



THE COMPLETE BEGINNER'S GUIDE TO OMNICHANNEL RETAIL MEDIA



Key concepts and best practices
for unlocking media success across
In-Store, On-Site, and Off-Site

WRITTEN BY
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Introduction



Retail Media: The 3rd Wave of Advertising

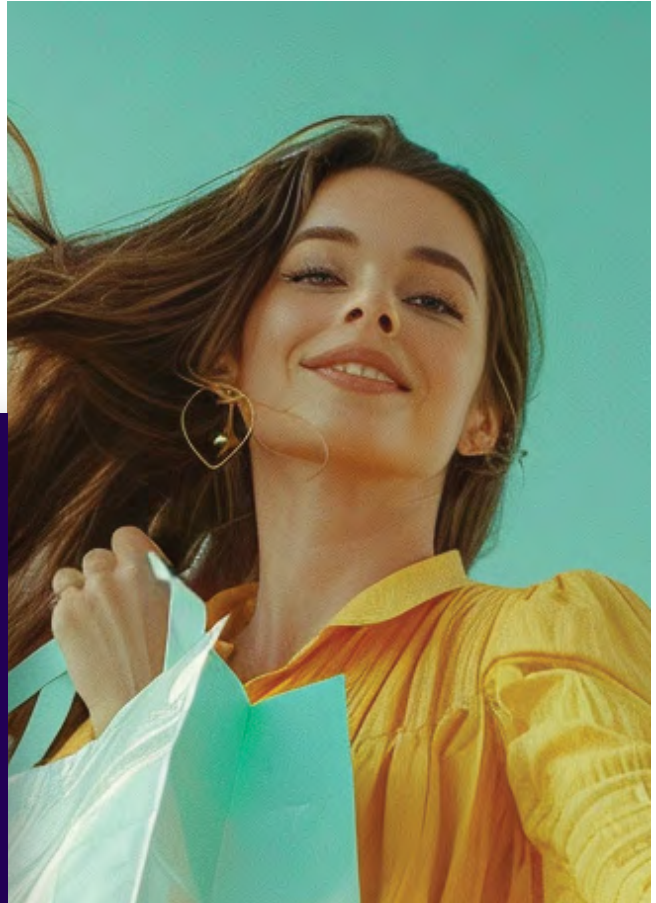
Retail media represents the third wave of advertising, transforming how brands and retailers connect with customers. By leveraging their unique first-party customer data, global retailers are now turning this rich asset into a profitable resource. This shift not only introduces a new revenue stream but also allows retailers to control ad environments and enhance customer experiences across in-store, on-site, and off-site channels.

This new form of advertising closes the loop between media impressions and retail transactions, providing a powerful way to enhance targeting, deepen audience insights, and attribute ads directly to sales outcomes. Through retail media, brands can reach customers with tailored messages at critical moments in their purchasing journey.

Whether through in-store digital screens, personalized online recommendations, or programmatic ads, retail media enables advertisers to tap into valuable in-store shopping and sales data.

As a result, advertisers can serve ads that are both relevant and timely, creating meaningful touchpoints that resonate with customers' needs. This integration between media and retail enhances not only brand visibility but also the effectiveness of ad spend, giving brands access to precise audience segments based on real purchase behaviors. With the ability to reach audiences as they move from awareness to conversion, retail media offers a holistic approach to advertising that meets the evolving expectations of today's omnichannel customer.

Definition of Retail Media



Retail media encompasses a broad range of advertising strategies targeting customers across both online and offline channels that are owned and operated by a retailer. **It uses rich customer data to craft personalized, highly targeted ad campaigns, engaging customers at crucial points in their path-to-purchase.**

Key components include:





→ In-Store Advertising:

Utilizes digital screens, in-store radio, kiosks, Wi-Fi, POS displays, and other interactive installations to engage customers directly in-store, influencing purchasing decisions in real time.



→ On-Site Advertising:

Targets customers through the retailer's website and other owned digital channels like mobile apps, e-commerce platforms, and loyalty programs.



→ Off-Site Advertising:

Expands campaign reach to external digital platforms, using retailer data to serve ads across social media, search engines, direct marketing channels, and third-party platforms, including programmatic networks, DOOH, and Connected TV.

In an omnichannel context, retail media enables profiling of unique users across both online and offline environments, providing seamless, consistent targeting around advanced insights including household disposable income, lifestage, lifestyle or predictive retail behavior, habits & preferences. This approach ensures that customers encounter relevant, personalized advertisements throughout their path-to-purchase experience, enhancing engagement and boosting conversion likelihood.

The primary goals of retail media are to drive brand awareness, generate leads, and boost sales by leveraging a retailer's prime advertising spaces, audience insights, and extensive customer reach. Retail media for all brands, CPG and non-CPG, is about delivering more impactful and more measurable advertising outcomes.

Importance and Benefits of Retail Media for both CPG & Non-CPG Brands

Retail media offers unique advantages for both CPG (Consumer-Packaged Goods) and non-CPG brands, whether they are endemic or non-endemic to a specific retailer. **By leveraging rich audience insights and behavioral data, retail media allows brands to connect with customers at key moments, driving both awareness and conversions.** Here's how each type of brand benefits:





Objectives & Benefits for CPG Brands

→ Increased Sales:

Retail media campaigns reach customers already in a purchasing mindset, significantly boosting sales for featured products by aligning with their immediate needs.

→ New Product Launches:

Retail media is an effective channel for launching new products. Targeted promotions reach interested customers, driving awareness and encouraging trials, allowing brands to make a memorable first impression.

→ Customer Reactivation:

Personalized offers and promotions encourage lapsed customers to re-engage with the brand, increasing purchase frequency and reinforcing loyalty.

→ Market Expansion:

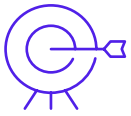
Using audience insights, retail media helps CPG brands identify new customer segments, extending reach to customers who haven't engaged with the brand before.

→ Seasonal Promotions:

Retail media aligns promotions with seasonal demand, such as holidays or events, leading to significant sales peaks by showcasing relevant products during high-interest periods.

→ Brand Loyalty:

By using consistent, targeted campaigns, retail media strengthens customer loyalty, encouraging repeat purchases and rewarding loyal customers, building long-term relationships.



Objectives & Benefits for Non-CPG Brands

→ Brand Awareness:

Retail media elevates non-CPG brands within the retail environment, reaching a broad audience and expanding brand recognition among customers within a high attention rate environment.

→ New Service Introduction:

It serves as a powerful channel for introducing new services, providing an ideal platform for engaging audiences and creating awareness in a retail setting.

→ Customer Engagement:

Non-CPG brands can use retail media to capture the attention of customers who may not have considered their services previously, highlighting key benefits and inviting trials.

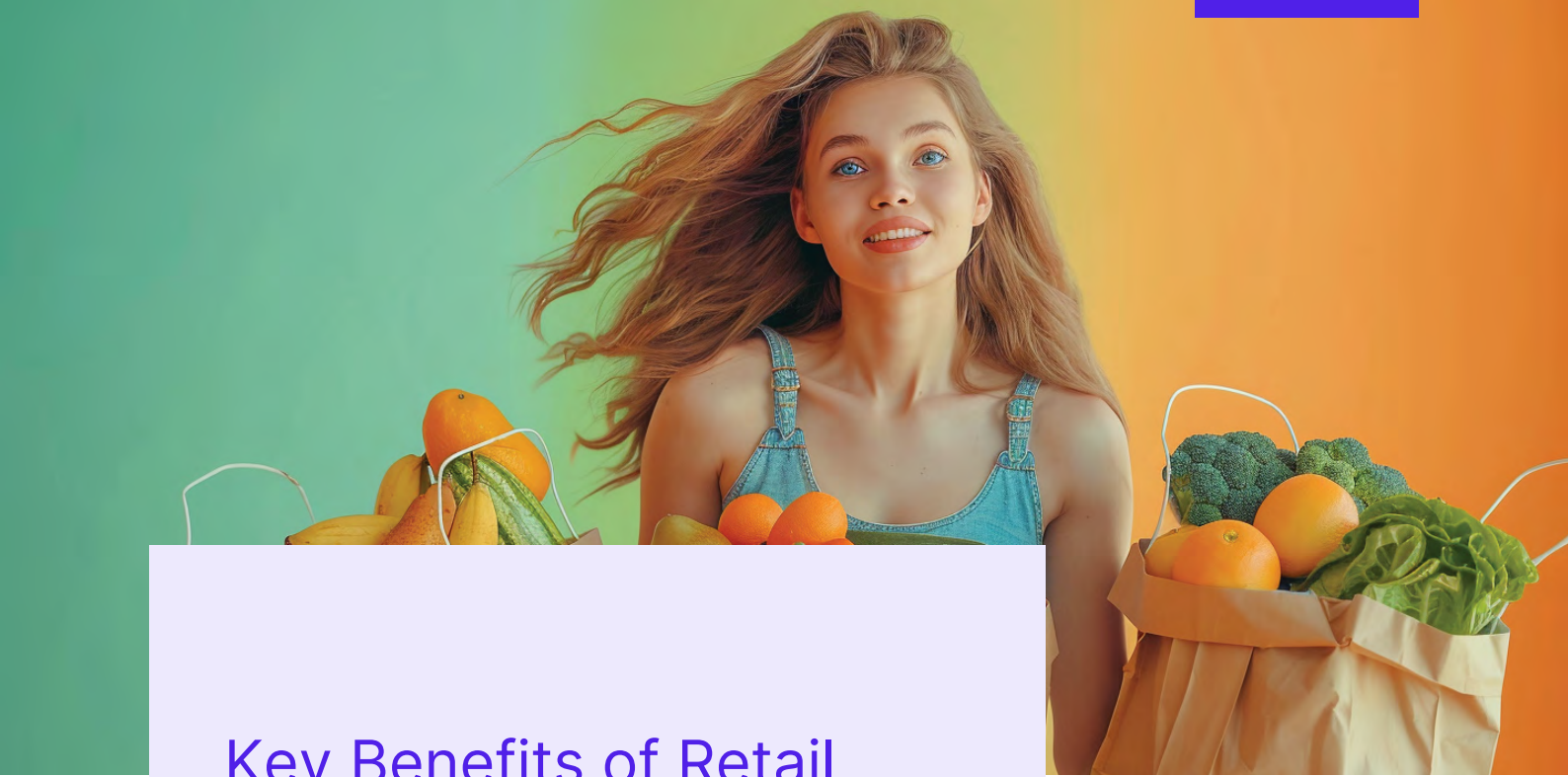
→ Customer Acquisition:

By demonstrating the relevance and value of services in a retail context, retail media attracts new clients, efficiently expanding the customer base.

→ Exclusive Offers:

Creating exclusive, retailer-specific offers differentiates non-CPG brands, providing unique value propositions that engage and interest customers, encouraging conversions.

Retail media, as implemented through Footprints AI, empowers both CPG and non-CPG brands with audience insights that support precise predictive targeting across the complete path-to-purchase. This leads to more impactful campaigns, ensuring that every interaction is relevant, timely, and optimized to enhance engagement and drive measurable results.



Key Benefits of Retail Media across both CPG and Non-CPG Sectors:

→ Data-Driven Targeting:

Retail media harnesses deep customer insights to create personalized, highly targeted campaigns that reach the right audience at the right time, ensuring messaging is relevant and impactful.

→ Real-Time Insights and Optimization:

With access to real-time metrics, retail media enables brands to measure campaign performance instantly and make data-driven adjustments, optimizing strategies on the fly to maximize impact.

→ Omnichannel Reach:

Retail media bridges online and offline channels, delivering consistent, engaging messages that enhance the overall shopping experience and reach customers wherever they are in their purchasing journey.

→ Enhanced ROI:

The precision targeting in retail media drives higher conversion rates, improving return on investment (ROI) and offering a cost-effective strategy for both immediate sales and sustained growth.

By adopting retail media, CPG and Non-CPG brands alike can boost advertising effectiveness, drive sales, and cultivate stronger connections with target audiences. This approach goes beyond short-term gains, laying a foundation for long-term brand growth and customer loyalty.

Overview of In-Store, On-Site, and Off-Site Retail Media

Retail media spans multiple channels to engage customers, each offering distinct benefits and engagement methods. Here's an overview of the key retail media channels:





In-Store Retail Media Advertising

Retail media spans multiple channels to engage customers, each offering distinct benefits and engagement methods. Here's an overview of the key retail media channels:

→ Digital Screens:

Screens placed strategically throughout the store show dynamic advertisements, promotions, and product information, capturing attention during the shopping journey.

