



Retail DOOH: Pocket operations guide for media owners

In retail, DOOH networks are part of the shopper experience, so it is imperative that they run smoothly to demonstrate their effectiveness at the point of sale.

To manage any risk, this guide outlines the practices needed to monitor the network, handle incidents and keep screens running and available for monetization.

Need help bringing this to life?

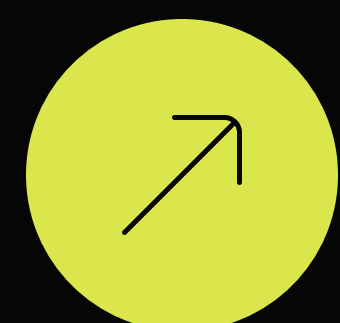


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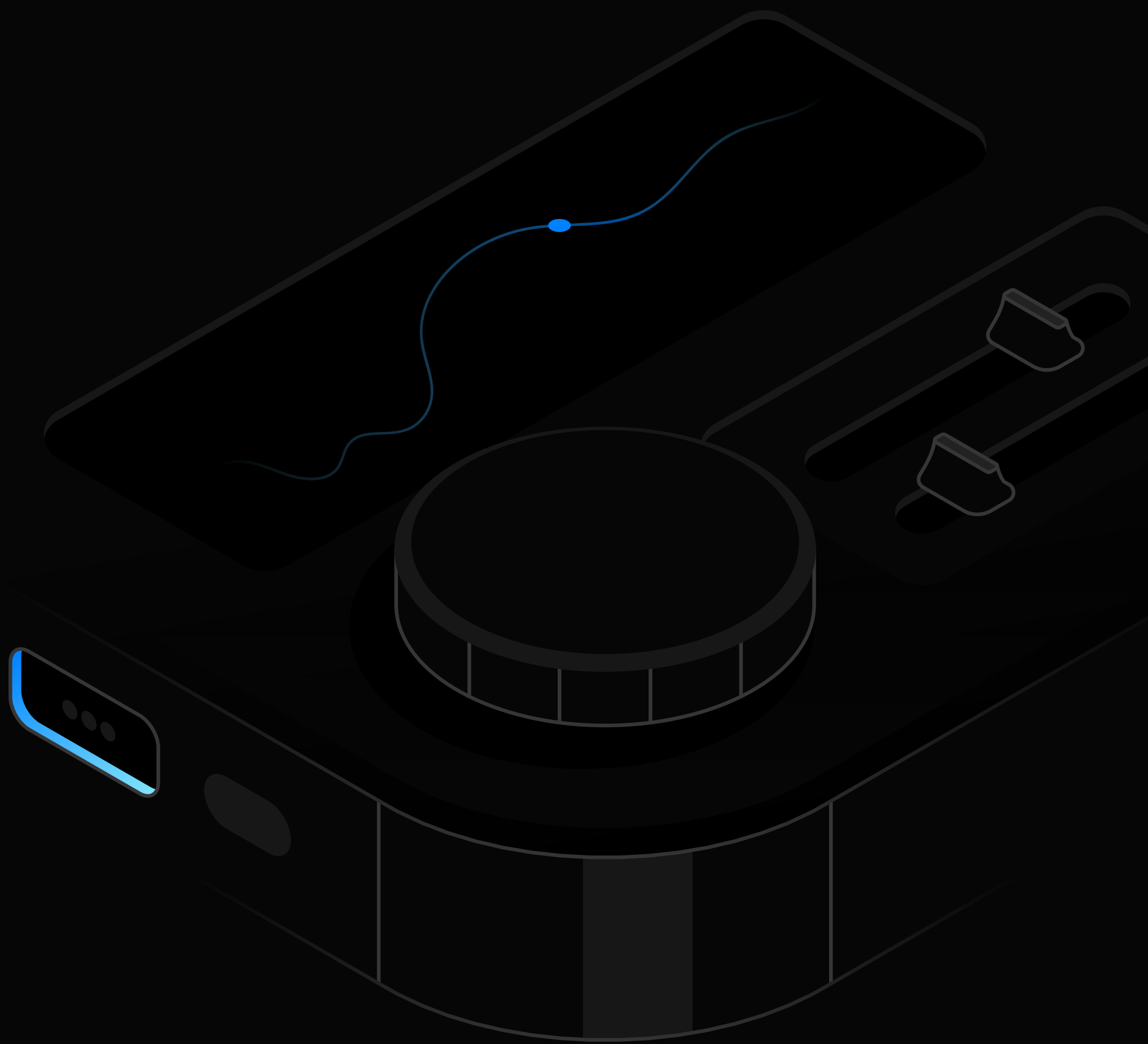
Prevent

