

Retail media & DOOH:

The trends shaping the future of in-store advertising

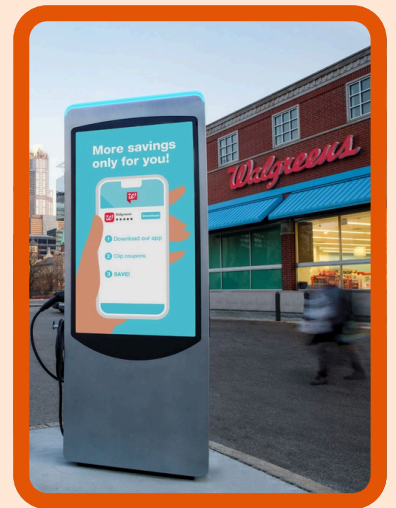


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01

Introduction

In an era where consumer expectations are higher than ever, the in-store shopping experience is evolving and retail media is at the forefront of that transformation. Instead of being distracting or intrusive, digital out-of-home (DOOH) retail media ads enhance the shopper journey—offering valuable information, entertainment and engagement at every stage of the path to purchase.

02

Overview & methodology

This research explores how retail media ads, particularly DOOH placements, shape shopper perceptions and behaviors. Consumers are responding positively to these in-store touchpoints, whether they're moving from the parking lot to the checkout counter or browsing at key moments along their journey. From enjoying entertaining content while fueling up to discovering new products in the aisles and receiving deal reminders at checkout, shoppers appreciate ads that add value without disruption. The findings highlight a compelling truth: thoughtfully placed retail media screens not only capture attention but also drive meaningful actions—from encouraging impulse buys to fostering deeper digital engagement. With 95% of consumers holding a positive or neutral view of in-store ads and only 4% finding them detracting, the data reveals that DOOH is a welcome addition to the retail environment.

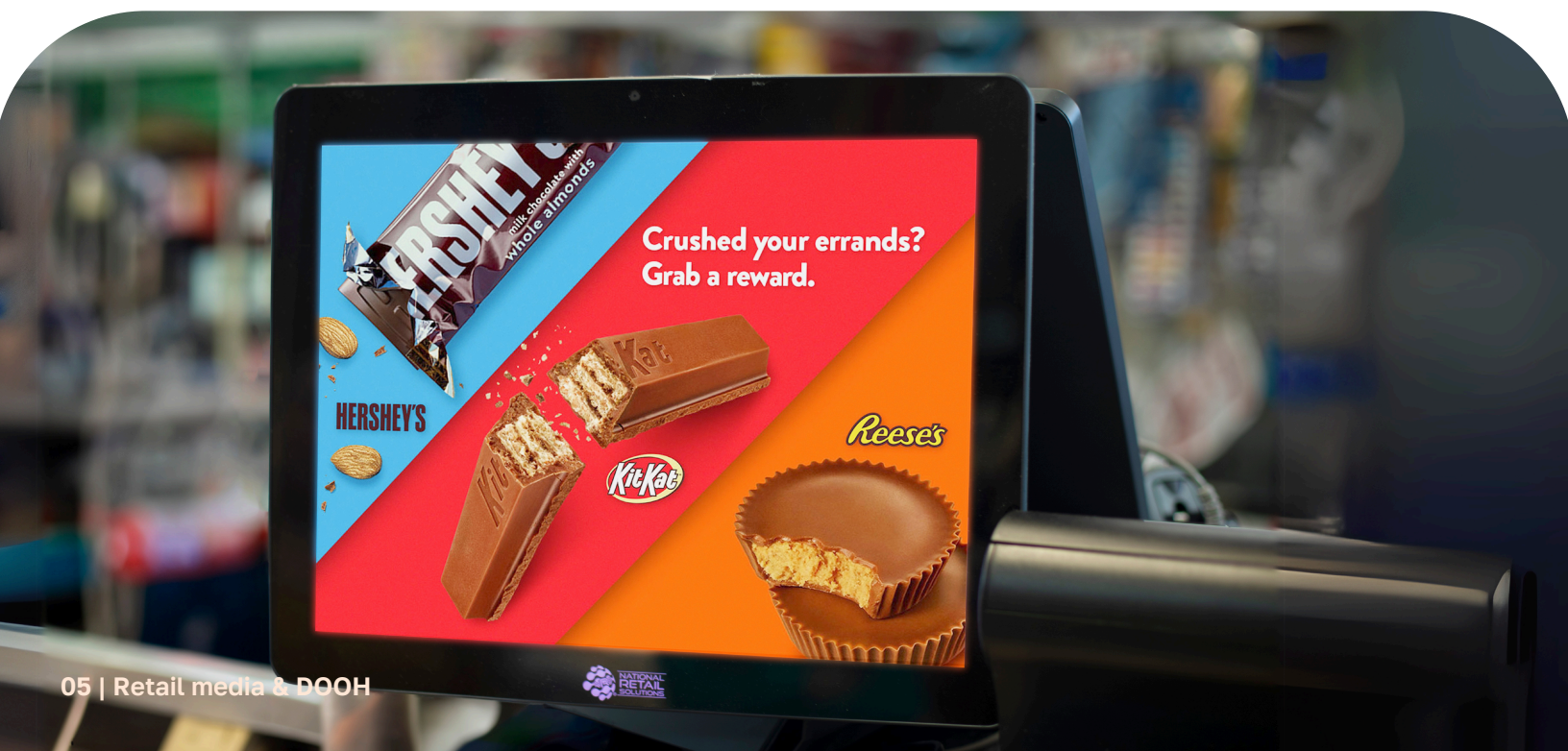
Unpacking how different placements influence consumer behavior, this report dives into the types of content that resonate and why DOOH is essential for brands aiming to integrate in-store engagement with digital interaction. As the retail landscape continues to evolve, understanding these dynamics is crucial for marketers looking to create impactful and memorable brand moments.