→ In-Store Radio:

Broadcast audio ads over the store's PA system promote products and special offers, creating ambient influence on purchase decisions.

→ Interactive Kiosks:

These digital kiosks allow customers to interact with product details, search for items, and access exclusive promotions, enhancing the in-store experience.

→ POS Displays and Signage:

Point-of-sale displays and signage draw attention to specific products, especially for promotions or new arrivals.

Additional in-store tools that enhance customer engagement include info screens, in-app notifications using indoor mobile positioning and navigation, QR codes, smart shelf displays, digital sampling stations, smart shopping carts, and Wi-Fi networks. Together, these elements create a comprehensive advertising ecosystem that captures customers' attention, drives sales, and elevates the in-store experience.



On-Site Retail Media Advertising

On-site advertising encompasses the retailer's owned digital properties, offering a direct connection to engaged customers:

→ Retailer's Website:

Banner ads, sponsored search results & product listings, and personalized recommendations connect with customers as they browse, providing relevant, targeted offers.

→ Mobile Apps:

In-app ads, push notifications, and personalized offers reach users on their devices, ensuring high visibility and engagement.

→ Loyalty Programs:

Advertisements and promotions integrated into loyalty program communications offer exclusive deals to members, fostering brand loyalty.

These on-site channels allow precise targeting and tailored messaging, helping advertisers nurture customer relationships and drive conversions.



Off-Site Retail Media Advertising

Off-site advertising extends a retailer's reach through external digital platforms, bringing new audiences into the retail ecosystem and driving traffic back to owned channels:

→ Social Media Advertising:

Sponsored posts and paid ads on platforms like Facebook, Instagram, WhatsApp, TikTok, and Google Business target users based on retailer-enabled exclusive audience insights for highly relevant messaging.

→ Search Engine Marketing:

Paid search ads on platforms like Google and Bing reach users based on both retailer-enabled audience insights & their search queries, capturing high-intent customers in the most effective targeting.

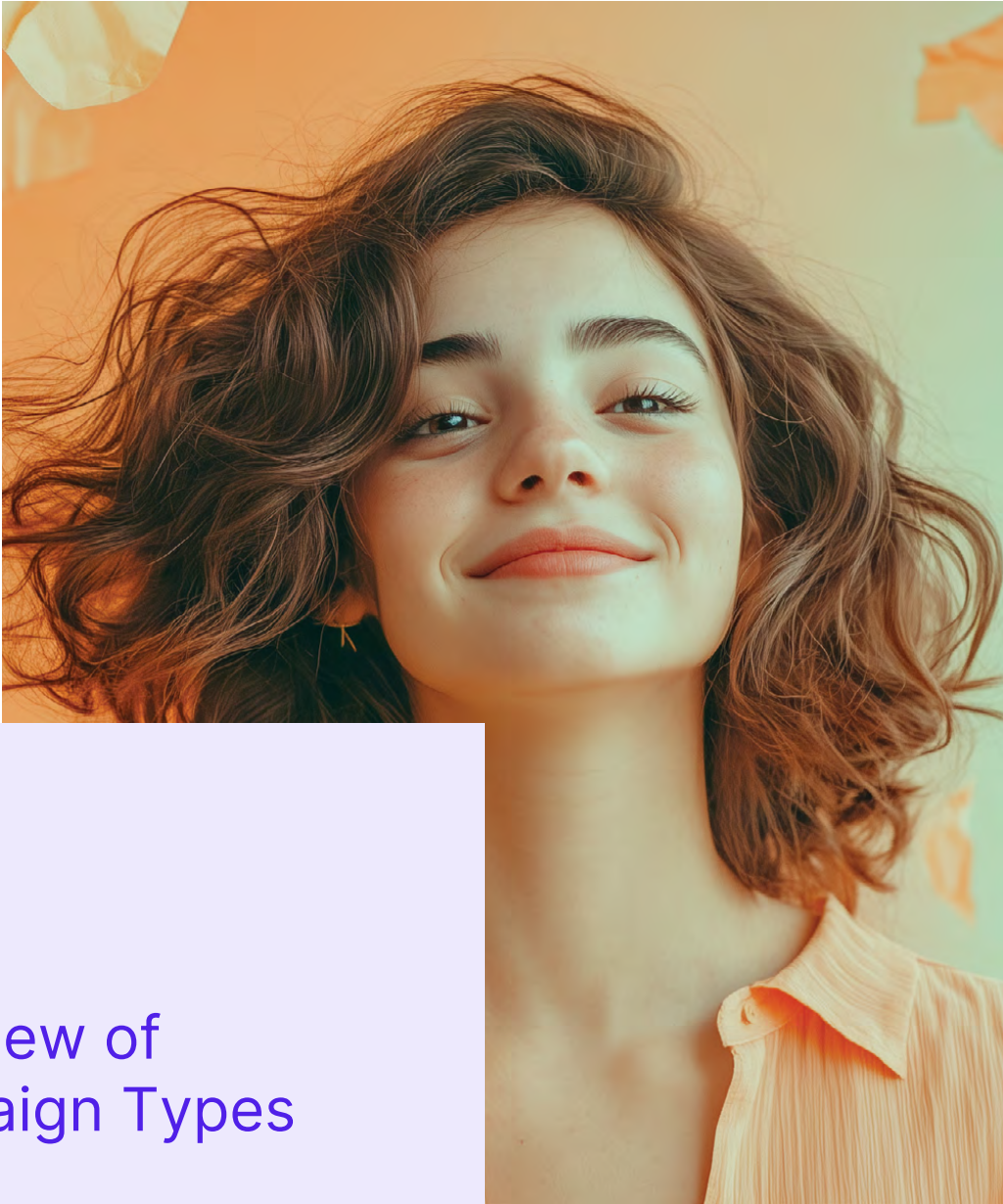
→ Programmatic Advertising:

Automated ad placements on third-party websites and apps leverage retailer data & unique customer insights to reach specific audiences with relevant, timely ads.

→ Direct Marketing:

First-party data supports targeted messages via SMS, email, WhatsApp, and push notifications, creating personalized connections with customers.

Other off-site channels include Connected TV, digital out-of-home (DOOH) advertising, and video streaming platforms. These off-site options allow advertisers to expand their reach, attract new customers, and guide them toward conversion on owned channels.



Overview of Campaign Types

The Footprints AI retail media platform supports three primary campaign types, each tailored to specific brand objectives. These campaign types differ in terms of unit price, targeting criteria, optimization potential, impact, and data metrics included in reporting. Additionally, Footprints AI provides a unique retail data insights report, powered by AI and transaction level data, covering 100% of all in-store and online visits & transactions. This report correlates store-level sales data with customer socio-demographic & behavioral insights, and purchase patterns for deeper analysis.





Drive Awareness

Designed to elevate brand or product visibility, **Drive Awareness** campaigns are ideal for new product launches or promotional boosts. By targeting store-level audiences both in-store and online, these campaigns maximize reach and customer engagement.



Objective:

Increase brand/ad recall.



Targeting:

Focuses on store-level audiences, both in-store and online.



Why:

Close-to-purchase advertising addresses the first moment of truth, converting browsers into buyers.



Metrics:

Reach, Impressions, Audience Insights, Location Insights.



Generate Leads

Generate Leads campaigns encourage specific actions from customers, such as signing up for a newsletter, downloading an app, request an offer, fill in a registration form or simply visiting a website. These campaigns are effective for user acquisition or lead generation objectives, making them ideal for performance media.



Objective:

Drive leads, app downloads, and user acquisition.



Targeting:

Based on audience demographics (including socioeconomics) and location, primarily online.



Why:

Retail media provides a “blue ocean” for brands, offering fixed pricing with clear attribution to conversions and a strategic channel for acquisition.



Metrics:

Reach, Impressions, Actions, Audience Insights, Location Insights.



Boost Sales

Boost Sales campaigns are focused on increasing product or service purchases, suitable for both promotional and non-promotional periods. These campaigns target audiences based on socioeconomics, purchase behavior, and location, prioritizing in-store customers.



Objective:

Generate additional sales.



Targeting:

Based on audience data (including socioeconomics), purchase habits, and location, primarily in-store.



Why:

Footprints AI's retail media platform allows brands to correlate near real-time media investments to actual sales, providing actionable insights and measurable results.



Metrics:

Reach, Impressions, Actions, Sales (Volume, Value, Change vs. Preceding Period, Change vs. Brand Index & Category Index), Audience Insights, Location Insights.

By leveraging these campaign types, brands can strategically align their retail media initiatives with specific business goals, whether to increase awareness, drive conversions, or boost sales. Footprints AI's integrated retail data insights service further enhances campaign effectiveness, offering a granular understanding of customer behavior and purchase habits. This data-driven approach supports informed decision-making, optimizing campaigns for maximum impact.

IN-STORE Retail Media



Introduction

In-store retail media utilizes a range of advertising strategies and tools within the physical retail environment to engage customers, influence their purchasing decisions, and enhance their overall experience. This approach combines digital and physical elements to create high relevance, high impact media campaigns that target customers right at the point of sale, influencing purchase behavior at a critical moment in their path-to-purchase journey.



Definition and Importance

In-store retail media consists of various advertising and promotional tactics designed to capture customers' attention, promote products, and drive sales within the store. Its significance is multifaceted, with benefits that include:

→ Direct Engagement:

Engages customers during their shopping experience, making the advertising highly relevant and timely.

→ Influence on Purchase Decisions:

Provides real-time information and incentives at the point of sale, directly impacting immediate purchase decisions.

→ Enhanced Brand Visibility:

Increases brand visibility through strategic placement of eye-catching displays, ensuring brands remain top-of-mind as customers browse.

→ Improved Shopping Experience:

Enhances the overall shopping experience by integrating informative and engaging content, creating an atmosphere that enriches customer satisfaction and loyalty.



Types Of In-Store Media

The range of in-store media tools available allows advertisers to connect with customers and influence purchase behavior effectively. Key types include:

→ Digital Screens:

Dynamic video displays that share ads, promotions, and product details, strategically placed to provide customers with timely promotions throughout the store.

→ In-Store Radio:

Audio systems that play ads, promotional content, and music, creating a lively atmosphere and subtly guiding customers toward featured products.

→ Interactive Kiosks:

Touchscreen devices that give customers access to detailed product information and promotional content, offering a self-service portal for exploration.



→ End Cap Displays:

High-visibility placements at the ends of aisles to attract attention and drive impulse purchases, especially for new or promotional products.

→ Smart Shelves:

Equipped with digital price tags, digital screens and behavioral analysis sensors, smart shelves dynamically display prices and ad content, while gathering data on customer interactions and delivering on the conversion rate optimization objectives.

→ Point of Sale (POS) Displays:

Located near checkouts, these displays encourage impulse buys and are effective for highlighting special offers on smaller, high-margin items.

By leveraging these types of in-store media, advertisers can craft an engaging, informative shopping experience that directly influences customer behavior and increases sales. Each touchpoint offers unique ways to connect with customers, making in-store retail media an essential component of an effective retail strategy.





Digital Screens

Digital screens are dynamic video displays strategically placed throughout the store, capturing customer attention with vibrant, engaging content. These screens showcase advertisements, promotions, and detailed product information in real time, allowing advertisers to highlight special offers and seasonal campaigns. The visual appeal of video and animation makes digital screens highly effective at drawing in customers, creating a compelling in-store experience. With the flexibility to update content instantly, advertisers can keep messaging relevant and timely, ensuring that promotions align with current inventory and marketing goals.

Benefits:

→ Visual Engagement:

Draws attention with eye-catching video and animated content.

→ Content Flexibility:

Content can be easily refreshed to reflect new promotions and seasonal offers.

→ Enhanced Communication:

Displays provide detailed product information, helping customers make informed decisions on the spot.

A photograph of a young couple standing in a grocery store aisle. The woman is wearing a pink sweater and the man is wearing a yellow hoodie. They are surrounded by shelves of fresh fruits and vegetables. A blue banner with the text 'In-Store Radio' is overlaid on the left side of the image.

In-Store Radio

In-store radio systems broadcast audio advertisements, promotional messages, and music across the retail environment, creating a cohesive auditory experience that complements the shopping journey. These audio announcements reach a wide audience, helping advertisers convey brand messages and promotional offers to customers as they move throughout the store. In-store radio also enhances the atmosphere, playing music that aligns with brand identity and setting a positive tone. Advertisers can schedule targeted messages to play during peak shopping hours, ensuring that the right promotions reach the maximum number of customers.

Benefits:

→ Wide Reach:

Ensures promotional messages are heard by all customers throughout the store.

→ Atmosphere Enhancement:

Provides background music that elevates the shopping environment.

