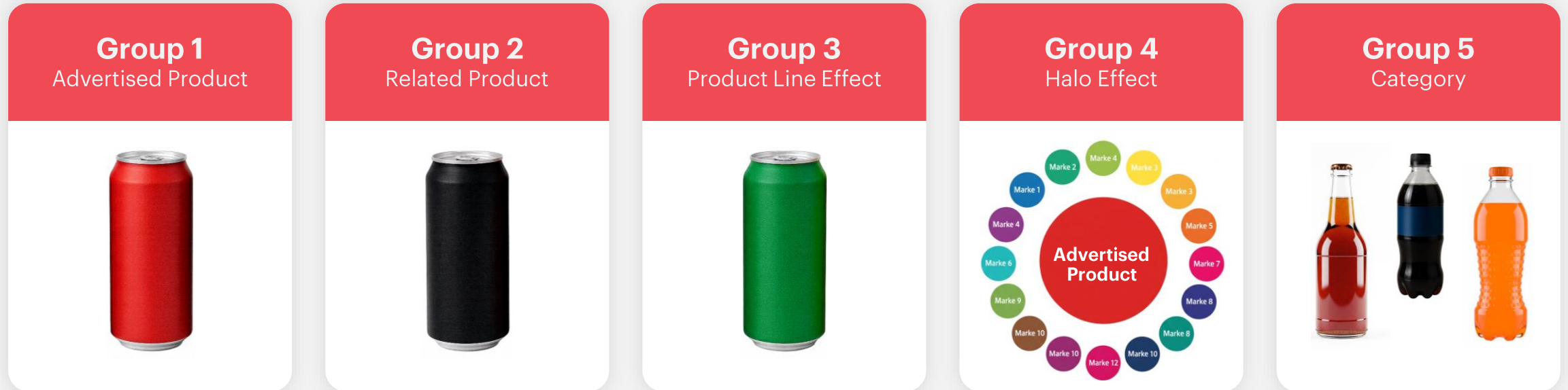
+23%

C.A.P. Medium achieved significant increases in total sales for a wide range of brands.



