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# RETAIL MEDIA

## WHAT IS RETAIL MEDIA?

Retail media is one of the fastest growing digital advertising genres in recent years. Although, or perhaps because, it is a relatively new discipline. It refers to the placement of advertising within the retail environment - be it in physical shops or on e-commerce platforms. On the web, this form of advertising uses data and digital technologies to personalise and optimise advertising content where it is most relevant. In physical shops, retail media used to be very print-heavy and difficult to measure.

Thanks to smart, digital solutions, the use of moving images and integrated measurement systems such as in our EMSU systems, digital retail media or screen advertising has also found its way into the POS.

The FOMA Trend Monitor expects retail media to grow more strongly than all other media segments this year.

## INFLUENCE OF RETAIL MEDIA

But what impact does the placement of retail media in retail outlets have on the products they advertise?

What are the sales effects of the advertised products?

Which target groups are interested in the products, who can be convinced?



# THE EXCLUSIVE RETAIL MEDIA TEST MARKET FROM EMSU & BONSAI

EMSU and Bonsai operate an exclusive test market consisting of various Rewe and Edeka stores, where bookings can be made on the existing displays on a trial basis. Sales measurements and optional further research modules are carried out. We help to understand the actual effects of the media placement and offer a playground for testing on a small scale. We determine sales effects and target group understanding for national bookings and identify potential for improvement. In the short term during the placement phase and beyond through measurement in the post-phase.



STANDARDISED  
APPROACH TO  
IMPACT RESEARCH

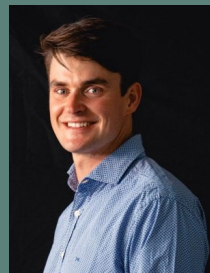
	Test design	Pre phase 8 weeks (back data)	Test phase 2-4 weeks	Post phase 8 weeks
Test group 1	5 stores	Recording of sales No change	Recording of sales Placement of EMSU display with <b>Brand content A</b>	Recording of sales <b>No activation</b>
Test group 2	5 stores	Recording of sales No change	Recording of sales Placement of EMSU display with <b>Brand content B</b>	Recording of sales <b>No activation</b>
Control group	10 stores	Recording of sales No change	Recording of sales <b>No change</b>	Recording of sales <b>No change</b>

We look forward to exchanging ideas with you!



**Stefan Feldmeier**  
Bonsai Management

✉ stefan.feldmeier@bonsai-research.com  
☎ +49 (0)151 - 19626791



**Adrian Hoesch**  
Co-Founder & Managing Director

✉ hoesch@emsu.io  
☎ +49 (0)176 - 46295389