→ Targeted Messaging:

Allows for scheduling of messages during high-traffic times to maximize impact.

A photograph of two young children, a boy and a girl, standing in a store aisle. They are looking at a display of products on a shelf. The boy is in the foreground, wearing an orange shirt, and the girl is slightly behind him, also wearing an orange shirt. The background is filled with shelves of various products, creating a sense of depth and a warm, inviting atmosphere.

End Cap Displays

End cap displays are strategically positioned at the end of aisles, where they capture high foot traffic and naturally attract customers' attention. These displays are highly effective for promoting new, seasonal, or promotional products, offering maximum exposure in a prominent location. By placing popular or promotional items here, advertisers can drive impulse purchases, allowing customers to discover new products easily and make spontaneous buying decisions.

Benefits:

→ High Visibility:

Positioned in high-traffic areas to maximize exposure.

→ Promotional Focus:

Ideal for showcasing new, seasonal, or promotional items.

→ Impulse Purchases:

Encourages spontaneous buying behavior due to strategic placement.



Smart Shelves

Smart shelves bring digital innovation to the retail environment, equipped with sensors and digital displays that allow for dynamic pricing, real-time inventory monitoring, and interactive engagement with customers. These shelves can adjust prices and promotions based on demand or time, ensuring that pricing is always up to date. Additionally, smart shelves track stock levels, signaling for timely replenishment, and can even display personalized messages or offers to customers based on their browsing behavior.

Benefits:

→ Dynamic Pricing:

Enables real-time price adjustments and promotional updates.

→ Inventory Management:

Tracks stock levels to maintain availability and prompt restocking.

→ Customer Engagement:

Offers personalized messages and promotions based on customer interactions.



Point of Sale (POS) Displays

Point of Sale (POS) displays are positioned near checkout areas to capture customers' attention and drive last-minute purchases. Often featuring special offers, discounts, or new product launches, POS displays provide a final touchpoint for influencing customer decisions before they complete their purchase. They are particularly effective in prompting impulse buys and reinforcing promotional messages, using the wait time in line to showcase high-margin or promotional items. POS displays can also include digital screens on self-checkout systems, enhancing promotional visibility.

Benefits:

→ Strategic Placement:

Positioned near checkouts for maximum visibility during checkout.

→ Impulse Buying:

Encourages additional purchases as customers wait in line.

→ Promotional Focus:

Ideal for highlighting special offers, discounts, and new launches.

→ Increased Sales:

Capitalizes on the last opportunity to influence purchase decisions.



Strategies for Effective Media

To maximize the impact of in-store retail media, advertisers must leverage customer insights, optimize content delivery, personalize customer experiences, and measure performance. Footprints AI's platform enables advanced strategies by capturing customer behavior data and transforming it into actionable audience profiles. Here's how these strategies unfold:



Understanding customer behavior through behavioral profiling

Effective in-store media begins with a deep understanding of customer behavior, which includes browsing, shopping, and purchase patterns. Our software utilizes behavioral profiling to segment audiences based on real-time and historical data, creating precise, actionable profiles that inform advertising strategies. Key behavioral profiling aspects include:

→ Browsing Patterns:

Using in-store location tracking to analyse how customers navigate the store, from product browsing to aisle preferences and other contextual factors, in order to identify the profile of any anonymous visitor and their high-interest areas. This insight helps advertisers determine optimal ad placements and tailor content based on customer interests.

→ Shopping and Purchase Data:

Capturing details about purchase frequency, product categories, and seasonal preferences allows Footprints AI to build audience segments that reflect customers' buying behaviors. This data informs personalized promotions, increasing the relevance of ads displayed.

→ Audience Segmentation:

Using predictive analytics, Footprints AI categorizes customers into distinct

audience groups, such as frequent buyers, occasional customers, and first-time visitors. Footprints AI's proprietary profiling AI technology enriches these profiles with insights like household disposable income, lifestage, lifestyle and socio-demographics. This segmentation and advanced insights enables brands to target each group with relevant content, from loyalty rewards to introductory offers.



Placement and timing: linear, dynamic, and contextual media delivery

Linear Media Delivery

Linear media delivery involves scheduling content at set intervals, ensuring consistent exposure throughout the day. This approach is effective for broad audience reach, particularly for general promotions and brand messages:

→ Scheduled Content:

Regularly updated advertisements align with peak shopping times, allowing retailers to capitalize on high-traffic periods.

→ Consistent Exposure:

Ensures that key messages are seen by a wide range of customers, maintaining a steady brand presence and reinforcing awareness.



Dynamic Media Delivery

Dynamic media delivery uses real-time data, provided by our technology, to adjust content based on current store conditions. This approach ensures that messaging is highly relevant, targeting the right audience at the right time:

→ Real-Time Adjustments:

Adjust advertisements on-the-fly based on live data, including customer density, time of day, and foot traffic trends.

→ Targeted Messaging:

Serve context-relevant ads, such as promoting seasonal items or adapting to weather conditions (e.g., showing rain gear on a rainy day), for more effective engagement.

Contextual Media Delivery

Contextual media delivery leverages specific triggers like customer behavior or environmental factors to tailor advertisements to the in-store context. Footprints AI's predictive capabilities enable advertisers to deliver these relevant, high-impact messages:

→ Behavioral Triggers:

Display ads based on customer actions, such as showing complementary product promotions in specific store sections.

→ Environmental Factors:

Adjust content based on external conditions, such as offering cold beverages on hot days or snacks during peak hours, optimizing ad effectiveness.

Personalization and interactive elements based on behavioral insights

Footprints AI's behavioral profiling enriches personalization capabilities by creating individualized shopping experiences that resonate with each audience segment. This includes:

→ Interactive Kiosks:

Customers can engage with personalized product recommendations, browsing assistance, and promotional content tailored to their interests.

→ Personalized Digital Screens:

Audience segments receive targeted messaging on digital screens, reflecting browsing behavior, purchase history, and predicted interests to maximize engagement.

→ Smart Shelves:

Equipped with real-time data, smart shelves display personalized offers, price adjustments, and product information based on customer interactions, making the shopping experience both intuitive and responsive.

Hyperlocal personalization and dynamic pricing

Behavioral data also informs hyperlocal and real-time adjustments to pricing and offerings, catering to the unique needs of each store location and customer demographic:

→ Hyperlocal Personalization:

Content and offers are customized according to the specific demographic makeup and shopping habits of each store location, ensuring relevance to the local customer base.

→ Dynamic Pricing and Offering:

Footprints AI's platform allows real-time updates to pricing and promotions based on factors like demand, inventory levels, and competitor pricing, aligning with customer preferences at each location.

→ Price Elasticity:

Adjust prices based on demand fluctuations, allowing for strategic pricing that maximizes sales potential.



Measuring performance, consumption, and success with advanced metrics

Footprints AI uniquely offers a range of sophisticated tools and metrics for assessing in-store media effectiveness, enabling continuous optimization and data-driven decision-making, including an audience-based pricing model for its advertising services. From Shapley Attribution to media mix modeling, Footprints AI equips brands, media agencies and retailers with insights that drive precise and impactful campaigns.

Indoor Tracking, Profiling, Measurement & Ad Delivery

Our technology captures and builds on the customer behavior at visitor level, in real time. This is possible by using existing IT infrastructure in place, together with transaction-level sales data in order to generate:

→ Real-Time In-Store Positioning:

Footprints AI delivers second-by-second location tracking, allowing retailers to see precisely where customers move and linger. This ultra-granular reveals how shoppers interact with store layout in real time.

→ Behavioral Profiling:

By capturing all this data, our profiling AI is capable to generate in real time a probabilistic profile of each customer that includes gender, age, household income, lifestyle, purchase preferences and interests.

→ Granular Ad Delivery:

Building on its positioning & profiling framework, Footprints AI provides dynamic ad delivery that enhances the impact of any retail media campaign to each customer.

→ Measurement & Attribution:

With detailed visitor-level data, Footprints AI ties in-store media exposures to actual shopper actions. By linking retail media campaign exposure to each customer and their product interactions and purchases, brands can directly measure ROAS and ensure effective pricing & allocation of in-store media budgets based on audiences.

Shapley Attribution Model for Media-to-Sales Attribution

The Shapley Attribution Model is a game-theory-based approach that evaluates the contribution of each media touchpoint to overall sales, providing a fair and data-backed attribution. By examining various combinations of media exposures, Footprints AI's Shapley model allocates value to each channel based on its unique contribution to conversions. This model enables advertisers to:

→ Assess Contribution:

Understand which media touchpoints (e.g., digital screens, in-store radio, shelf displays) have the highest impact on driving sales.

→ Optimize Spend:

Reallocate resources to the highest-performing media, ensuring a better return on investment.

→ Data-Driven Decision Making:

Adjust campaigns based on insights into how each media type influences the customer journey and sales outcome.

Media Mix Modeling (MMM) with Control Groups

Media Mix Modeling (MMM) offers a statistical method for evaluating how different marketing elements drive sales over time. By incorporating control groups, Footprints AI's MMM approach isolates the impact of specific in-store media channels. Here's how MMM is implemented:

→ Control Group Selection:

Establish a control group of stores or customer segments not exposed to specific media, creating a baseline for comparison.

→ Media Impact Analysis:

Compare performance metrics of control and test groups to assess the incremental effect of each media type.

→ Optimization Opportunities:

Identify which media channels deliver the highest lift in sales, brand recall, and ad recall, enabling advertisers to fine-tune strategies for maximum effectiveness.

Uplift in Brand Recall and Ad Recall

Brand and ad recall are crucial indicators of media effectiveness, reflecting the degree to which customers remember a brand or specific ad after exposure. Footprints AI tracks these metrics by:

→ Brand Recall Uplift:

Measures the increase in brand recall among customers who encounter in-store media, providing insights into brand visibility and awareness.

→ Ad Recall Uplift:

Evaluates how memorable specific ads are by tracking customer recall rates, helping advertisers understand which creative elements resonate most effectively.

Core Metrics for Campaign Performance

Footprints AI provides detailed, actionable insights through core metrics that offer a granular look at media consumption and effectiveness:

→ Reach:

Reach gives a measure of how many people were exposed to an ad message during a retail media campaign.

→ Impressions:

Impressions measure how often retail media ads are delivered to the target audience. An impression is counted as one delivery of an ad instance to one person within the target audience

→ Actions:

Actions measure the number of interactions between one person within your target audience and your retail media ad content. These might happen in-store through digital screens, in-store shopping companion mobile apps (like Scan & Go) and interactive displays. Actions might include clicks, taps, scans and shares.

→ Sales Lift:

Analyzes the increase in sales resulting from in-store media by comparing sales data to a baseline period, isolating the impact of each campaign.

→ ROAS (Return on Ad Spend):

Calculates revenue per dollar spent, allowing advertisers to evaluate profitability and refine budgeting strategies.

Key Performance Indicators (KPIs) for In-Store Media Success

To provide a comprehensive view of campaign success, Footprints AI tracks essential KPIs that offer insights into customer behavior and media impact:



→ Foot Traffic:

Measures customer flow within the store, helping advertisers assess the potential reach and appeal of media campaigns.

→ Engagement Rate:

Monitors interaction with in-store media, highlighting the effectiveness of content in capturing attention.

→ Sales Lift:

Evaluates the direct influence of media on sales, quantifying uplift attributable to specific campaigns.

→ ROAS:

Assesses campaign profitability by comparing revenue against ad spend, ensuring efficient allocation of media budgets.

By integrating these advanced metrics and models, Footprints AI empowers advertisers to measure in-store media performance accurately, optimize for maximum impact, and achieve meaningful, measurable results. This data-driven approach allows advertisers to refine their media strategies continuously, driving customer engagement and strengthening brand recall while delivering a substantial return on investment.



Best practices for effective in-store retail media

Implementing in-store retail media effectively requires a data-driven, strategic approach to maximize engagement and boost sales. Here are proven best practices for executing efficient and impactful retail media campaigns:

Leverage Data for Targeting

Footprints AI enables precise audience targeting through insights on foot traffic patterns, dwell times, and purchase histories:

→ Behavioral Segmentation:

Analyze customer behavior data to segment customers by lifestage, lifestyle, household income, preferences and habits. Tailor in-store media content to resonate with specific segments, delivering relevant messages that drive conversions.

→ Lookalike Audiences:

No matter if you are looking for similar customers to your most profitable customer base or you want to discover new profitable customers in new communities.

→ Predictive Targeting:

Use Footprints AI's predictive analytics to anticipate customer needs, including likelihood for them to visit a certain store and to purchase certain brands and products, delivering timely promotions based on likely purchase behavior.