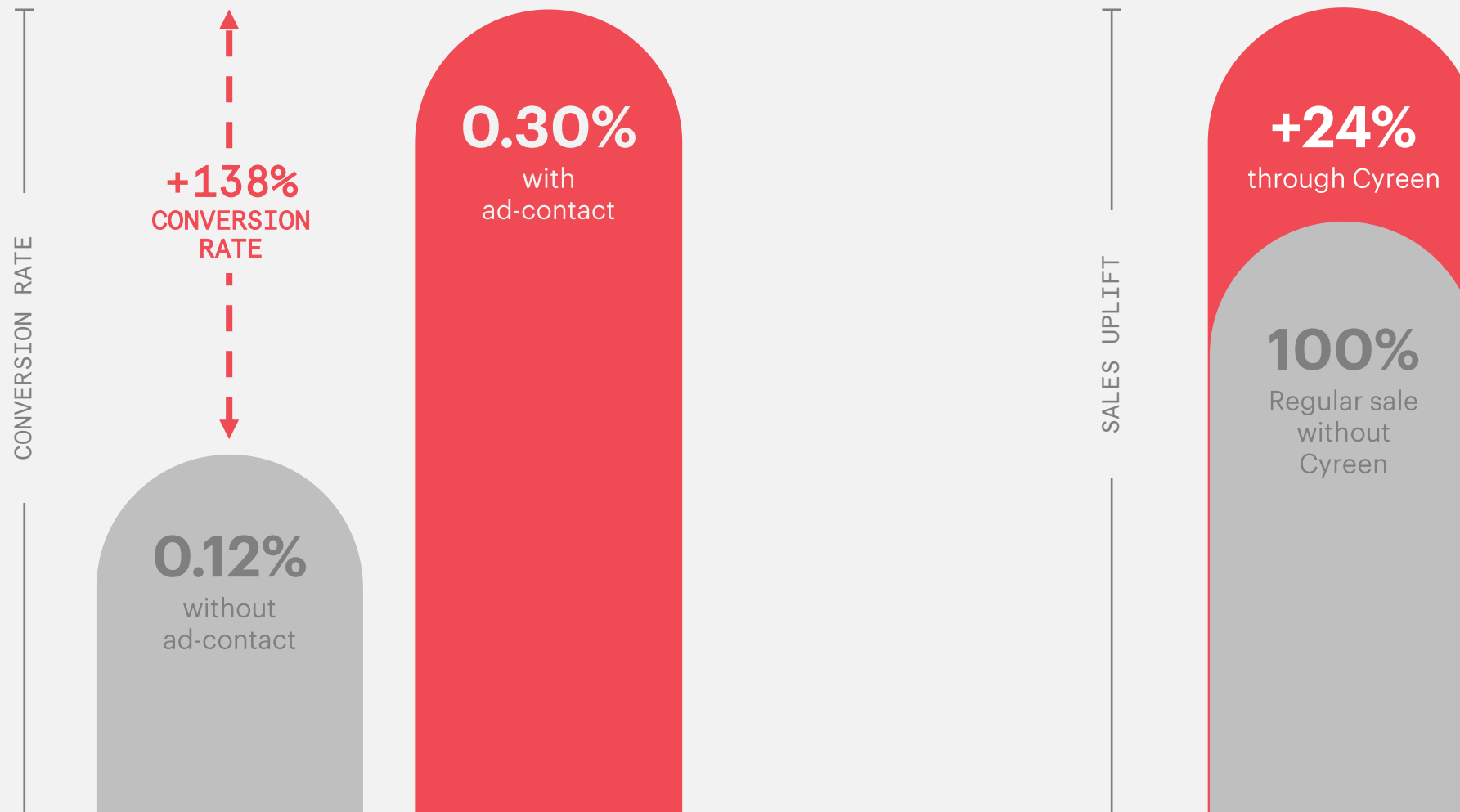
We enable media analyses for various product groups.

*ILLUSTRATIVE EXAMPLE





Precise measurement of known online KPIs, such as **Conversion Rate** or **Sales Uplift**.





Case 1: Influence of the time of day on sales.

