



Retail DOOH:

Commercial guide for media owners

This pocket guide is designed for retail DOOH media owners responsible for the commercial strategy behind their inventory. Whether you're launching a new network or optimizing an existing one, you'll find a practical approach to assessing your current strategy, identifying opportunities for improvement, and taking the next step toward an omnichannel ecosystem.

Need help bringing this to life?

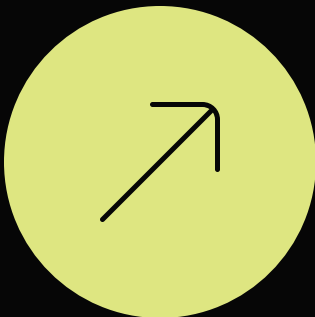


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Is my network ready to sell?

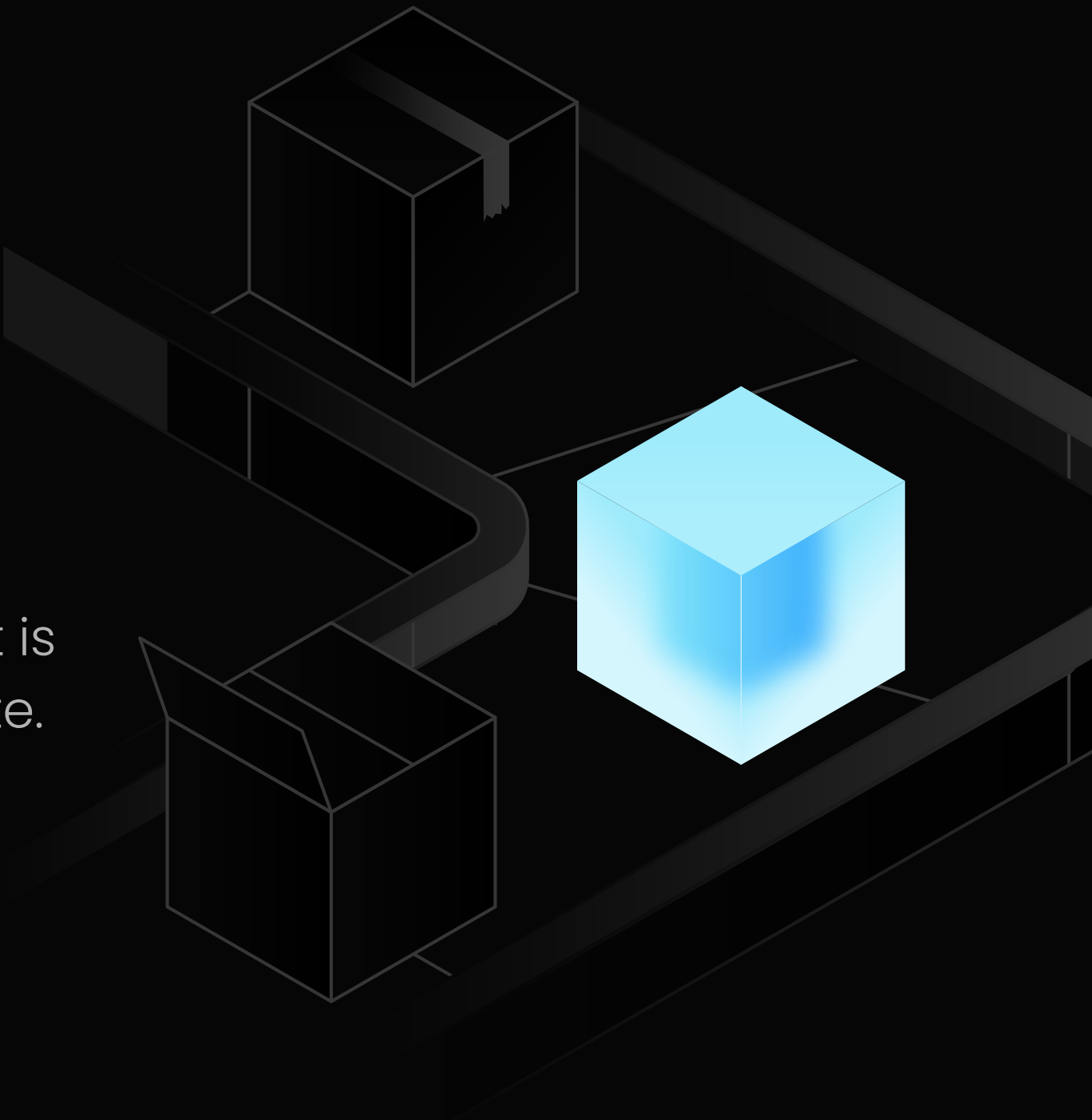
02. **Revenue optimization**
Am I maximizing
its revenue potential?