Strategic Placement

Optimizing the placement of media assets is crucial for maximum visibility and engagement:

→ High-Traffic Areas:

Position digital screens, end-cap displays, and POS displays strategically in high-traffic & high dwell time areas to ensure visibility. Use in-store positioning and analytics to make data-driven decisions regarding the design of your retail media infrastructure.

→ Optimal Audio Levels:

Place in-store radio and audio systems for clear, unobtrusive sound throughout the store, enhancing the atmosphere without overpowering customers.

Dynamic and Contextual Content

Our retail media content delivery supports real-time adjustments, ensuring that content remains relevant and timely:

→ Dynamic Media Delivery:

Adjust content based on live store data, such as customer density and peak times, to capture the attention of high-value audiences.

→ Contextual Media Delivery:

Display contextually relevant ads, like promoting seasonal products or nearby items, based on customer behavior and external factors such as weather.

Personalization and Interactivity

Footprints AI's platform enables personalized, interactive experiences that deepen customer engagement:

→ Interactive Kiosks and Smart Shelves:

Incorporate kiosks and smart shelves to engage customers with product information, personalized offers, and tailored recommendations based on real-time data.

→ Tailored Promotions:

Use customer data to deliver customized promotions, enhancing relevance and increasing the likelihood of conversion.

Optimize Timing

Timing is crucial for effective in-store media:

→ Peak Hour Exposure:

Schedule linear media to ensure consistent exposure throughout the day, especially during peak shopping hours.

→ Seasonal Relevance:

Align promotional content with seasonal trends and store-specific events to capitalize on increased foot traffic.

Monitor and Measure Performance

Footprints AI provides advanced metrics to track and optimize campaign effectiveness continuously:

→ Key Performance Indicators (KPIs):

Track foot traffic, engagement rates, sales lift, and ROAS to assess campaign impact.

→ Data-Driven Optimization:

Use these metrics to make data-backed adjustments, refining campaigns for maximum effectiveness.

Enhance Customer Experience

The customer experience should be central to any in-store media campaign:

→ Value-Added Content:

Balance promotional messaging with informative content, such as product information or store navigation assistance, creating a positive, helpful environment.

→ Non-Disruptive Media:

Ensure that content is engaging and enhances, rather than interrupts, the shopping experience.

Dynamic Pricing and Offers

Dynamic pricing and tailored offers can drive sales by meeting customers' real-time needs:

→ Real-Time Pricing Adjustments:

Implement dynamic pricing to respond to demand, stock levels, and competitor pricing, maximizing revenue opportunities.

→ Context-Driven Offers:

Use Footprints AI's data to tailor offers based on live customer interactions, providing personalized incentives that drive conversions.



ON-SITE Retail Media

Introduction

On-site retail media involves advertising and promotional activities conducted directly on a retailer's owned digital platforms, such as their website or mobile app. This type of media uses the retailer's data and digital assets to deliver highly targeted and personalized ads to customers actively browsing or purchasing online. By seamlessly integrating advertisements into the shopping experience, on-site retail media effectively engages customers where they are most receptive.



Definition and Importance

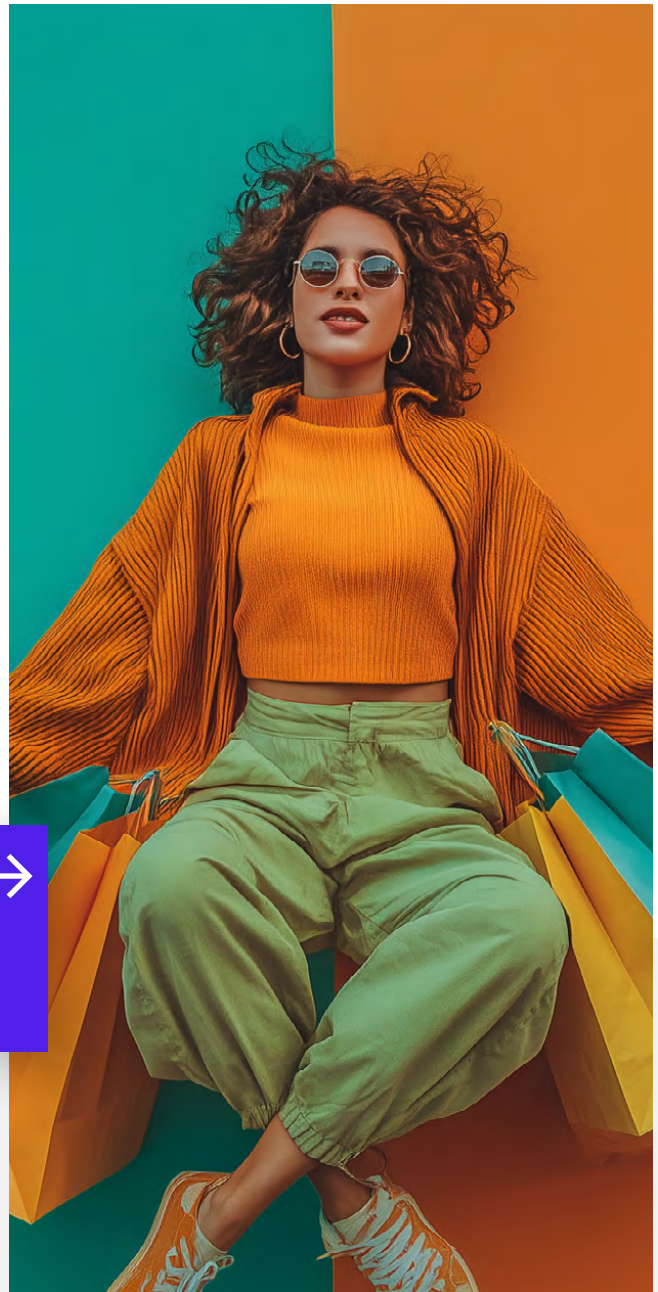
On-site retail media encompasses all forms of ads displayed on a retailer's digital platforms. It is significant because it reaches customers who are already interacting with the retailer's brand, creating a highly relevant and context-driven advertising experience. By leveraging first-party data, on-site retail media delivers precise targeting, ensuring that ads reach the most appropriate audience. This approach helps brands increase visibility, drive conversions, and improve the customer journey by embedding ads naturally within the online shopping experience.





Key components and tools of on-site retail media

Footprints AI supports a variety of on-site media tools, each utilizing first-party data to create personalized, effective ads:



→ Homepage and Landing Page Banners:

These high-visibility placements attract attention and drive traffic to specific products or promotions, often serving as the first point of engagement for site visitors.

→ Product Listing Ads:

Ads embedded within search results or category pages that highlight specific products with rich visuals and essential details (price, ratings, promotions) to encourage conversions.

→ Search and Display Ads:

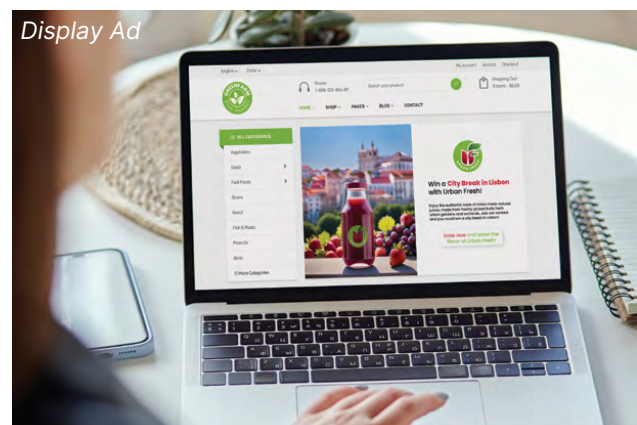
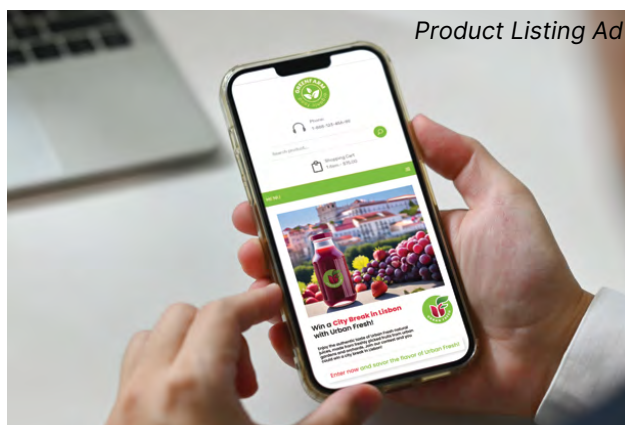
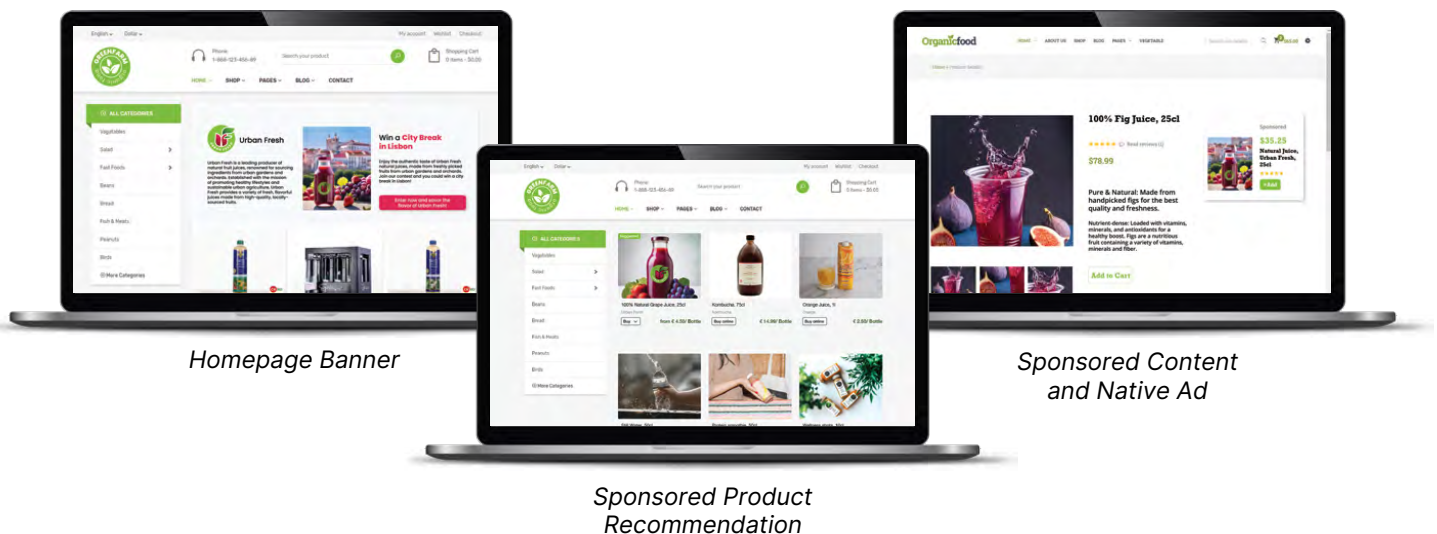
Targeted ads that appear in response to specific search queries or across the site's display network, tailored to user behavior and preferences.

→ Sponsored Product Recommendations:

Personalized product suggestions that blend seamlessly with site content, using real-time browsing data and purchase history to recommend complementary or popular products.

→ Sponsored Content and Native Ads:

Ads designed to match the site's look and feel, offering a more organic, engaging experience through articles, videos, or interactive content that aligns with the retailer's editorial style.





Types of on-site media



Homepage and Landing Page Banners

Overview: Positioned strategically at the top or within key areas of the retailer's website, these banners drive attention to specific products or campaigns.

Benefits: Effective for launching new products, promoting seasonal sales, or spotlighting limited-time offers, banners capture customer interest with high-impact visuals.

Examples: Holiday sale banners, new product showcases, or countdowns for special promotions.

Product Listing Ads

Overview: Displayed within search results or product category pages, these ads promote individual items with high visibility.

Benefits: Image-rich with details like price, ratings, and discounts, these ads encourage clicks and conversions, making them ideal for showcasing top-selling or promotional products.

Examples: Ads featuring discounted items, bestsellers, or new arrivals that appear in relevant search results or category pages.

Search and Display Ads

Overview: Search ads appear in response to specific keywords, while display ads are shown across the retailer's site based on user behavior and preferences.

Benefits: These ads capture purchase intent by aligning with customer search terms and maintaining visibility across the shopping journey, from initial search to purchase.

Examples: Ads for "running shoes" when a customer searches for "athletic shoes" or display ads promoting related product categories as users browse.

