

Why retailers should explore in-store audio ads

Article

In-store retail media doesn't have to be limited to the physical. In-store audio ads increase awareness among consumers without disrupting their shopping experience.

Pros: Audio ads are a relatively low lift for both brands and retailers. Brands can easily record ads in-house while retailers can use their existing sound systems to play the spots in-store. There's little to no **disruption of the customer experience**, as customers are already primed to hear music and other announcements.

Cons: **Measurement of audio ad effectiveness** can be difficult given there's no way to directly tie consumer behavior to hearing the ad. The unobtrusive nature of audio ads could mean that consumers will tune them out.

For example: **Walmart is introducing ad spots to Walmart's in-store radio**, giving suppliers the ability to purchase ads by region or by store. The retailer's **massive physical presence** gives advertisers a unique opportunity to reach a wider spectrum of consumers, including those that don't shop online.