



 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.

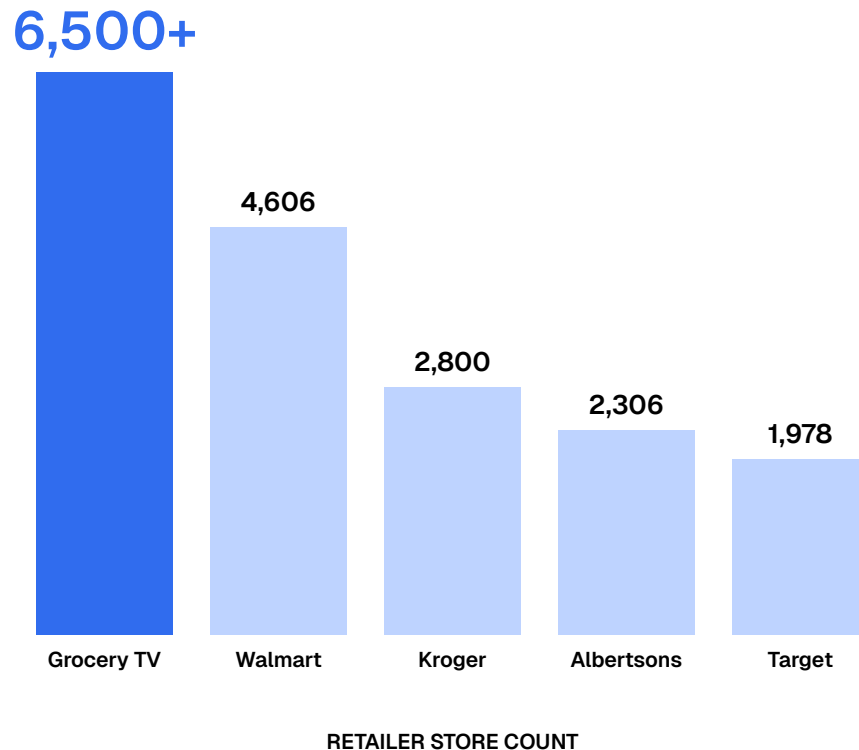
72%

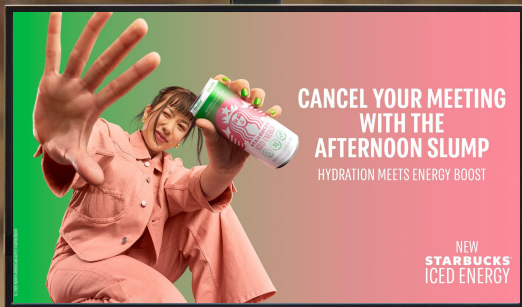
of grocery shoppers are favorable towards in-store retail media.



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

Proximity
to POI
(pharmacies)

Suburban
areas



Demographic

Age
65+

Hispanic



Behavioral

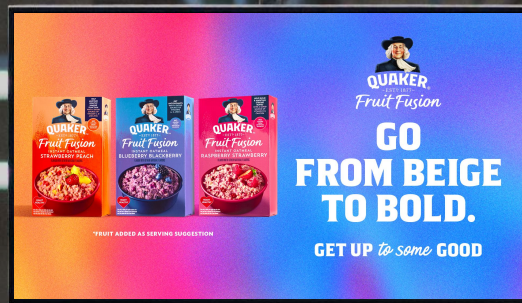
HH Decision
Maker/
Caregiver

Spend
patterns



BREAKFAST
BARS

PEANUT BUTTER
& JELLY



QUAKER
Fruit Fusion

GO
FROM BEIGE
TO BOLD.

GET UP *to some* GOOD

*FRUIT ADDED AS SERVING SUGGESTION

CEREAL

Grocery TV is a full-store
digital advertising
network

PRICE!

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