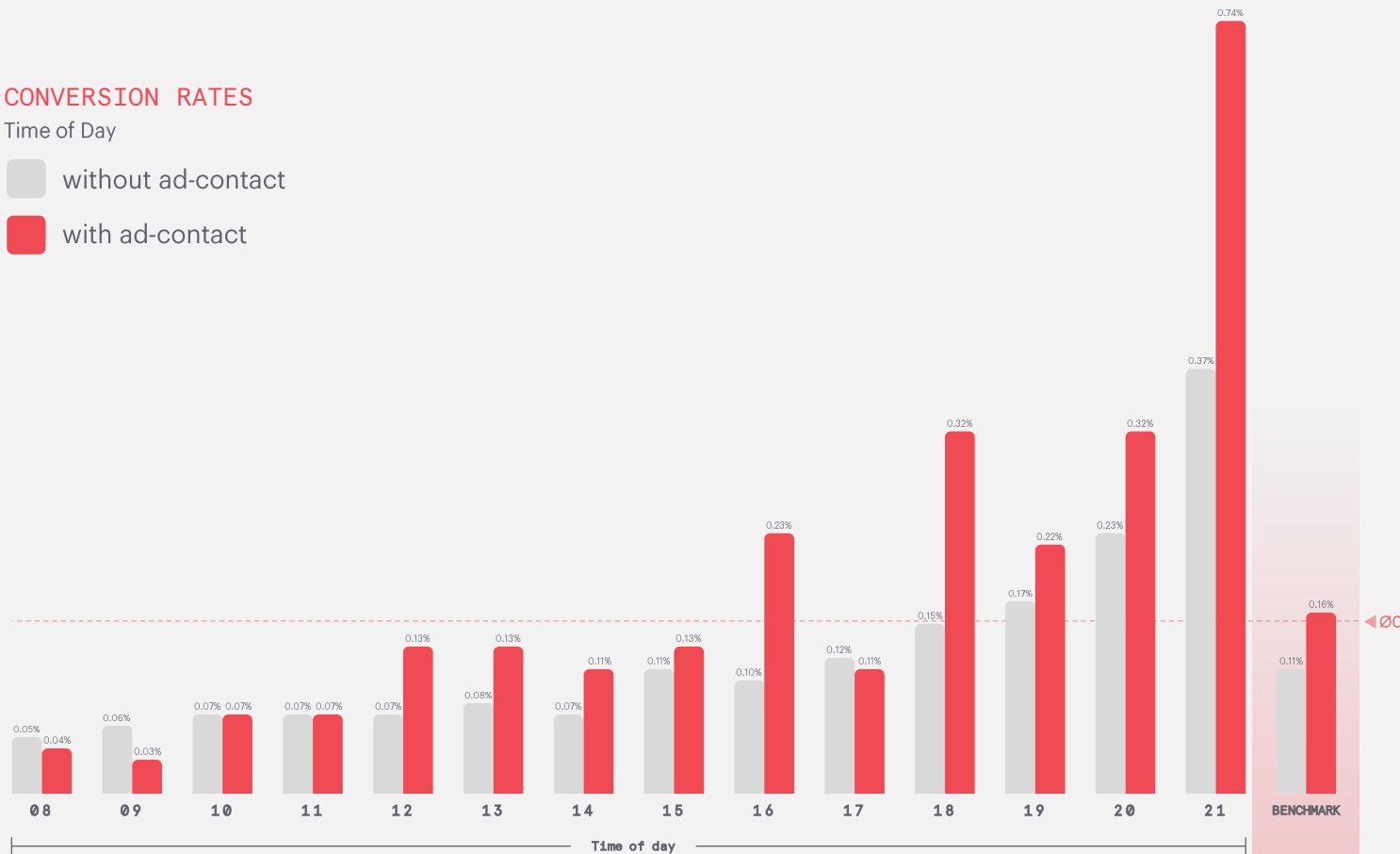
*ILLUSTRATIVE EXAMPLE

CONVERSION RATES

Time of Day

without ad-contact

with ad-contact



CASE

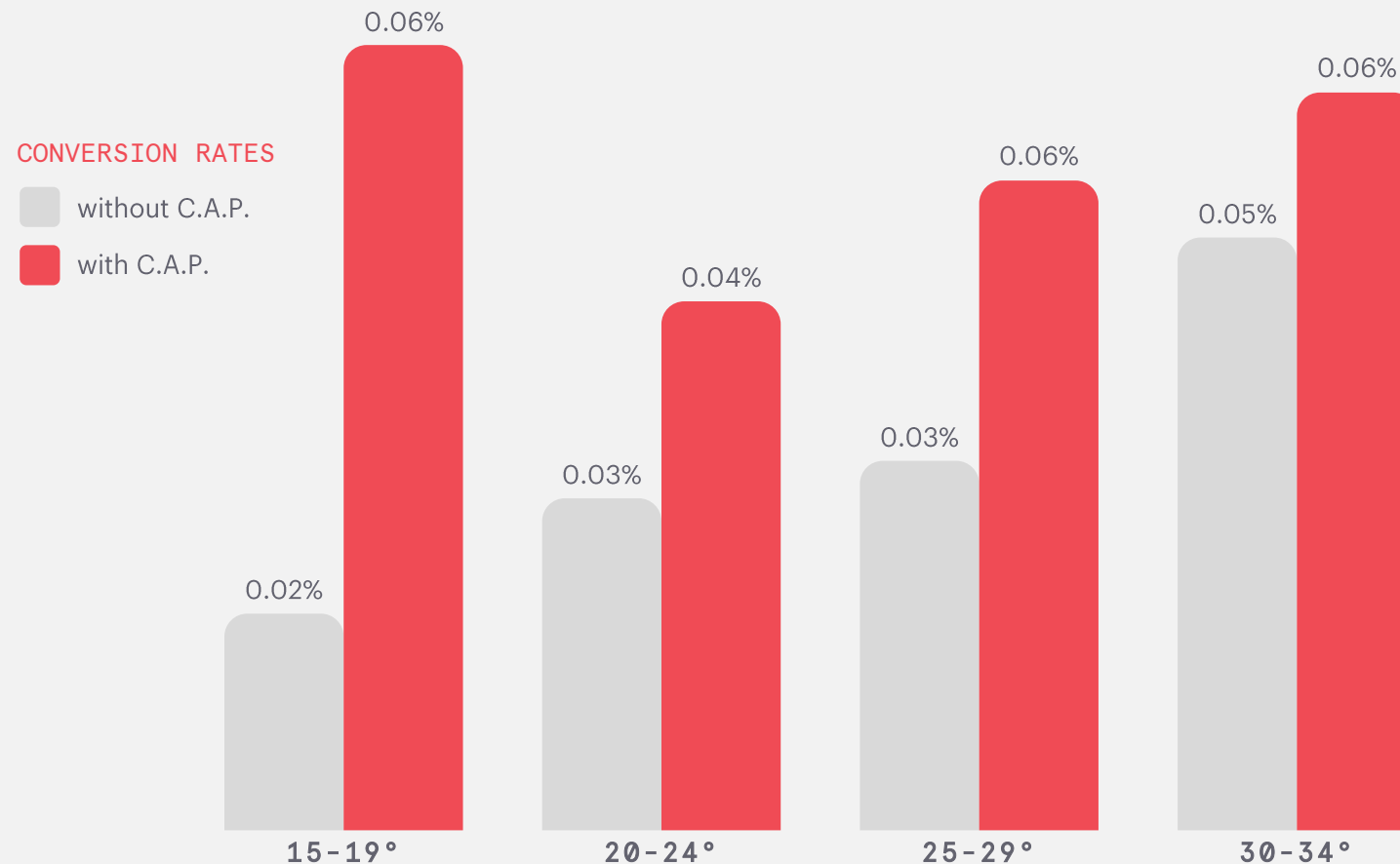
Advertising impact regarding time of day for an alcoholic drink

- **Initial question:** At what time of day does the advertising have the strongest effect?
- **Result:** The data clearly shows when the advertising is most effective
- **Conclusion:** In future, campaigns for this brand should primarily be played out in the late afternoon in order to achieve the greatest possible advertising impact



Case 2: Influence of weather on sales.

*ILLUSTRATIVE EXAMPLE



CASE

Advertising effect for ice cream depending on the temperature

- **Initial question:** At what temperatures does C.A.P. advertising have the strongest effect?
- **Result:** It is more effective to advertise ice cream at cooler temperatures - in contradiction to the sales cycle
- **Conclusion:** From an efficiency point of view, advertising should be played out depending on the weather

