Sales agreement FAQs

What is the benefit of this collaboration to advertisers?

The collaboration creates national reach, alleviates fragmentation and brings consistency to buying in-store. Our diverse retailer network brings ubiquity to advertisers.

How does this benefit an agency representing the brands?

Brands demand transparency of buying and insights of the results. This collaboration aligns with the rapidly growing Retail Media investments through our extensive shopping audience spanning 25,000+ locations and 800 million monthly shopping visits to answer both of those demands. Enabling campaign activation across retailers and verticals allows agencies to make a buy that creates impact and influence.

What are the benefits of a joint approach to these networks?

By opening up all networks to both sales teams we can drive demand for everyone. Alongside the retail media networks own in-store sales efforts, our teams will add national ad spending across the portfolio. This unified approach, including our top-tier turn-key production services and comprehensive reporting, ensures acceleration of how a retailer monetizes in-store audio and display.

As an advertiser, does this expand the reach I have in working with the companies?

While the entire network is 'accessible' today, our goal is for all networks to be on a single software platform by early-2024. Notable retail locations within this network include Kroger, Albertsons, CVS, Safeway, Southeastern Grocers, Hy-Vee, Rite Aid, Food Lion, Giant Martin and many more. This gives advertisers a broad reach across diverse retail segments, reaching over 800 million shopping visits monthly, in 25,000+ store locations and more than 10 exposures per month per shopper.

As an advertiser, does this change who I contact/work with?

Each of advertising clients will continue to work directly with a designated account representative and their Ad Ops Lead for customer success. Regardless of which network the brand is running ads on, your single point of contact will remain the same.

As a retailer, what kind of measurement and reported capabilities will I see?

Aside from measurement supported by third-party partners, our measurement options applied to this network include:

• Impressions delivered - proof of performance
• Timestamps
• ROAS for in-store
• Omni-channel closed loop attribution compatible data

What are the capabilities of the software platform being used?

This collaboration offers a platform for brands to connect with their target audience on a large scale through audio in-store, targeting by:

• Daypart
• SKU/UPC
• Zip+4
• DMA
• Select Banners
• Demographics
• Geo-targeting