Sponsored Product Recommendations

Overview: Sponsored product recommendations use real-time data to display personalized product suggestions, seamlessly blending with site content to enhance the browsing experience.

Benefits: These recommendations boost engagement and conversions by showcasing complementary or frequently bought items, using browsing history and past purchases to guide suggestions.

Examples: Personalized recommendations for accessories after a user views a specific apparel item or related products based on purchase patterns.

Sponsored Content and Native Ads

Overview: Ads designed to match the retailer's site aesthetics, providing a non-intrusive, engaging experience that aligns with editorial content.

Benefits: Native ads offer added value by blending promotional content with educational or entertaining material, improving engagement while subtly promoting the brand.

Examples: Sponsored articles on product care tips, video tutorials on product features, or interactive content demonstrating product usage.



Best practices for on-site retail media

1. Leverage First-Party Data for Targeting:

Use Footprints AI's first-party data exclusive insights to target ads based on user behavior, previous purchases, and search history, ensuring personalized and relevant content for each customer.

2. Strategic Placement:

Position high-impact media, like banners and sponsored recommendations, where they align with customer intent, such as at key points in the browsing and purchase journey.

3. Dynamic and Contextual Content:

Use dynamic content updates based on real-time site data to tailor ads to the customer's current actions or preferences, enhancing engagement.

4. Consistency Across Channels:

Align on-site media with other channels, like in-store and off-site, to create a cohesive brand message and consistent customer journey.

5. Monitor Performance Metrics:

Track engagement rates, conversion rates, click-through rates (CTR), and return on ad spend (ROAS) to optimize ad effectiveness and improve targeting over time.



Strategies for effective on-site media



Successful on-site media relies on data-driven targeting, a seamless user experience, and continuous optimization to maximize engagement and conversions. Footprints AI empowers advertisers to refine their on-site media strategies through advanced insights, testing, and performance measurement. Here are essential strategies:

1. Targeting and personalization

Using Footprints AI's first-party data, advertisers can deliver highly personalized ads that resonate with individual customers. By analyzing demographic information, browsing behavior, purchase history, and preferences, advertisers can tailor content to specific audience segments and even individual customers.

→ Data-Driven Personalization:

Create ads that match customer demographics, purchase behaviors, and interests. From product recommendations to special offers, personalization enhances ad relevance, driving higher engagement and conversion rates.

→ Predictive Targeting:

Leverage Footprints AI's predictive modeling to anticipate customer needs and serve ads based on expected preferences or likely next purchases, increasing ad resonance.

2. A/B testing and optimization

Our retail media software supports continuous A/B testing, allowing advertisers to test multiple ad variations to identify what resonates best with audiences. This iterative process enhances campaign performance through data-backed insights.

→ Testing Variations:

Experiment with different elements, such as headlines, images, calls to action, and ad placements. A/B testing reveals which combinations drive the highest engagement and conversions.

→ Ongoing Optimization:

Regularly review test outcomes to make data-driven adjustments, ensuring that campaigns remain relevant and impactful. Refining ads based on A/B testing helps maximize return on ad spend (ROAS).

3. Enhancing user experience

Ensuring that ads are seamlessly integrated into the website and add value to the customer's journey is essential for a positive experience. On-site media should enhance the shopping journey without disrupting it.

→ Relevant, Non-Intrusive Ads:

Ads should feel like a natural part of the site design, offering product recommendations, exclusive offers, or helpful content based on browsing behavior.

→ Value-Added Content:

Sponsored recommendations, informative banners, and native ads provide real value to the customer, enhancing the experience rather than interrupting it.

4. Measuring performance, consumption, and success

Footprints AI's advanced analytics tools offer a comprehensive view of on-site media performance, providing key metrics to help refine campaigns and maximize their effectiveness.

→ Impressions:

Tracks the frequency of ad displays, measuring reach across the platform.

→ Click-Through Rate (CTR):

Percentage of users who clicked on the ad, indicating ad relevance and engagement.

→ Conversion Rate:

Measures how effectively an ad converts visitors into customers, reflecting ad influence on purchase behavior.

→ Return on Ad Spend (ROAS):

Calculates the revenue generated for each dollar spent, helping assess ad profitability.

5. Conversion rate and ROI analysis

Footprints AI enables advertisers to conduct a detailed ROI analysis to assess financial returns relative to campaign costs. Conversion rates and ROI insights guide strategic decisions, ensuring that on-site media remains cost-effective and impactful.

→ Conversion Tracking:

Analyze which ads drive purchases or other desired actions, allowing advertisers to focus resources on high-performing campaigns.

→ ROI Analysis:

Evaluate the overall profitability of campaigns, helping optimize budget allocation and maximize returns.



Best practices for on-site retail media

Following proven practices and learning from successful case studies helps refine on-site media strategies.

Here are key best practices:

1. Strategic placement

Place ads in high-visibility areas of the site, such as the homepage, category pages, and checkout areas, to maximize impact. Footprints AI's analytics can reveal website hotspots, guiding retailers on optimal ad placement.

2. Relevance

Using customer data, create ads that speak directly to individual customer needs and preferences. Sponsored product recommendations and personalized banners provide tailored experiences that drive higher engagement and conversion rates.

3. Continuous optimization

Use Footprints AI's performance insights to regularly analyze and adjust campaigns. A/B testing results, engagement metrics, and KPIs provide essential data for refining ad content, placement, and timing.





OFF-SITE Retail Media

Introduction

Off-site retail media refers to advertising campaigns executed on platforms outside a retailer's owned digital properties, such as social media, search engines, connected TV, DOOH (Digital Out-of-Home), and other third-party websites. This strategy enables retailers and brands to expand their reach and engage customers wherever they are online or in physical environments, ultimately driving traffic and sales back to the retailer's sites. Off-site media campaigns leverage external platforms to enhance brand awareness and boost conversions.



Definition and Importance

Off-site retail media encompasses any advertising delivered through external digital channels, using the retailer's data for precise targeting. This approach allows brands to reach potential customers beyond their owned ecosystem, increasing visibility, and driving targeted traffic. By utilizing off-site media, advertisers can connect with customers across the digital and physical landscape, ensuring broader reach and effective engagement with audiences who may not yet be familiar with the brand.



Types of Off-Site Media

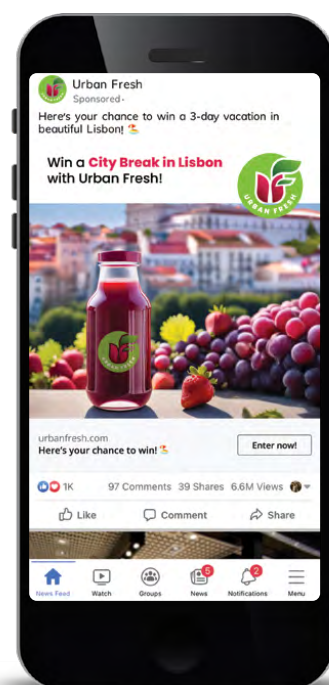
1. Social Media Advertising

Overview: Social media advertising targets users on platforms like Facebook, Instagram, WhatsApp, TikTok, and Google Business, using retailer-provided data, including demographics, browsing behavior, and interests. These ads can appear in various formats, such as sponsored posts, stories, carousels, and videos, providing versatile ways to engage users.

Benefits: Social media ads powered by hyperlocal retail data and exclusive audience insights are highly effective for building brand awareness, reaching specific audience segments, and fostering engagement with content that resonates with user interests. Footprints AI's integration with social media platforms offer robust targeting options, allowing advertisers to deliver personalized, timely messages to the right audience.

Examples:

- **Facebook/Instagram Ads:** Targeted ads and sponsored page posts on retailers' managed social media accounts promoting seasonal sales or product launches.



- **TikTok Video Ads:** Engaging short-form video content showcasing product demonstrations for a younger, interactive audience.
- **Google Business Carousel Ads:** Image-rich ads that let users explore promotions within nearby stores while doing their online research before shopping.

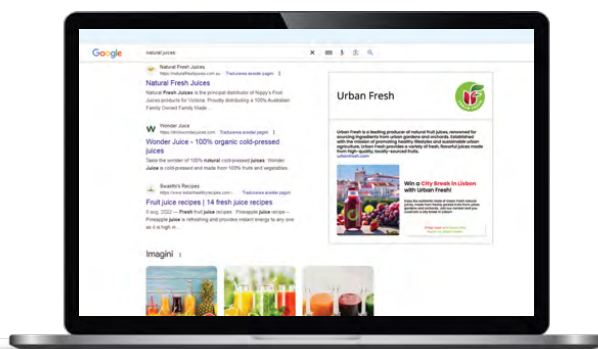
2. Search Engine Marketing (SEM)

Overview: Search engine marketing involves placing paid ads on search engines like Google and Bing. These ads appear based on specific search queries, allowing advertisers to reach users who are actively searching for related products or services, capturing high-intent customers.

Benefits: SEM allows advertisers to reach customers in a purchasing mindset, making it highly effective for driving conversions. Ads are tailored based on keywords, location, and browsing behavior, which maximizes relevance and ROI.

Examples:

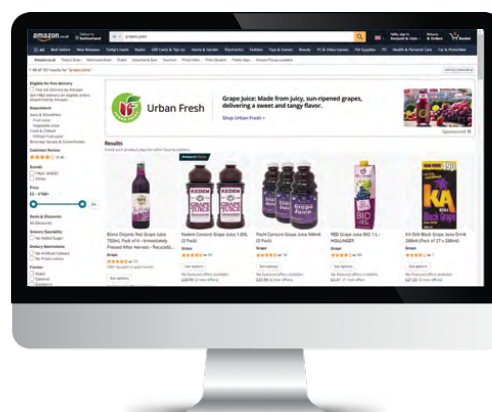
- **Google Ads:** Ads for “organic skincare” shown to users searching for related skincare products.
- **Bing Ads:** Promotional ads for home improvement items displayed when users search for specific product categories.



3. Programmatic Advertising

Overview: Programmatic advertising automates the buying and placement of ad space through real-time bidding, enabling advertisers to display ads on third-party websites and apps. By leveraging first-party retail data insights and exclusive audiences, Footprints AI's integration with programmatic ads power advertisers to target specific audience segments at optimal times based on their predictive retail behavior.

Benefits: Programmatic advertising ensures precise targeting and cost-efficiency by automating the ad-buying process, reaching high-value customers with minimal manual effort. This scalability makes it ideal for large-scale retail media campaigns using exclusive audience insights and segments from retailer's first party data sources.



Examples:

- **Banner Ads on News Sites:** Display ads for a back-to-school campaign on popular news sites, targeted to parents or educators.
- **In-App Ads:** Promotions for grocery delivery services shown in lifestyle or health apps based on user demographics.

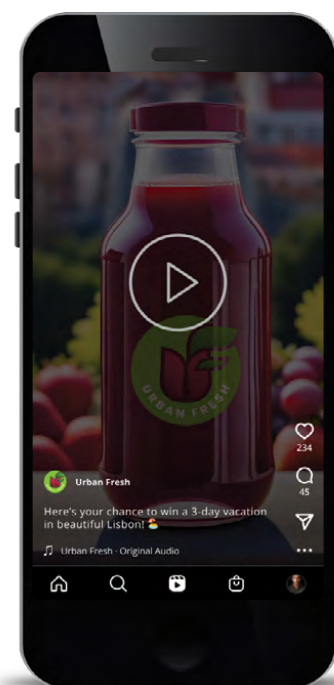
4. Connected TV (CTV) Advertising

Overview: Connected TV (CTV) advertising delivers video ads via streaming services and internet-connected TVs, reaching audiences who favor digital streaming over traditional TV. CTV ads delivered through Footprints AI are ideal for brand awareness campaigns, appearing as video segments during ad breaks on streaming platforms, while targeting specific audiences based on their hyperlocal retail behavior and propensity to buy specific brands and categories from nearby stores.

Benefits: CTV advertising offers precise targeting based on viewing preferences, demographics, and location, making it relevant to viewers' interests. By capturing attention on popular streaming services, CTV helps brands engage with the growing segment of cord-cutters.

Examples:

- **Streaming Service Ads:** Video ads for a holiday sale shown on popular streaming platforms during peak viewing hours.
- **Interactive CTV Ads:** Ads that allow viewers to learn more about a product, add items to a wishlist, or receive more details directly from their connected device.