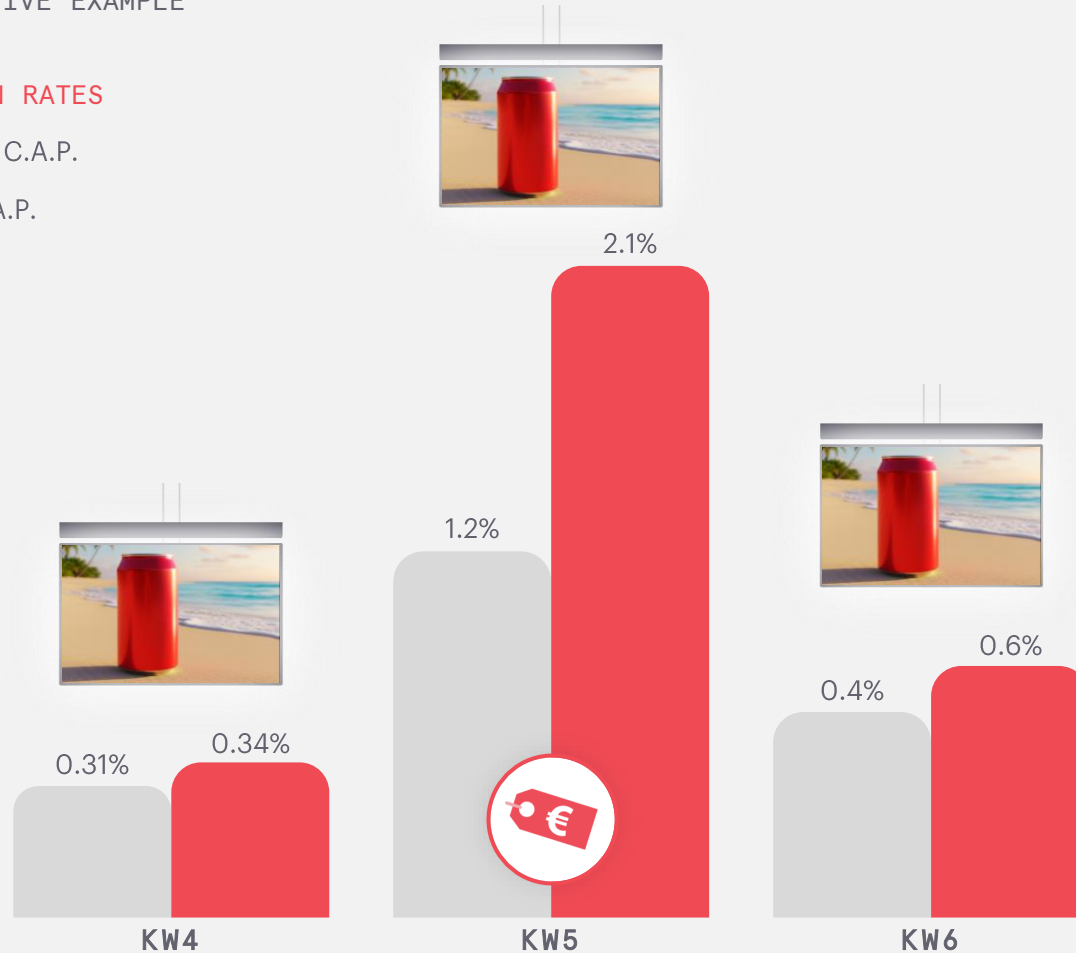


Case 3: Influence of price promotions on sales.

*ILLUSTRATIVE EXAMPLE

CONVERSION RATES

- without C.A.P.
- with C.A.P.



