

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

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Measure Traffic: Quantify traffic as a commercial viewership metric in order to justify the incremental reach and frequency you're providing to media buyers.

Access Budgets: Engage corporate media and marketing decision makers in order to assess their available incremental budgets (beyond shopper marketing budgets).

Create Collateral: Develop sales materials and propositions within a media value framework (as opposed to shopper marketing or merchandising approach).

Scale Technology and Operations

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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.

Track ROI: Generate timely data-based measurement reporting that tracks advertising viewership and demonstrates sales-based ROI for vendor campaigns.

Maintain Resources: Maintain in-house resources who can manage legal, advertising asset trafficking, media planning, and billing for committed advertisers.

Maximize Network Strategy and Shopper Experience

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Plan the Experience: Equip in-house planners with data and strategy to determine the best digital experience zones within the store.

Create Content: Transform your brand marketing assets into digital video creative optimized for the in-store experience.

Optimize Messaging: Manage your loyalty and POS data flexibly to deliver omnichannel messaging that meshes with your digital in-store media.

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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