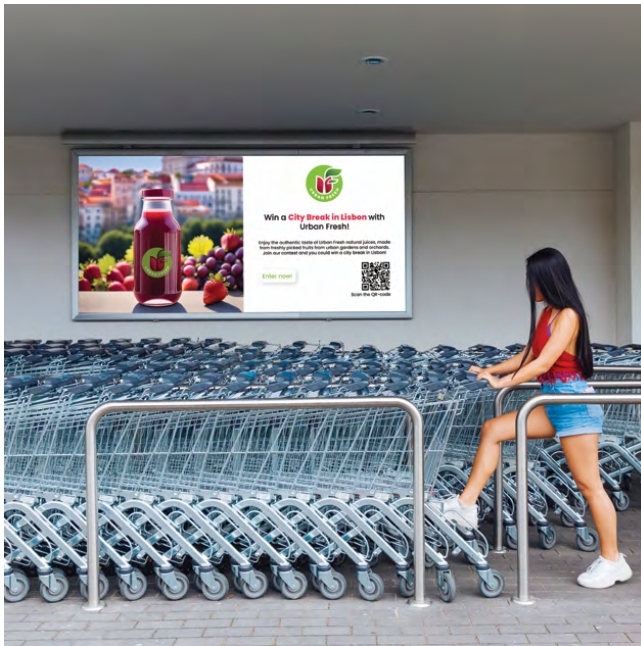


5. Digital Out-Of-Home (DOOH) Advertising

Overview: Digital Out-of-Home (DOOH) advertising involves displaying digital ads on screens in public places like transit stations, shopping malls, airports, and digital billboards. This form of media leverages Footprints AI's in-store retail customer profiling capabilities and off-site targeting to show relevant ads to potential customers in the proximity and nearby communities of each store, enhancing ad recall and impact of retail media to influence in-store purchases using beyond digital channels for before-shopping targeting.

Benefits: DOOH ads capture audiences on the go, making it highly effective for brand awareness and recall. The ability to tailor content based on location, time, and

audience demographics allows for contextually relevant ads, creating memorable brand interactions in public spaces.



Examples:

- **Mall Digital Screens:** Promotional ads for a new clothing line shown on screens in high-traffic areas within shopping malls.
- **Transit Station Billboards:** Ads for travel essentials displayed in subway stations or airports, targeting travelers during peak commuting times.
- **Interactive DOOH:** Engaging ads with QR codes that enable users to scan and explore product details or redeem promotions on their phones.

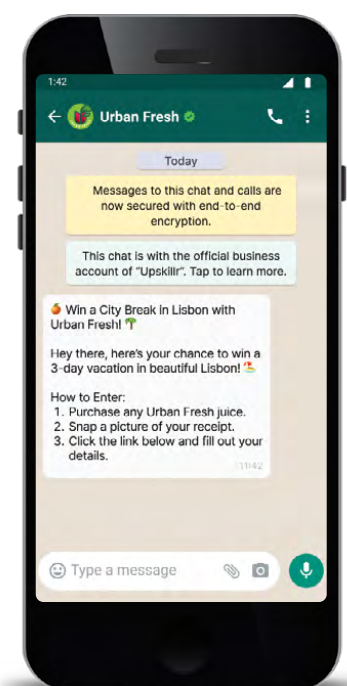
6. Direct Marketing

Overview: Direct marketing uses first-party data to send personalized messages to customer segments through SMS, email, WhatsApp, or push notifications. It provides a direct communication channel, allowing brands to reach customers with timely offers and updates.

Benefits: Direct marketing is highly effective for driving conversions, promoting exclusive deals, and re-engaging inactive customers. The immediacy of this channel allows brands to prompt quick responses and increase customer loyalty.

Examples:

- **Email Campaigns:** Personalized newsletters offering exclusive discounts or product recommendations based on browsing history.
- **SMS Alerts:** Immediate notifications about limited-time flash sales, encouraging quick engagement.
- **Push Notifications:** Notifications for app users about restocked items or cart reminders, prompting return visits.





Strategies for effective off-site retail media

Creating impactful off-site retail media campaigns requires a data-driven approach that leverages precise targeting, audience segmentation, and continuous optimization. Footprints AI's platform empowers advertisers to execute effective strategies that maximize reach, engagement, and conversions. Here are essential strategies for off-site retail media:



1. Audience Segmentation And Targeting

Audience segmentation divides a customer base into distinct groups based on factors like demographics, browsing behavior, purchase history, and engagement levels. Footprints AI provides rich first-party data to segment audiences precisely, enabling highly personalized campaigns that increase relevance and impact.

→ Behavior-Based Segmentation:

Target ads based on browsing patterns, past purchases, and frequency of engagement, ensuring that each segment receives tailored messaging.

→ Dynamic Targeting:

Use real-time data to adjust ad delivery according to changing customer behavior, providing ads that are contextually relevant.

Example: A retailer segments audiences into frequent customers, occasional buyers, and first-time visitors, creating customized ads for each group that highlight loyalty discounts, limited time offers, or new customer incentives.

2. Lookalike Modeling

Lookalike modeling uses data analysis and machine learning to identify new potential customers who share characteristics with existing high-value customers. This technique expands the customer base by targeting individuals likely to be interested in the advertiser's offerings.

→ Expansion of High-Value Segments:

Reach audiences that resemble loyal customers, maximizing acquisition efforts with data-backed precision.

→ Efficient Targeting:

Lookalike models reduce wasted ad spend by focusing on prospects with a high likelihood of conversion, improving return on ad spend (ROAS).

Example: A brand promoting a new product line in specific stores creates a lookalike audience based on its best-performing customers, targeting individuals with similar interests and demographics on social media, DOOH, and CTV display ads within the proximity of each store.

3. A/B Testing And Optimization

Footprints AI's platform supports continuous A/B testing for off-site media, allowing advertisers to test different versions of ads, placements, and creative elements to identify the most effective strategies.

→ Testing Variants:

Experiment with different ad elements like headlines, visuals, and calls to action to see which resonates best with target audiences.

→ Data-Driven Adjustments:

Regularly review test results to optimize ads based on performance insights, ensuring campaigns remain fresh and impactful.

Example: A retailer runs A/B tests on display ads with different taglines and visuals to identify which version generates the highest click-through rate (CTR) on high-traffic sites.

4. Enhancing User Experience

Ensuring a positive user experience with off-site media is essential for engagement and brand perception. Ads should be relevant, engaging, and seamlessly integrated into the user's online journey, enhancing the experience rather than interrupting it.

→ Non-Intrusive Ads:

Place ads in formats and locations that are engaging but not disruptive, such as native content, interactive banners, or story ads.

→ Value-Added Messaging:

Create ads that offer helpful information, exclusive offers, or relevant product recommendations, aligning with user interests.

Example: A retailer runs interactive ads on Connected TV that let viewers engage with the content, offering more product details without disrupting the viewing experience.



Measuring Performance, Consumption, and Success

Footprints AI's advanced analytics tools offer a comprehensive view of off-site retail media performance, enabling advertisers to refine strategies for better results. Tracking essential metrics provides insights into campaign effectiveness and areas for improvement.



→ Impressions:

Tracks how many times an ad is displayed, measuring the reach and exposure of the campaign.

→ Click-Through Rate (CTR):

Indicates the percentage of users who clicked on the ad, reflecting ad relevance and engagement.

→ Conversion Rate:

Measures the percentage of users who completed a desired action, such as a purchase, indicating the ad's effectiveness in driving conversions.

→ Return on Ad Spend (ROAS):

Calculates the revenue generated for each dollar spent, helping assess the financial impact and profitability of campaigns.



KPIs and Analytics Tools

Footprints AI's analytics tools provide detailed insights into key performance indicators (KPIs), enabling brands to understand campaign performance and make data-driven adjustments.

→ Conversion Tracking:

Monitor which ads drive conversions, allowing for optimization of high-performing ads.

→ Audience Insights:

Use segmentation data to refine targeting and create tailored campaigns based on real-time customer behavior.



Best Practices for Off-Site Retail Media

1. Leverage First-Party Data for Precise Targeting:

Use Footprints AI's data insights to identify and segment audiences across platforms. Apply filters based on demographics, browsing behavior, and interest to ensure ads reach the most relevant users.

2. Coordinate Cross-Channel Campaigns:

Align messaging across off-site and on-site media for a consistent brand experience that reinforces core messages and ensures a cohesive journey.

3. Optimize with Real-Time Bidding for Programmatic Ads:

Footprints AI's programmatic capabilities enable automated ad placements, optimizing reach while controlling costs. Adjust bids based on live data, targeting efficiency, and campaign performance.

4. Engage with Interactive and Contextual Content:

Customize ad formats to suit each platform, such as interactive CTV ads or dynamic DOOH displays, which maximize engagement and align with user expectations.

5. Track Key Performance Indicators (KPIs):

Monitor impressions, click-through rates (CTR), conversion rates, and ROAS to evaluate success. Footprints AI's analytics tools provide insights to fine-tune strategies and enhance campaign effectiveness.

By leveraging these best practices and Footprints AI's off-site media tools, advertisers can expand their brand's reach, engage customers across diverse platforms, and drive valuable traffic and conversions back to their own digital properties.





Orchestration of an Omnichannel Retail Media Strategy

Introduction

An integrated retail media strategy seamlessly combines in-store, on-site, and off-site channels to create a cohesive customer experience across the entire path to purchase. This approach allows brands to engage customers through synchronized messaging and targeted interventions at every stage of their journey, from initial awareness to purchase. By aligning efforts across all touchpoints, an omnichannel strategy maximizes impact, builds brand loyalty, and enhances conversion potential.



Importance of an Integrated Approach

An integrated approach is essential for delivering consistent messaging, capitalizing on channel synergies, and providing a unified customer experience. With Footprints AI, advertisers can coordinate in-store, on-site, and off-site media to extend reach and engage customers meaningfully across touchpoints, ultimately driving conversions.

→ Consistent Messaging:

A unified approach reinforces brand identity by delivering cohesive messages across channels, increasing brand recall and customer trust.

→ Enhanced Engagement:

Synchronizing media efforts across platforms keeps customers engaged throughout their journey, making it more likely they'll convert.

→ Increased Brand Loyalty:

By ensuring a seamless experience, brands build stronger customer relationships that encourage repeat business.

Example: A beauty brand combines in-store digital screens, on-site product recommendations, and off-site social media ads to create a consistent campaign. Each channel reinforces the brand message, guiding the customer along their journey from discovery to purchase.

Benefits of Omnichannel Integration & Path-to-Purchase Predictive Targeting

An omnichannel strategy backed by predictive targeting allows brands to reach audiences at specific moments in their path to purchase, optimizing engagement and conversion.

→ Omnichannel Integration:

Creates a seamless experience across all touchpoints, ensuring consistent communication and enhancing customer satisfaction.

- **Improved Brand Recall:** Repeated messaging across platforms reinforces the brand, increasing visibility.
- **Higher Customer Satisfaction:** A streamlined experience fosters positive perceptions, building loyalty.
- **Increased Repeat Purchases:** Unified experiences encourage customer retention and lifetime value.

→ Path-to-Purchase Predictive Targeting:

Leverages data and predictive analytics to anticipate customer needs at various stages of their journey. This technique predicts what a shopper might need at each step of their shopping journey and shows them ads that match their current needs—whether they're just exploring or ready to buy.

- **More Effective Campaigns:** Personalized messages are delivered at the optimal moment for higher impact.
- **Higher Conversion Rates:** Relevant content aligned with customer intent drives more purchases.
- **Optimized Engagement:** Predictive targeting ensures ads are timely and contextually relevant, improving engagement.

Example: A retailer uses predictive analytics to target customers who frequently purchase fitness products. By synchronizing messages across social media, email, and in-store displays, the brand reaches these customers with new product recommendations when they are most likely to make a purchase.

Developing an Integrated Strategy

Building a successful integrated retail media strategy involves setting clear objectives, understanding the customer journey, leveraging data, and coordinating channels.

→ Assessing Objectives:

Define specific objectives that align with broader business goals to ensure a focused approach.

→ Understanding the Customer Journey:

Map out key stages of the path to purchase to identify optimal engagement points.

→ Leveraging Data:

Use customer insights from Footprints AI to personalize interactions and enhance relevance.

→ Coordinating Channels:

Align in-store, on-site, and off-site media to deliver a unified message and ensure channel synergy.

Example: A retailer identifies that its core audience often browses online before purchasing in-store. By aligning product recommendations on the website with in-store digital signage, the retailer enhances consistency and reinforces purchase intent.

Aligning Objectives and Goals

Aligning retail media objectives with business goals ensures that campaigns are focused and effective. Footprints AI helps brands set SMART goals (Specific, Measurable, Achievable, Relevant, Time-Bound) to guide strategy development and execution.

→ Specific:

Clearly define campaign outcomes, such as “increase loyalty program sign-ups by 20%.”

→ Measurable:

Set KPIs like CTR, conversion rate, and ROAS to track progress.