CASE

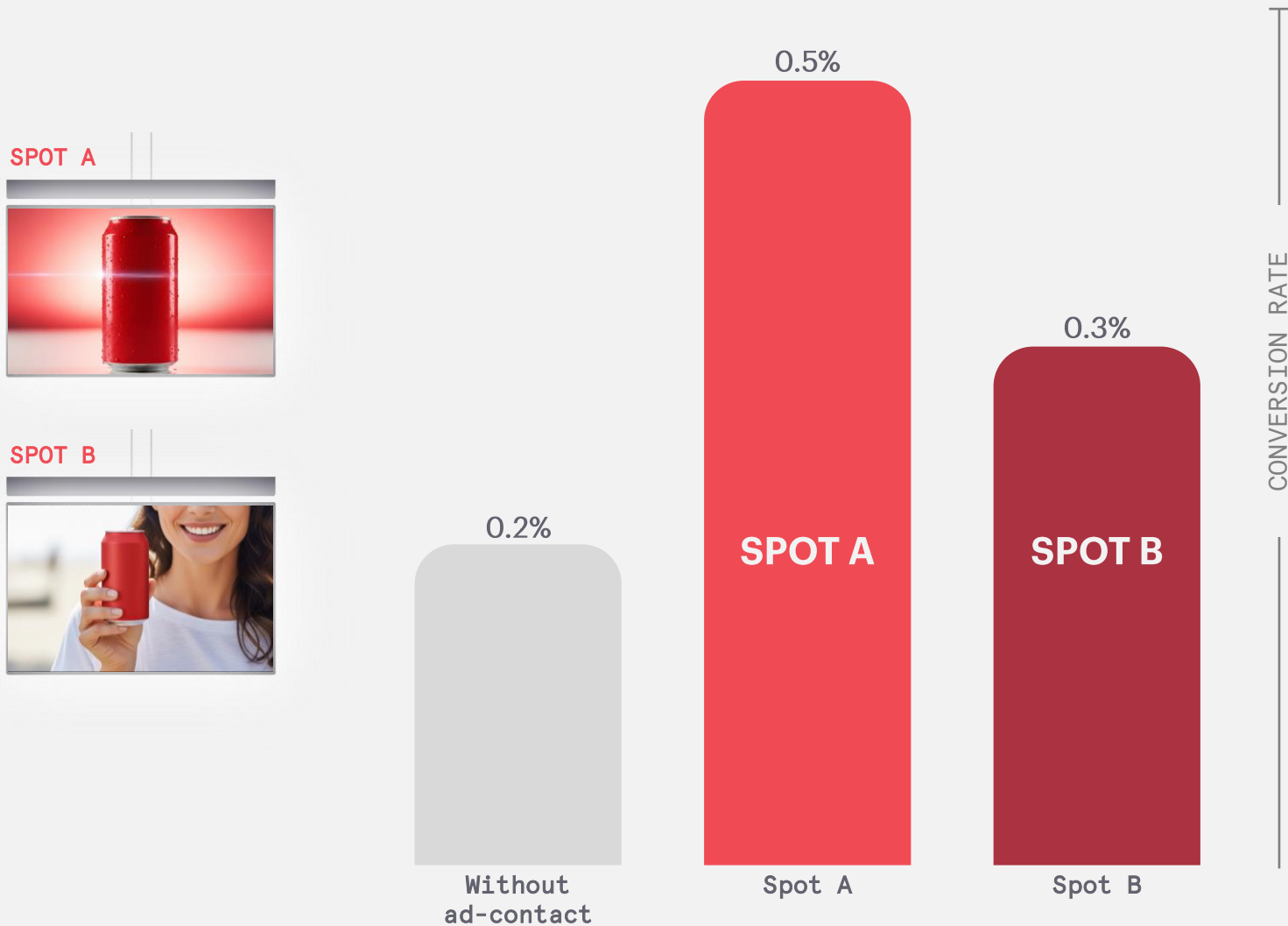
Advertising impact in connection with price promotions

- One trend for retailers is to digitize their price promotions. Instead of sending a brochure to every home, retailers can inform their customers in-store about the latest promotions
- In addition, such an analysis helps to determine for each brand whether a combination of in-store media with price promotions or a strict separation of the two leads to the best results



Case 4: A/B Testing.

