

 Grocery TV

Where attention & intent meet

**Access valuable
audiences in a
trusted, real-world
setting**

1 in 3

Reach 1 in 3 Americans
where they are most
receptive to advertising.

85%

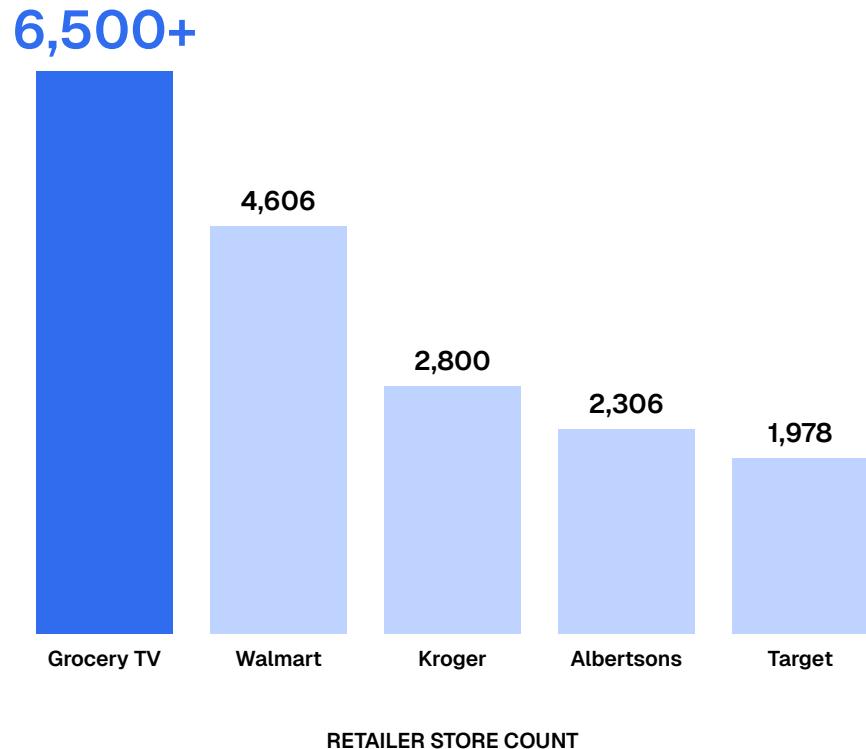
Visit the grocery store at
least once a week.

72%

of grocery shoppers are
favorable towards
in-store retail media.

Grocery TV is the largest in-store retail media network

Achieve national reach with local targeting with our 125+ retail partners.





Our network

Stores

6,550+

Unique customers

95M+

Estimated yearly
transaction volume

\$91B





Results from brands like yours

+22%

Average brand awareness lift

+21%

Average ad recall lift

+14%

Average sales lift

+13%

Average lift in consideration intent





Target real people in-store

Geographic



Demographic



Behavioral



BREAKFAST
BARS

PEANUT BUTTER
& JELLY



CEREAL

Grocery TV is a full-store
digital advertising
network

Entrance



Keep your brand top of mind when shoppers enter the store.

Front End



Screen placements across the checkout lanes facing center store for maximum exposure.

Centerstore



Guide shoppers to the aisle where your products are sold.

Centerstore



Guide shoppers to the aisle where your products are sold.

Pharmacy



Get in front of shoppers as they are waiting in line for their prescriptions.



Specifications

Aspect ratio

16:9

Min. resolution

1920 x 1080

Display size

32"

Duration

6-30 seconds

File type

.mp4, .jpg, .png