Hardware maintenance
Software maintenance

— Respond

— Prevent

● Observe



◆ Asset onboarding

For each new screen added to the network, make sure the following information is documented:

- Photo of the installed asset (screen on + surrounding environment visible)
- In-store location (aisle, checkout, promo zone, etc.)
- IP address and connectivity verified from the CMS
- Player version recorded
- Site technical contact documented
- Playback test confirmed

◆ Network monitoring

Daily review

- Filter assets by status in the CMS to identify offline players
- Verify the last player check-in time: players may appear online but stop reporting to the CMS
- Confirm the daily content schedule is correctly loaded (no empty slots)
- Log any detected incident
- Verify screen uptime during key store traffic periods: opening, midday and closing

Weekly review

- Calculate uptime per asset and per site
 - Review players with outdated software versions
 - Verify available storage space on players
 - Audit the incident log and confirm all tickets from the previous week were closed
 - Review incidents against store activity patterns (promotions, weekends, paydays)
-

Key metrics to monitor



Network Uptime

Percentage of screen uptime during sales hours.



Time to Detect

The average time required to detect a failure.



Time to Repair

The average time from detection to resolution.

- Prevent
- Observe

Respond



Incident management

- Critical
- High
- Medium
- Low

Situation	Action
● Screen powered off	Escalate to site technician within 2h
● Player offline	Attempt remote restart.. Escalate if unresolved within 2h.
● Playback stopped or incorrect loop	Correct remotely within 1h
● Physical screen damage	Document with photo and block the screen
● Intermittent connectivity	Coordinate diagnosis with retailer network within 4h
● High temperature or low storage	Check ventilation and clear unused content within 4h
● Outdated software	Include in next update cycle