*ILLUSTRATIVE EXAMPLE



CASE

Comparison of the advertising impact of two spot variants

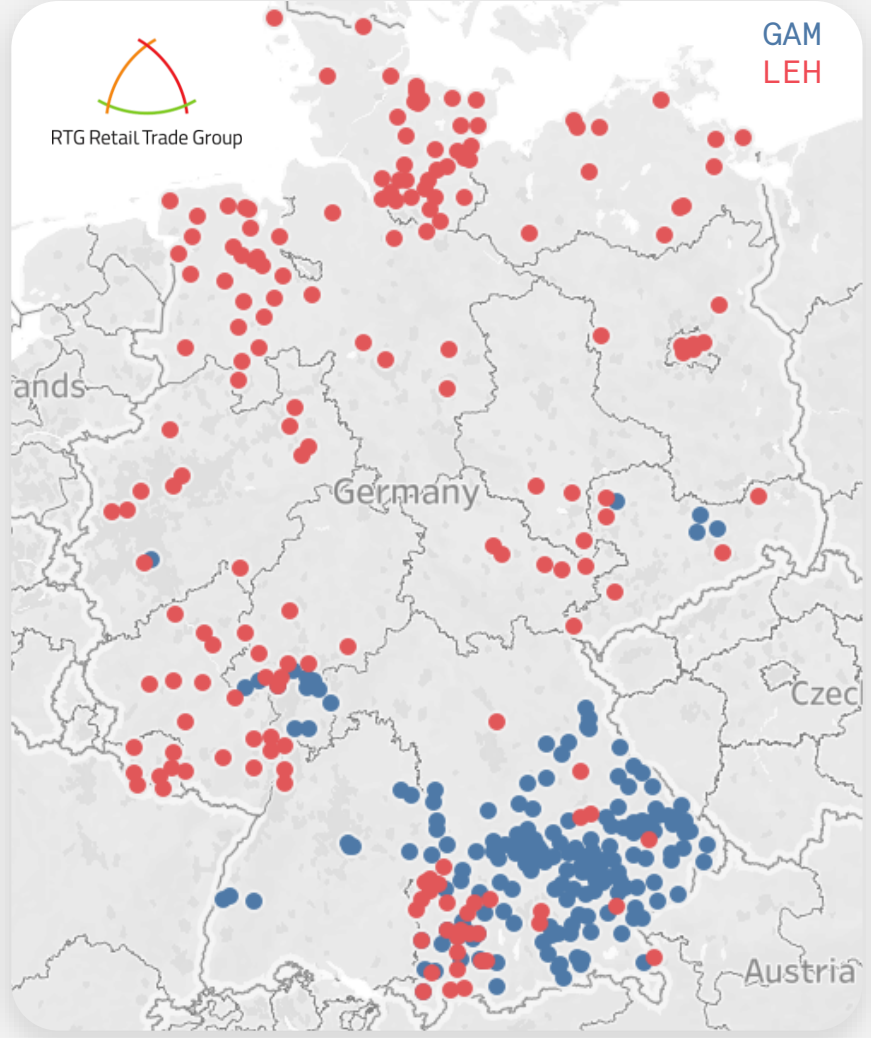
- A/B testing is a method of comparing two versions (A and B) of a particular ad to determine which version performs better
- By analyzing user behavior and key metrics, A/B testing helps to make data-driven decisions to optimize the spot's performance and achieve the desired results

CAP
CONNECTING
AD-IMPRESSIONS
WITH PURCHASE

Retailer, Media Reach & Targeting



Media Inventory: Grocery & Beverage Retail Stores.



RETAILERS	7 Partners
REGION	nationwide
FEDERAL STATES	all (except Bremen)
LEH SCREENS	approx. 850
GAM SCREENS	approx. 200
REACH	~50 mio. gross/month

Hardware per Store

- 2 to 6 screens per store
- incl. innovative directional speakers
- incl. tracking devices for spot triggering & impression counting + checkout integration

In-Store Positioning

- In high-traffic aisles
- Suspended from the ceiling; shoppers walk directly towards them



Targeting Options.

- ✓ **1:1 Targeting**
 - Activation of a spot only when a customer is near the screen to minimize ad waste significantly
 - Targeting exclusively shopping cart shoppers with large purchases
- ✓ **Loyalty Data: Gender / Age**
 - The advertiser defines the desired target group
 - Cyreen checks when this group is overrepresented in stores based on the retailers' loyalty data (refer to next two slides)
- ✓ **Insights Targeting**

Cyreen analyses the *factors that drive impactful campaigns and optimizes the playout based on the insights found – together with the client
- ✓ **Listing Check**

Verification by Cyreen based on the GTIN code(s)

*Targeting Factors

- ✓ **Time of day**
- ✓ **Day of the week**
- ✓ **Weather**
- ✓ **Price Promotions**
- ✓ **Activations**

Contests, Secondary Placements
- ✓ **Regions**

Federal States, Nielsen Regions, Zip Codes
- ✓ **Store Level**



Targeting by Age Groups.