03. **Campaign performance**
Can I operate it at scale?

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Is it ready for omnichannel?

Inventory readiness

Inventory isn't commercially valuable simply because it's available. It creates value when it is easy to understand, package, sell and activate.



Key checks

- ☐ Every screen belongs to a standardized commercial taxonomy.
- ☐ Premium inventory is clearly identified and differentiated.
- ☐ Inventory availability is updated automatically.
- ☐ Inventory status is visible to both Operations and Commercial.
- ☐ Audience insights are available alongside inventory information.
- ☐ Screens can be grouped dynamically into packages: "Premium malls", "Weekend traffic", etc.
- ☐ Sales teams can identify technical limitations before confirming campaigns.

Insight

Sell shopping moments

Retail zone	Shopper mindset	Opportunity
Entrance	Orientation	Awareness
Main aisles	Exploration	Product discovery & consideration
Promotional areas	Comparison	Product launches & promotions
Checkout	Waiting / decision	Impulse purchases & conversion

Don't organize inventory around hardware

Organize it around how advertisers buy. Instead of "Store 152 – Entrance Totems", think:

 Weekend grocery shoppers

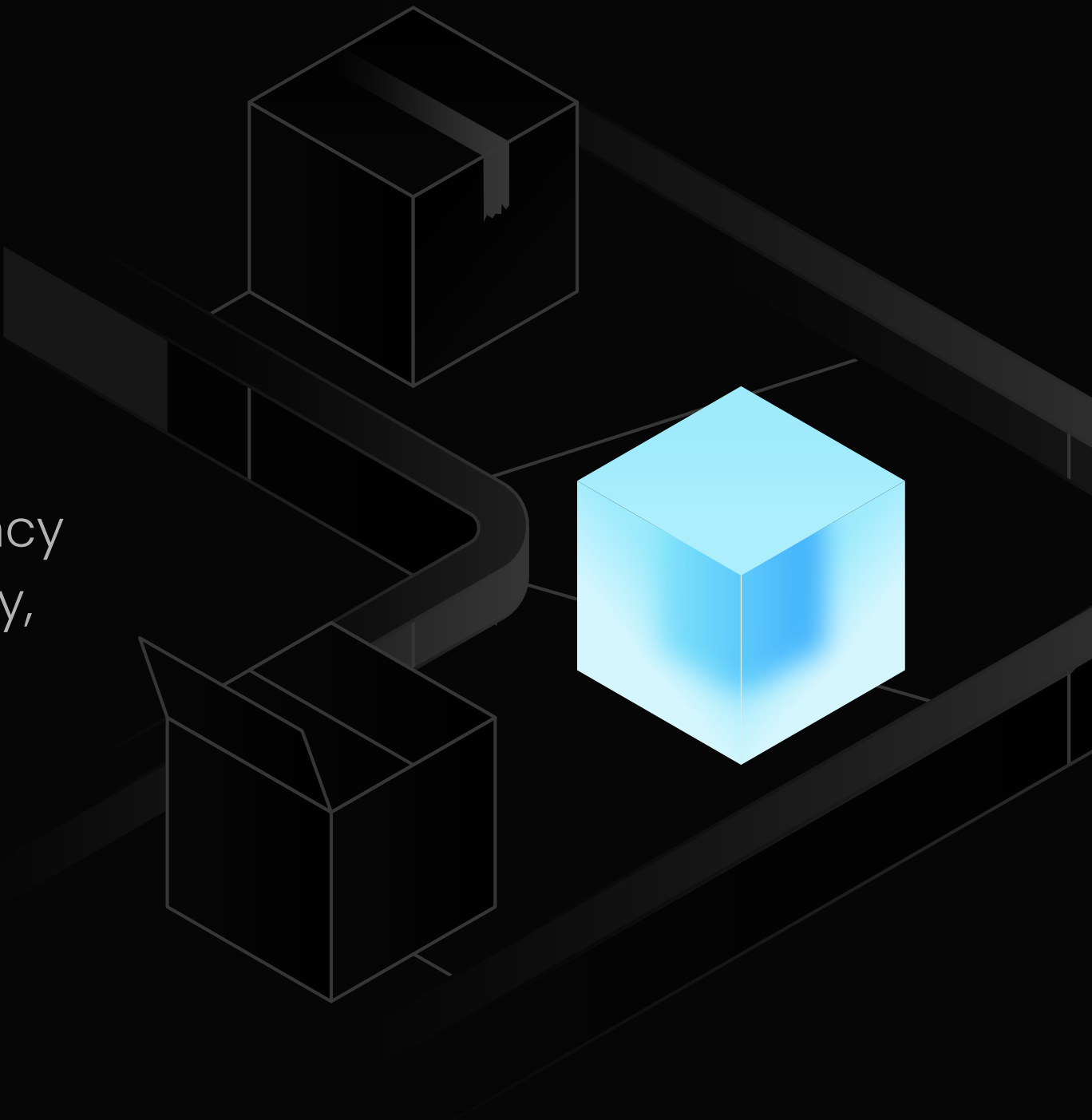
 High dwell time stores

 Family stock-up shoppers

 Fresh food network

Revenue optimization

Revenue doesn't grow by increasing occupancy alone. It grows by matching the right inventory, pricing strategy and sales channel to each opportunity.



Key checks

- ☐ Pricing reflects commercial value rather than simple availability.
- ☐ Inventory allocation between direct and programmatic sales is clearly defined.
- ☐ Seasonal packages are prepared in advance (Back to School, Mother's Day, Christmas).
- ☐ Low-performing inventory is regularly reviewed with a defined activation strategy.
- ☐ Revenue concentration is monitored to avoid dependence on a small number of advertisers.

