

Retail media networks

Boost sales and customer engagement while generating new revenue streams.



As more and more retailers offer customers an online shopping experience, the product placement, in-store signage and special promotions that outlets have traditionally offered at their physical locations are now going digital too.

Digital retail media and the networks supporting it provide a platform for targeted promotions and advertisements to customers at home and in-store – displaying ads on screens, mobile devices, shelves and even on the products themselves.

Gain valuable customer insights.

This technology can change the way grocery stores operate by providing valuable insights into customer behaviour and preferences. By tracking customer interactions with digital advertising platforms, you can gather data on which products are most popular, which promotions are most effective, and which areas of the store are most frequently visited. This information can be used to optimise store layouts, product placement and marketing strategies.

The data can also be used to create special offers for customers, both online and in-store, to help create omnichannel experiences. And it can help with selling advertising space on a retailer's online shop.



In short, retail media networks improve your sales, enhance customer engagement and generate additional revenue streams. For example, by displaying targeted ads based on customer behaviour and preferences, you can increase the likelihood of customers making a purchase. Better still, you can generate revenue by selling ad space to third-party advertisers.

By tracking customer interactions, you can gather data on which products are most popular, which promotions are most effective, and which areas of the store are most frequently visited.

How Verizon can help

The technology needs advanced connectivity. The use of apps, sensors and cameras requires a robust infrastructure that can handle large amounts of data in real time. High-speed internet connections and reliable wireless networks are necessary to support the use of mobile devices and other connected technologies.

Digital retail media is just one way Verizon enables the connected stores of the future – helping to make retail businesses work smarter behind the scenes, while delivering outstanding customer experiences.