→ Achievable:

Base goals on realistic data-driven projections.

→ Relevant:

Ensure that campaign goals support larger business objectives, such as increasing market share.

→ Time-Bound:

Establish timelines, like “achieve 10% incremental sales growth within 3 months.”

Coordinating In-Store, On-Site, and Off-Site Efforts

Coordinating efforts across channels ensures a cohesive experience that maximizes reach and engagement.

→ Consistent Messaging:

Reinforce brand identity by aligning messaging across platforms to build brand familiarity.

→ Integrated Planning:

Develop a comprehensive plan that outlines how each channel will contribute to overall goals.

→ Cross-Channel Analytics:

Use Footprints AI's analytics to track performance across all channels and refine tactics as needed.

Example: A retailer launches a holiday campaign featuring gift ideas on in-store screens, personalized on-site ads, and targeted social media posts. Performance data is analyzed across channels to make real-time adjustments.

Utilizing Retail Data Insights & Predictive Models

Leveraging data insights and predictive models enhances strategy effectiveness by allowing brands to anticipate customer needs and trends.

→ Identify Trends:

Monitor emerging preferences to adapt messaging and product offerings.

→ Predict Behavior:

Use predictive analytics to anticipate when customers are most likely to engage or convert.

→ Optimize Targeting:

Refine targeting to reach the most relevant audience, enhancing engagement and conversion potential.

Example: A grocery chain uses predictive models to identify peak shopping hours for specific demographics, adjusting its ad delivery to promote seasonal products during high-traffic periods.

Technology And Tools to Orchestrate Data Sources

To effectively manage omnichannel campaigns, brands can leverage Footprints AI's ad tech and automation tools.

→ Ad Tech Platforms:

Automate ad buying and placement across channels, ensuring seamless delivery.

→ Content Management Systems (CMS):

Centralize content delivery to maintain consistent branding and messaging across media.

→ Campaign Automation Tools:

Streamline repetitive tasks, allowing for scale and personalization.

Example: A retailer uses Footprints AI's CMS to schedule and deliver consistent promotional content across social media, in-store screens, and email newsletters.

Customer Data Management and Audience Management Tools

Effective data management is essential for personalizing interactions and optimizing campaigns.

→ CRM Systems:

Manage customer data to track and nurture relationships across their lifecycle.

→ Audience Management Platforms:

Segment and target audiences based on preferences and past behavior.

→ Data Management Platforms (DMPs):

Aggregate data from multiple sources, enabling unified audience targeting.



Measuring Integrated Success

Tracking cross-channel performance gives a holistic view of strategy effectiveness.

→ Cross-Channel Attribution:

Assess how each channel contributes to conversions, allowing for data-driven adjustments.

→ Unified Reporting:

Combine data from all media activities for comprehensive insights.

Holistic KPIs

Evaluating integrated success requires tracking KPIs that reflect the overall impact of the strategy.

→ Customer Lifetime Value (CLV):

Measure the long-term value of customers acquired through omnichannel campaigns.

→ Customer Acquisition Cost (CAC):

Track the cost of acquiring new customers through integrated media efforts.

→ Engagement Rate:

Monitor interactions with brand content across channels.

→ Conversion Rate:

Calculate the percentage of customers who complete desired actions, like purchasing or signing up.

Attribution Models

Understanding how each media channel contributes to conversions is essential for optimizing an omnichannel retail media strategy. Attribution models help allocate credit to various touchpoints along the customer journey, providing insights into which channels and interactions drive the most value. Footprints AI's advanced analytics support multiple attribution approaches, allowing brands to assess both individual channel contributions and overall campaign effectiveness.

→ First-Touch Attribution

Definition: First-touch attribution assigns full credit to the initial interaction a customer had with the brand, recognizing the channel that initially sparked interest.

Example: A customer sees a social media ad introducing a new product line. If they later convert through another channel (such as clicking an email), the initial social media ad receives full credit for initiating the customer journey.

→ Last-Touch Attribution

Definition: Last-touch attribution attributes all credit to the final interaction before conversion, highlighting the channel that closed the sale.

Example: A customer browses products on a retailer's website and then receives a retargeting ad on social media. When the customer clicks the ad and completes the purchase, the social media ad is credited as the final touchpoint driving conversion.

→ Multi-Touch Attribution

Definition: Multi-touch attribution distributes credit across all interactions leading to the conversion, offering a balanced view of the customer journey. This model recognizes that multiple channels play a role in guiding the customer to a final purchase decision.

Example: A customer interacts with several touchpoints—an email newsletter, a social media ad, and an in-store promotion—before completing a purchase. Multi-touch attribution divides credit among these channels, showing how each contributed to the conversion.

→ Marketing Mix Modeling (MMM) with Control Groups

Definition: MMM looks at how different types of advertising—like TV, Digital OOH, in-store retail media or in-store promotions—help boost sales. It's like checking which ingredients in a recipe made the dish taste great. By incorporating control groups, MMM isolates the effects of each channel by comparing exposed and non-exposed groups, offering an objective measure of channel effectiveness.

Implementation:

- **Control Group Creation:** Establish a control group of stores or customer segments that are not exposed to certain marketing activities. This allows for a comparison against a test group that receives full campaign exposure.
- **Analysis of Incremental Impact:** By comparing performance between the control and test groups, MMM identifies the incremental impact of each media channel and tactic, providing insights into how much each channel contributes to overall sales.

Example: A retailer launches a series of ads promoting a new product across social media, search engines, and email. To measure the impact of social media ads specifically, they create a control group that does not see the social media ads. By comparing the sales lift in the test group (which received the ads) to the control group, the retailer can quantify the incremental impact of social media ads on overall sales.

→ Shapley Probabilistic Attribution Model

Definition: This is a smart math model that figures out how much credit each ad or marketing effort deserves when a customer makes a purchase. It's like figuring out which player in a team made the most difference to a game win. The Shapley value assigns credit fairly across channels based on their individual contributions, making it highly effective for complex, multi-channel campaigns.

Implementation:

- **Channel Combinations:** The Shapley model considers all possible combinations of channels that lead to conversions, assigning each channel a share of the credit based on its relative contribution.
- **Marginal Contribution:** For each channel, the model calculates how much value it adds to conversion when paired with other channels, allowing for precise attribution across the customer journey.

Example: A customer's path-to-purchase includes interactions with a search ad, a display ad, and an in-store promotion. Using the Shapley model, the retailer calculates the marginal impact of each channel. If the search ad and display ad contribute more to the conversion when combined than when either is used alone, both channels receive proportionally higher credit. This model provides a nuanced view, showing how channels work together to drive conversions.

Each of these attribution models offers unique insights into campaign performance. By leveraging models such as Marketing Mix Modeling with control groups and the Shapley Probabilistic Attribution Model, advertisers gain a clearer understanding of how different media activities contribute to conversions. This data-driven approach enables smarter budget allocation, more effective channel strategies, and an optimized omnichannel media experience.

Comprehensive Reporting

Comprehensive reporting combines data from all channels, providing a detailed view of overall performance.

→ Dashboards:

Use real-time dashboards for immediate insights into key metrics.

→ Detailed Reports:

Analyze performance across channels to identify opportunities for improvement.

Advanced AI Capabilities in Footprints AI for Predictive Omnichannel Retail Media



Footprints AI proprietary state-of-the-art and retail-specific AI and machine learning (ML) techniques are developed to uniquely empower advertisers with precise, data-driven insights that transform customer engagement across in-store, on-site, and off-site media. By combining real-time data collection, predictive modeling, digital twin technology, and offline-to-online customer data fusion, Footprints AI builds a comprehensive omnichannel media solution designed to optimize the customer journey at every touchpoint of the path-to-purchase with >96% accuracy. This chapter outlines Footprints AI's AI-driven capabilities, illustrating how each component contributes to a seamless, personalized retail experience.

Real-Time Data Collection and Omnichannel Integration

Footprints AI integrates and processes data from diverse sources in real time, including transactional data, Wi-Fi analytics, CCTV feeds, in-store sensors, and digital interactions. By merging offline (in-store) and online behaviors, Footprints AI enables a unified, omnichannel approach to retail media.

→ Data Sources:

- **In-Store:** Transactional data from POS systems, Wi-Fi, CCTV and GSM data for customer movement, shelf sensors, and checkout interactions.
- **Digital:** Website analytics, app activity, social media interactions, and clickstream data.

→ Key Benefits:

- Real-time data allows advertisers to dynamically adjust campaigns, such as promoting high-demand products during peak hours or tailoring in-store ads based on current customer density.
- Real-time data allows advertisers to measure their campaign delivery to the right audiences at the right time at store level, and to pay for audiences and results, instead of linear delivery and time-based pricing.
- Omnichannel means making sure everything—ad content, ad delivery, in-app promos, in-store screens, and more—works together smoothly so shoppers feel like they're getting the same experience no matter where they shop.

Predictive Modeling for Customer Behavior and Path-To-Purchase Targeting

Footprints AI leverages predictive modeling to anticipate customer behaviors, guiding them along their path to purchase with personalized, timely interventions.

→ Predictive Behavioral Modeling:

- **Customer Propensity Scores:** Predictive modeling (like Propensity to Visit and Propensity to Buy) uses patterns in customer data to guess what shoppers are likely to do next—like whether they might visit a store or buy a product. This helps advertisers show the right ads to the right people at the perfect time.
- **Life Stage and Mission-Based Segmentation:** Customers are grouped based on life stages and shopping missions (e.g., stock-up, fill-in, special occasion), enabling more contextually relevant offers and content.
- **Predictive Audiences:** Advertisers can use predictive audiences to target their retail media campaigns, selecting those customers that positively respond to: Who, What, When and Where are they most likely to buy a specific brand.

→ Path-to-Purchase Insights:

- Using real-time data, Footprints AI creates accurate customer journey maps, identifying key points for ad engagement. Predictive targeting ensures customers receive messages aligned with their shopping intent, whether they're browsing for inspiration or ready to make a purchase.

Example: A customer frequently browsing skincare products receives personalized promotions for relevant products across in-store digital screens, app notifications, and social media ads, guiding them from awareness to purchase.

Digital Twin of the Store

The Digital Twin of the Store mirrors the physical layout, customer flow, and product placements, enhancing the efficiency of in-store media, customer profiling, behavioral analytics and retail behavior forecasting at store level.

A “Digital Twin” is like a virtual copy of a real store. It shows how people move around and interact with products, categories and brands so stores can put ads or items where they’ll get the most attention and AI can guess who each visitor is based on how they interact with each retail environment.

→ Creation and Functionality:

- Through data collected from Wi-Fi, GSM, CCTV, and shelf sensors, Footprints AI digitally replicates the in-store environment. This model reflects traffic patterns, high-engagement zones, and product placements in real time.
- Retailers can analyze the Digital Twin to determine optimal media placements and product arrangements, providing valuable insights for both advertising and operational improvements.

→ In-Store Media Optimization:

- By understanding in-store traffic flows and high-dwell areas, Footprints AI enables targeted in-store media placement, ensuring ads appear where they’re most likely to capture customer attention.

Example: For a new product launch, the Digital Twin highlights ideal digital screen locations based on customer movement, maximizing exposure and engagement.

Digital Twin of the Customer and Data Fusion

Footprints AI uses advanced offline-to-online data fusion proprietary technology to generate privacy-preserving Digital Twins of individual customers, merging in-store and online behaviors into a unified digital profile.

→ Privacy-Safe Data Fusion:

- Our proprietary fusion model enables the integration of in-store and online data without compromising customer privacy, creating an in-depth view of customer preferences and behaviors.
- By fusing customer interaction patterns around shopping missions for specific customer persona at store level, and not sensitive customer-level data, Footprints AI aligns with data protection standards while maintaining access to valuable omnichannel insights.

→ Path-to-Purchase Mapping:

- This Digital Twin captures behavioral insights from both offline and online interactions, allowing Footprints AI to deliver predictive recommendations and personalized media.

Example: A customer's Digital Twin, based on their store visits and online browsing habits, may predict interest in a specific category, triggering targeted in-store ads and personalized app notifications.

Advanced Audience Segmentation and Targeting

Footprints AI segments customers with sophisticated ML algorithms, allowing for highly granular targeting across customer groups.

→ Behavior-Based Profiling:

- The platform segments customers into predictive audiences (e.g., High-Potential Value Customers, Regulars, and Low-Frequency Explorers) based on behavioral data, enabling tailored engagement strategies.

→ Lookalike Modeling:

- By identifying lookalike audiences, Footprints AI expands reach to new customers with similar characteristics to high-value customer segments, optimizing acquisition efforts across off-site channels.