Insight

Programmatic is a complement, not a replacement

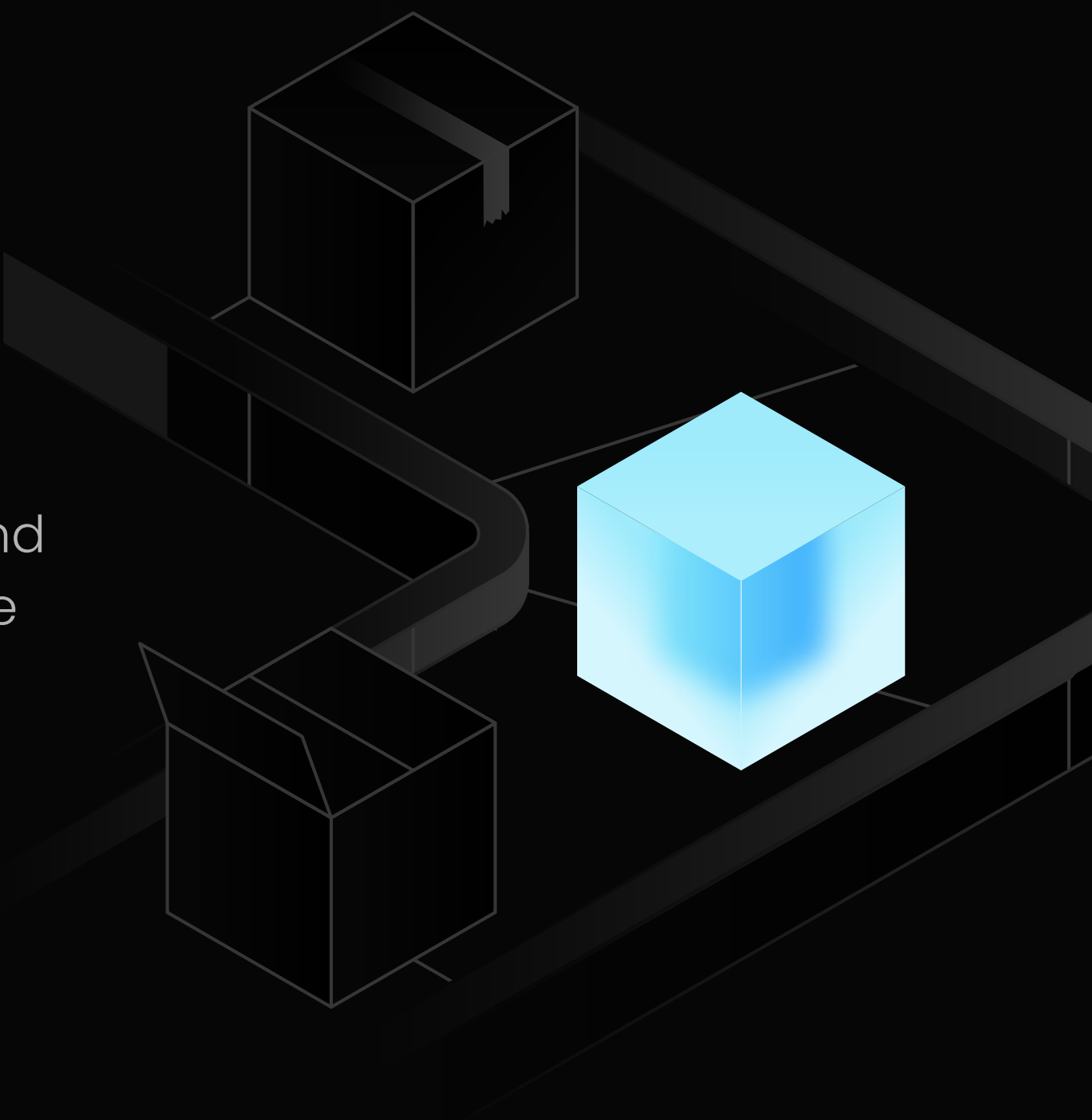
Opportunity	Key sales channel
Premium sponsorships	Direct Sales
Preferred buyers	Private Marketplaces (PMP)
Guaranteed automated deals	Programmatic Guaranteed (PG)
Flexible demand	Open Programmatic

Unlock non-endemic demand

Think beyond the retailer's category. Audience behaviour can create opportunities for advertisers that wouldn't traditionally consider retail DOOH.

Campaign performance

High-impact campaign reporting goes beyond confirming delivery. It should help justify future investment, supports pricing discussions and positions you as a strategic partner.



Key checks

- ☐ Campaign reports highlight business outcomes, not only delivery metrics.
- ☐ High-performing inventory is identified to strengthen future commercial packages.
- ☐ Recurring performance patterns are used to create stronger commercial packages.
- ☐ Campaigns can be dynamically adapted based on time, weather or store conditions.

Insight

Go beyond Proof of Posting (POP)

A great report doesn't just prove the campaign ran, it proves why it's worth investing again. Whenever possible, complement POP with commercial KPIs such as:



