

Loblaw, Macy's are among the retailers looking to get in on in-store retail media

Article

The trend: Retailers are looking to in-store retail media to give their advertising businesses a boost as more shoppers return to stores.

- Canadian grocer **Loblaw** is adding digital screens to over 500 stores to give brands the opportunity to target in-store shoppers.
- **Vibonomics** and **Stingray Advertising** are combining their networks to offer in-store audio advertising across 25,000 grocery, convenience, home improvement, and drug stores.
- **Schnucks Markets** is bringing **Instacart**'s smart Caper Carts to select locations to offer shoppers personalized and contextually relevant promotions as they move through the store.
- **Macy's** is also now serving [contextually targeted ads](#) to in-store shoppers, albeit via its app's Store Mode.

The opportunity: Brands are coming alive to the opportunities of in-store retail media—especially given that most retailers have larger in-store audiences than they do digital ones.

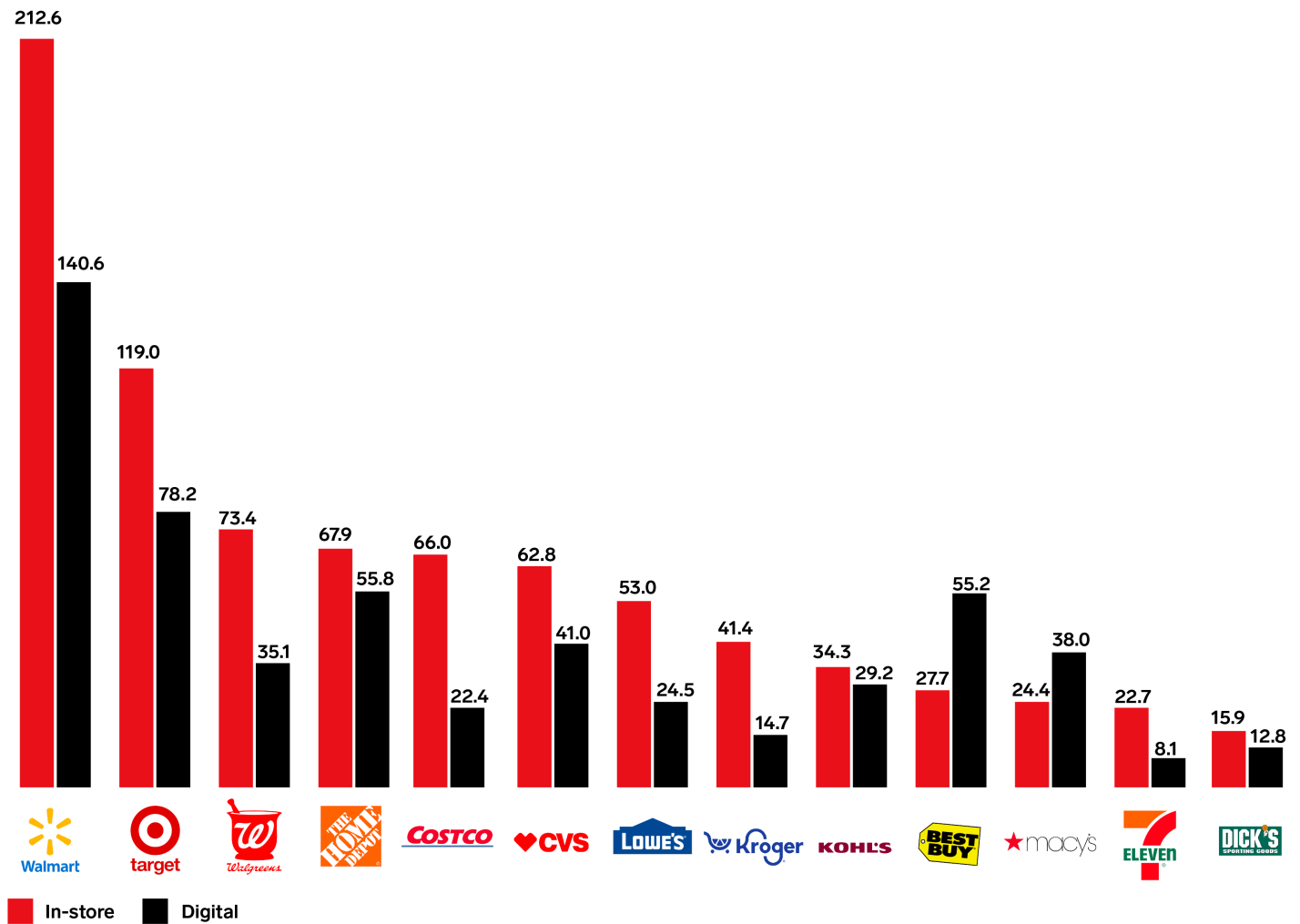
- The average in-store audience is 70% larger than its digital counterpart for top retailers, per data from Placer.ai and Comscore Media Metrix Multi-Platform.
- Vibonomics and Stingray say their combined network, which includes **Kroger**, **Albertsons**, **CVS**, and **Rite Aid**, will give advertisers access to over 800 million monthly shoppers.
- With most sales coming from brick-and-mortar channels, in-store retail media allows advertisers to grow awareness and reach consumers at or close to the point of purchase.

The big takeaway: In-store retail media poses a unique opportunity for brands, as it allows them to tap into shopper affinity for brick-and-mortar retail to raise awareness and drive sales.

Go further: Check out our [In-Store Retail Media Report](#) for more ways brands and retailers can capitalize on the growing channel.

In-Store vs. Digital US Monthly Audience Reach, Nov 2022

millions of unique visitors



Note: data is for the branded stores and websites of each retailer
 Source: In-store: Placer.ai, Dec. 15, 2022; Digital: Comscore Media Metrix Multi-Platform, Jan. 13, 2023

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