Example: A campaign targeting lookalike audiences on social media attracts new customers who share characteristics with frequent in-store customers, expanding the customer base with data-driven precision.

AI-Driven Recommendations and Affinity Scoring

Using affinity scores and AI recommendations, Footprints AI personalizes the retail experience by matching products to customer preferences.

→ Product, Brand, and Category Affinity Scores:

- Affinity scores are like a matchmaker. They figure out what products a customer might love based on their past shopping habits.

→ Predictive Recommendations:

- These scores enable AI-driven product suggestions that align with customers' shopping patterns, increasing engagement and conversion rates.

Example: A customer browsing athletic wear online is later shown in-store digital ads for related products, such as accessories and footwear, based on their Brand Affinity Score.

AI-Powered Attribution Models for Media to Sales Analysis

Footprints AI employs various attribution models to provide precise insights into each channel's contribution to sales, enabling advertisers to optimize resource allocation.

→ Marketing Mix Modeling (MMM) with Control Groups:

- MMM uses control groups to isolate the impact of individual channels, measuring incremental lift in sales. Comparing test and control groups clarifies each channel's effectiveness and informs budget optimization.

→ Shapley Probabilistic Attribution Model:

- Based on game theory, the Shapley model distributes credit among channels based on their marginal impact when combined with others. This method offers a fair representation of channel influence across the journey.

Example: Using the Shapley model, Footprints AI analyzes the combined impact of email, social media, and in-store ads, determining how each channel contributes to overall conversion rates.

Campaign Automation and Self-Service Tools

Footprints AI includes a suite of automation tools that streamline campaign management, enabling advertisers to scale personalized experiences efficiently.

→ Campaign Automation:

- Automates repetitive tasks, such as bid adjustments, audience segmentation, and content scheduling, reducing time-intensive work and ensuring consistent delivery.

→ Self-Service Platform:

- Advertisers can directly manage and adjust campaigns, track real-time performance, and apply insights from AI analytics for continuous optimization.

Example: A retail team uses the self-service platform to monitor cross-channel ad performance, adjusting in-store promotions and digital content in real-time based on immediate insights.

Comprehensive Analytics and Unified Reporting

Footprints AI provides advertisers with robust analytics and reporting tools that offer a complete picture of campaign performance across all channels.

→ Cross-Channel Attribution:

- By integrating data from all channels, Footprints AI offers unified attribution models to assess the impact of each media touchpoint on conversions, whether in-store or digital.

→ Holistic KPIs:

- KPIs like Customer Lifetime Value (CLV), Customer Acquisition Cost (CAC), and Engagement Rate provide a comprehensive view of customer interactions and campaign effectiveness.

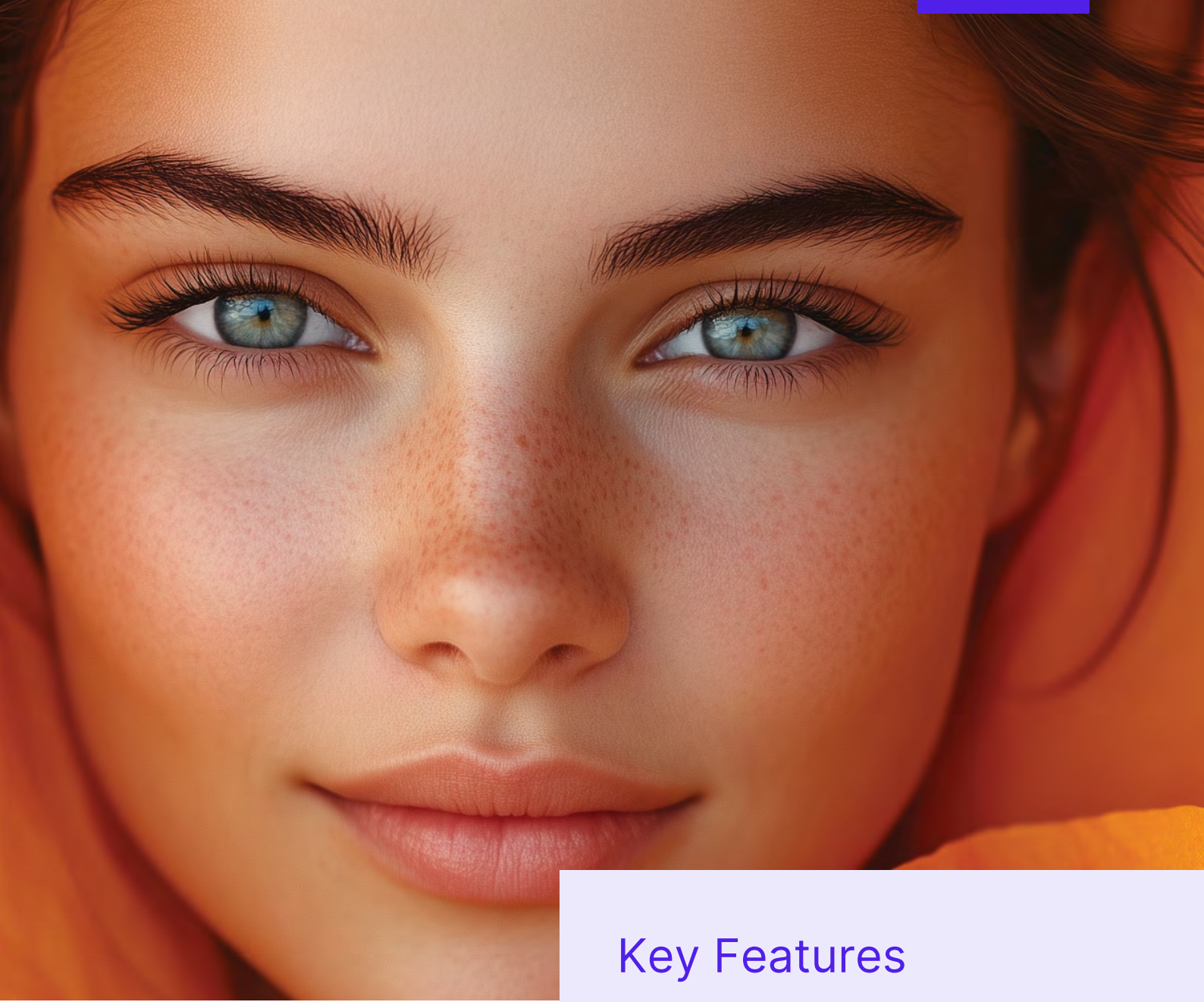
Example: A retailer analyzes KPIs to understand which in-store and digital channels drive the highest CLV, reallocating resources to high-impact channels for maximum ROI.



Upcoming Feature: AI-Powered Campaign Copilot for High-Impact Retail Media

In 2025, Footprints AI will introduce our AI-Powered Campaign Copilot that will transform the planning, scheduling, and optimization of retail media campaigns, making it easier for brands and media agencies to execute high-impact strategies based on real-time insights. By learning from hyperlocal trends, predictive customer behavior, and smart objectives, the Copilot would autonomously suggest, schedule, and run campaigns with precision across in-store, on-site, and off-site channels.





Key Features

Hyperlocal Daily Trend Spotting and Catchment Area Analysis

- a. The Copilot AI continuously monitors daily hyperlocal factors, including foot traffic, weather, competitor activity, and local events, within each store's catchment area. It assesses shifts in customer behavior, household spending patterns, and nearby customer demographics.
- b. **Catchment Area Analysis:** By analyzing customer data within each store's catchment area, the Copilot can tailor campaigns to local needs. For example, it may increase ad frequency for categories showing higher penetration or adjust messages for competitive positioning.
- c. **Household Spending Patterns:** The Copilot evaluates daily changes in category index penetration within household spending, identifying shifts in priority categories that may need emphasis in retail media.

Automated Campaign Scheduling Based on Smart Objectives

- a. The Copilot suggests campaign schedules tailored to meet **SMART objectives** (Specific, Measurable, Achievable, Relevant, and Time-Bound) defined at both store and catchment area levels. These objectives might include:
 - i. **Category Share and Penetration:** Increasing brand and product share within a target category and boosting category index penetration relative to household spending.
 - ii. **Daily Sales Targets:** Meeting specific sales goals, conversion rates, or engagement metrics within each catchment area.
- b. **Example of Automated Scheduling:** For a category with low brand share but high potential within the catchment area, the Copilot schedules an ad campaign that runs during peak hours, promoting relevant products to increase brand share and penetration.

Real-Time Monitoring and Objective-Based Adjustments

- a. **Daily Monitoring:** The Copilot tracks each campaign's alignment with predefined objectives at both store and catchment levels. Performance metrics—such as conversion rates, foot traffic uplift, category share, and spending penetration—are assessed daily.
- b. **Automated Adjustments:** Based on real-time data, the Copilot can adjust campaign content, timing, or frequency to meet objectives. For instance, if brand share within a category underperforms compared to objectives, the Copilot may increase the frequency of ads or highlight alternative products to capture interest.

Daily Brand and Product Share Analysis

- a. The Copilot monitors **brand and product share of category** within each catchment area, comparing daily progress against both historical averages and target objectives.
- b. **Category Index Penetration:** It tracks category penetration within household spending for each catchment area, identifying under-penetrated segments or high-potential categories that can be emphasized in campaign content.

- c. **Example:** If the household spending data reveals a growing interest in health-focused products, the Copilot prioritizes ads for related items, targeting customers with a high propensity to purchase based on behavioral and location data.

Dynamic Campaign Recommendations and Smart Scheduling

- a. **Smart Scheduling:** The Copilot schedules campaigns based on daily catchment trends, including peak times, local events, and customer density. Each campaign is optimized to run when it is most likely to drive impact, whether that's during high traffic or specific event timings.
- b. **Trend-Driven Content Adjustments:** Campaign content can shift dynamically based on real-time factors like weather or competitor promotions, ensuring relevance. For example, if local weather prompts a surge in demand for cold beverages, the Copilot automatically schedules digital displays to promote relevant items.

Adaptive Learning and Personalization Over Time

- a. The Copilot learns from previous campaigns, user preferences, and customer behaviors to make increasingly accurate recommendations. It personalizes content based on life stage, shopping mission, and local demographic shifts within each catchment area.
- b. **Product and Brand Recommendations:** As the Copilot gains more insight into customer preferences within a catchment area, it refines product and brand recommendations to meet evolving needs and preferences.

Cross-Channel Synchronization and Budget Optimization

- a. **Omnichannel Coordination:** The Copilot aligns in-store, on-site, and off-site media, ensuring consistent messaging across all channels. This cross-channel synchronization helps maximize brand exposure at the local level.
- b. **Budget Allocation Optimization:** The AI dynamically reallocates budgets based on daily performance at the store and catchment levels, directing resources to channels and campaigns with the highest return on investment.

Intuitive Campaign Execution and Proactive Alerts

- a. **One-Click Campaign Launch:** Users can launch campaigns effortlessly or let the Copilot autonomously execute campaigns aligned with store-level objectives.
- b. **Daily Briefings and Alerts:** The Copilot provides a daily briefing with insights on current trends, brand and product share, spending penetration, and campaign performance. Proactive alerts notify users of significant shifts or urgent optimization needs, such as underperforming campaigns in specific catchment areas.

Advanced Predictive Analytics for Future Planning

- a. **Forecasting for Category and Brand Growth:** The Copilot predicts brand share and category growth within each catchment area, helping advertisers prioritize future campaigns based on projected trends.
- b. **Long-Term Objective Planning:** By setting long-term goals, such as improving household category penetration or capturing a larger share of a competitive category, the Copilot supports forward-looking strategies that align with broader business objectives.

Insightful Visualization Dashboards

- a. **Catchment Area Heatmaps:** Real-time heatmaps show foot traffic patterns, high-demand product categories, and brand share penetration in each catchment area. These insights allow users to visualize campaign impacts and identify additional opportunities.
- b. **Daily Performance Visualization:** The Copilot's dashboard offers daily visualizations of brand share, category index, conversion rates, and other metrics across stores, enabling rapid insights into campaign effectiveness.



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Retail media is revolutionizing the advertising landscape, empowering brands and retailers to connect with customers like never before. Whether you're a media professional, brand marketer, or retailer, this guide offers everything you need to succeed in the evolving world of retail media.

Discover how to leverage customer data, integrate advertising across channels, and drive measurable results with strategies tailored for omnichannel environments. From in-store screens to programmatic off-site campaigns, this guide is your comprehensive roadmap to unlocking the potential of retail media.

With actionable insights, case studies, and proven best practices, this guide provides the knowledge you need to elevate your campaigns and maximize ROI.



2025 Edition