Loyalty

Healthy

78



- Recurrence 84
- Dwell time 65
- Repeat exposure 84



Intent Score

Healthy

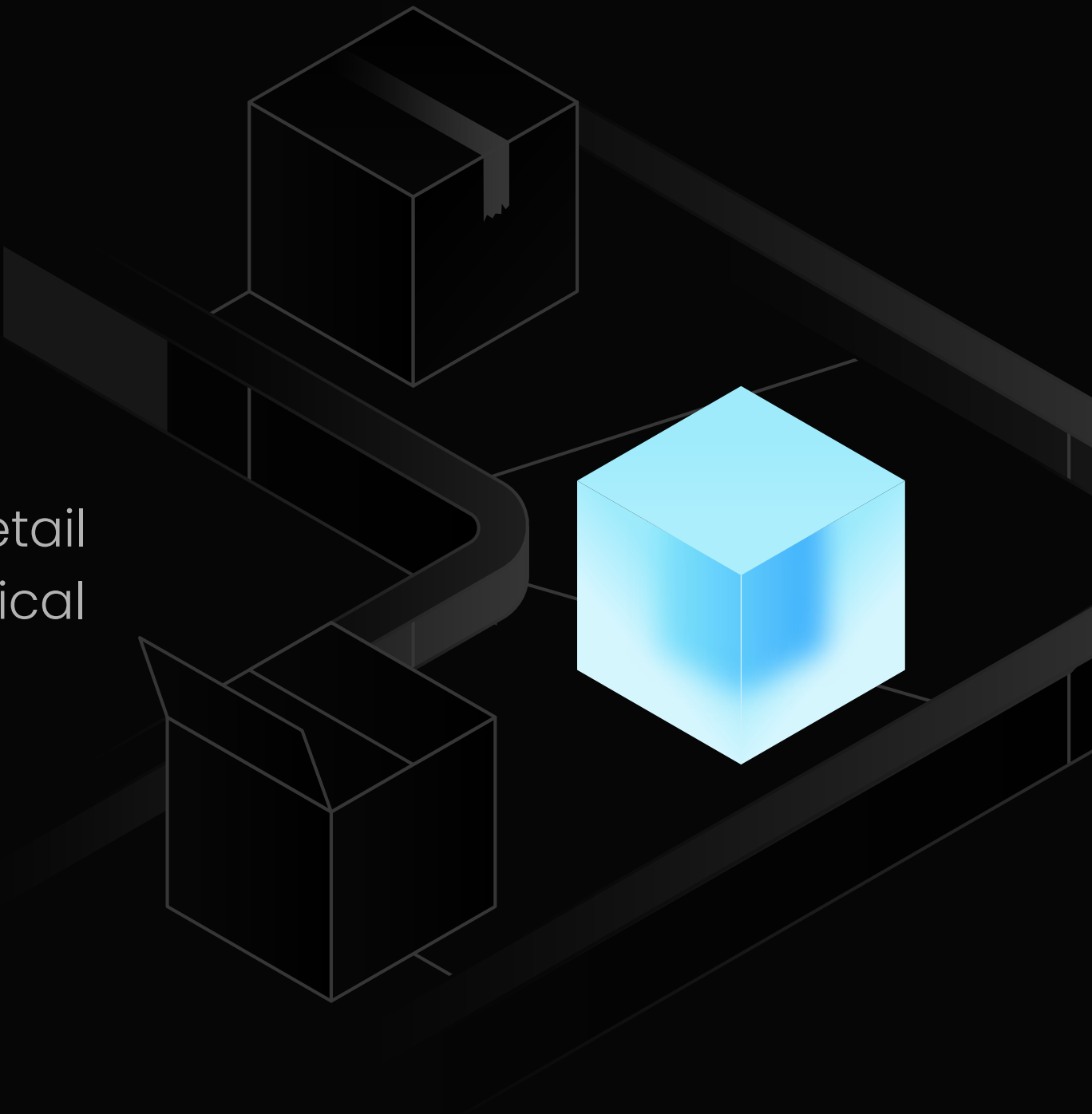
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- Audience quality 71
- Context affinity 76
- Attention 93

Beyond DOOH

Retail DOOH should not compete with other retail media. The strongest networks combine physical and digital touchpoints to improve shopper experience.



Shopper journey

Step	Key retail media
Awareness	DOOH, social media, search ads
Consideration	Retail website / app
Purchase	DOOH in-store
Loyalty	Email, WhatsApp, retail app

Maturity check

Use this checklist to assess your network's foundations for an omnichannel ecosystem:

Question		Yes	No
Omnichannel activation	Is your inventory structured as commercial products rather than individual screens?	☐	☐
	Are commercial decisions supported by operational, audience and performance data?	☐	☐
	Can your inventory support multiple buying models?	☐	☐
	Can your sales team access real-time inventory availability?	☐	☐
	Can retail DOOH be planned and bought as part of a broader retail media strategy?	☐	☐
	Is your retail DOOH offering integrated into the retailer's broader commercial roadmap?	☐	☐