Loyalty Data for Age Groups
by Times of Day and Days of the Week (in %).

	< 20 years	20 - 29 years	30 - 39 years	40 - 49 years	50 - 59 years	60 - 69 years	>= 70 years
Time							
6	34,6	28,4	18,8	8,7	4,2	3,1	2,2
7	30,8	27,9	17,2	14,2	6,5	2,2	1,2
8	23	37,5	15,7	9,7	8,5	3,9	1,7
9	20	37,7	19,7	14,7	0,7	1,6	5,6
10	21,1	35	14,7	7,5	8,3	9,4	4
11	24,8	36,4	12	15	4,6	3,6	3,6
12	28	37,9	10,3	9,8	8,9	2	3,1
13	5,7	11,1	16,3	34,1	18,2	11,5	3,1
14	3,5	10,1	21,4	20,9	15	18,9	10,2
15	6	17,3	23,8	20,6	16,7	8,2	7,4
16	4	10,5	20,1	27,1	22,2	10,6	5,5
17	3,8	16,2	24,6	21,5	10	18	5,9
18	3	2,6	4,3	6,9	9,9	38	35,3
19	0,5	1,6	4,7	10,5	25,3	17,8	39,6
20	0,3	2,8	3	3,2	15,2	24,4	51,1
21	6,3	4,3	1,8	4,7	21,8	23,8	37,3
22	0,4	0,3	3,6	6,6	26,9	26	36,2
23	2,5	0,1	4,8	8,4	13,5	33,2	37,5

ILLUSTRATIVE EXAMPLE

EXAMPLE TARGET GROUP: AGE 50

Targeting Strategy

- The use of loyalty data enables advertisers to deliver their ads to specific target groups (e.g., by age).
- Example: A brand wants to reach shoppers aged 50 and above.
- Our data indicates that this target group is overrepresented between 18:00 and 23:59.
- Based on this, Cyreen can
 - deliver the ad exclusively during these times, or
 - compare ad impact between the target group and the non-target group.



Targeting by Gender.

Loyalty Data for **Gender**
by times of day and days of the week (in %).

Time	Female	Male
6	31,5	68,5
7	32,1	67,9
8	40	60
9	36,8	63,2
10	50,5	49,5
11	51,7	48,3
12	49,7	50,3
13	56,2	43,8
14	48,2	51,8
15	65,4	34,6
16	57,6	42,4
17	53,8	46,2
18	51,2	48,8
19	46,4	53,6
20	46,4	53,6
21	43,1	56,9
22	39,8	60,2
23	39,5	60,5

TARGET GROUP:
male

ILLUSTRATIVE EXAMPLE

Targeting Strategy

- Targeting can be based not only on age, but also on gender.
- Example: A brand wants to reach male shoppers.
- Our data indicates that the desired target group is overrepresented between 06:00–09:59 and 19:00–23:59.
- Based on this, Cyreen can
i) deliver the ads exclusively during these time periods, or
ii) compare the advertising impact between target group and non-target group.



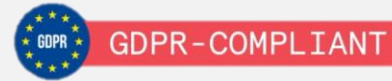
Why you should use C.A.P. **now!**



- ✔ Because in-store retail media also includes **data**. We deliver new insights transparently and reliably
- ✔ Because with us you will develop a better understanding of the impact of in-store retail media on your company
- ✔ Because you can demonstrably and significantly increase your sales - positive branding effects included
- ✔ Because you can make content, targeting & advertising pressure more data-driven and efficient
- ✔ Because you can advertise exclusively in your product category without competitors



CYREEN



We are looking forward to hearing from you!



TEAMS-Call
booking



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