

Monetization Readiness Checklist

Considering monetization? This worksheet will help uncover which key elements you currently have in place to effectively monetize your stores and where PRN may be able to help.

Create a Media Model	Retailer	PRN
<p>Measure Traffic: Quantify traffic as a commercial viewership metric in order to justify the incremental reach and frequency you're providing to media buyers.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Access Budgets: Engage corporate media and marketing decision makers in order to assess their available incremental budgets (beyond shopper marketing budgets).</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Create Collateral: Develop sales materials and propositions within a media value framework (as opposed to shopper marketing or merchandising approach).</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Scale Technology and Operations	Retailer	PRN
<p>Scale Up: Ensure your content management technology, including your CMS, your media players, and your hardware can target and scale to every store, and can be managed by in-house resources.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Track ROI: Generate timely data-based measurement reporting that tracks advertising viewership and demonstrates sales-based ROI for vendor campaigns.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Maintain Resources: Maintain in-house resources who can manage legal, advertising asset trafficking, media planning, and billing for committed advertisers.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Maximize Network Strategy and Shopper Experience	Retailer	PRN
<p>Plan the Experience: Equip in-house planners with data and strategy to determine the best digital experience zones within the store.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Create Content: Transform your brand marketing assets into digital video creative optimized for the in-store experience.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Optimize Messaging: Manage your loyalty and POS data flexibly to deliver omnichannel messaging that meshes with your digital in-store media.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

If your retail enterprise is considering monetization, but can't check all the boxes, PRN can help. Get in touch to schedule a personalized in-store monetization needs assessment today!

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