Connectivity: the most common source of incidents

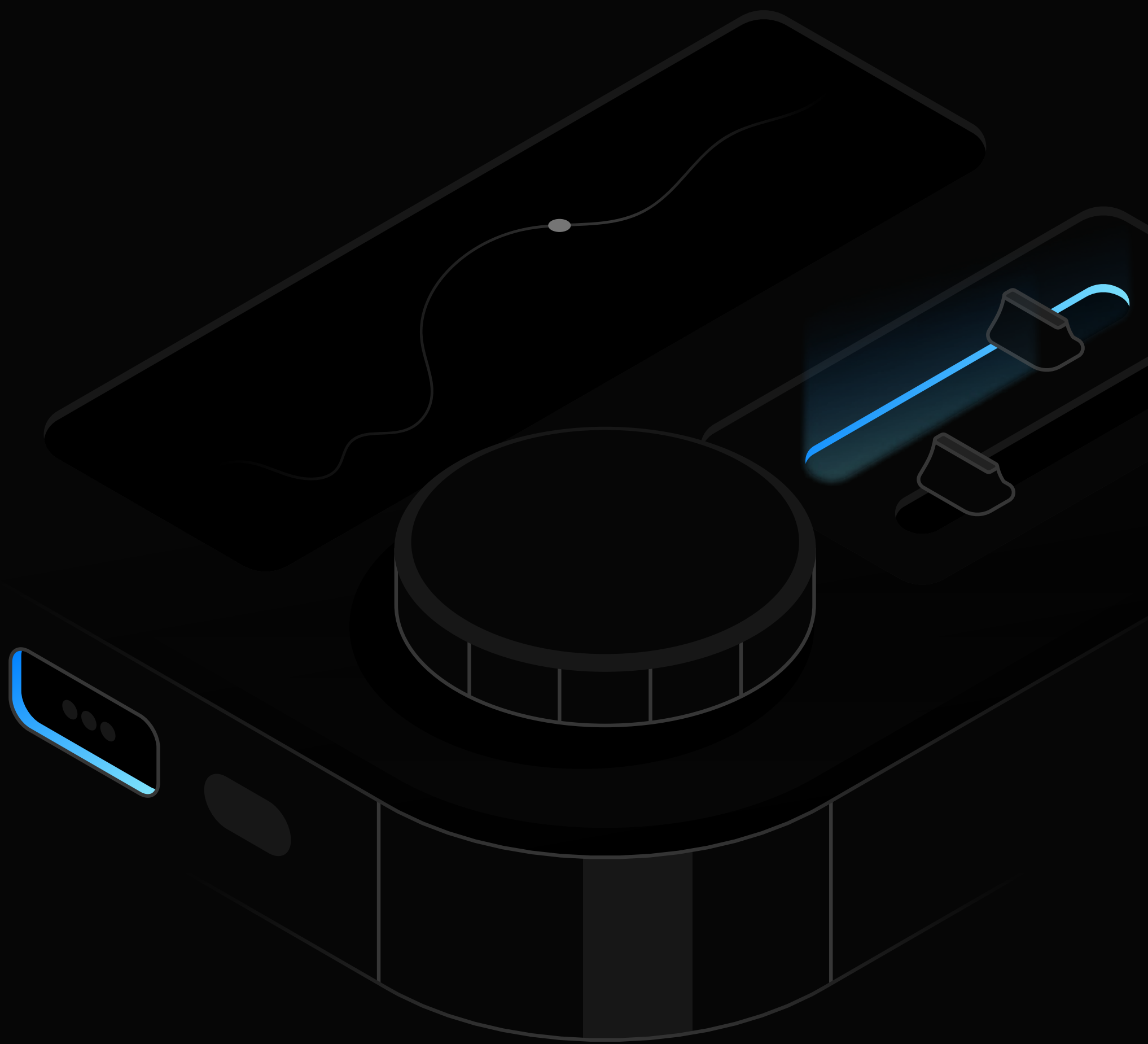
In retail, DOOH screens usually rely on the store's network infrastructure. Each connection type carries different risks, knowing them tells you what to watch and what to have ready.

LAN	Most stable option. The main risk comes from network infrastructure changes without prior notice.
WiFi	Viable but vulnerable to interference, credential changes, and congestion. Document SSID and credentials per site.
4G/LTE	Independent from store networks but more costly. Best used as a backup connection or where cabling is not available.

— Observe

— Respond

● Prevent



◆ Hardware maintenance

Retail DOOH can be sheltered from weather, but long hours, enclosed spaces and high customer traffic still take a toll.

Monthly

Clean screen exterior and player ventilation

Check cables and mounting points

Quarterly

Inspect the player for internal dust buildup

Test device temperature under load

Check UPS or surge protectors

Biannual

Check/calibrate screen brightness

Test the cooling system

Inspect the mounting structure

Annual

Evaluate device replacement or lifecycle extension

◆ Software maintenance

A player running the wrong version can cause silent issues. Version consistency is what keeps your network predictable.

Regular review

Check for OS, CMS, and firmware updates

Audit player software versions across the network

Never update the entire network at once.

Deploy updates in phases:
Pilot - Small group - Full network

Planned updates

Document the rollback procedure before starting

Schedule updates during low-traffic windows

Verify players are online after updates

Need help
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to life?**



Apps



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Invian Player (CMS)



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Availability

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Invian POP



Invian Health



[Resource Monitoring](#)

Apps Control

Access Management