Study methodology

Vistar Media and MFour partnered to explore how retail media ads influence consumer perceptions and purchase decisions at key moments in the shopping journey. The study examined multiple ad placements, including:



Using MFour's mobile survey app, which passively tracks GPS data from opted-in panelists, the study surveyed 2,000 U.S. consumers who recently visited grocery stores, convenience stores and gas stations. Respondents were asked about ad recall and their perceptions of retail media DOOH ads, with insights drawn from the 1,917 respondents who recognized an ad without prompts.



03

Retail media ads enhance the shopper experience.

Retail media drives consistent positive sentiment along the path to purchase. From the parking lot to the checkout line, consumers across all placements responded positively to retail media ads—reinforcing their role in enhancing the customer journey.

Shoppers appreciate retail media ads.



PARKING LOT SCREENS



IN-AISLE SCREENS



FRONT/STORE
ENTRANCE SCREENS



GAS STATION PUMPS



CHECKOUT SCREENS

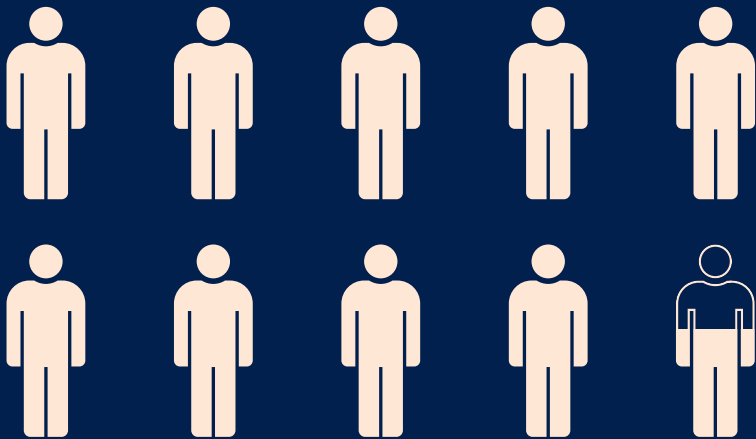


KIOSKS



In-store ads earn high approval rates.

Shoppers appreciate ads that blend seamlessly into their experience. From arrival to checkout, in-store messaging captures attention in a meaningful way, enhancing engagement without disruption. In fact, 96% of consumers say these ads do not negatively impact their experience. By delivering relevant, actionable content, in-store DOOH fosters trust and provides real value, reinforcing its role as a helpful shopping companion.



96%

of consumers feel positive or neutral toward retail media ads.

Only **4%**

of shoppers felt that DOOH ads detracted from their shopping experience.

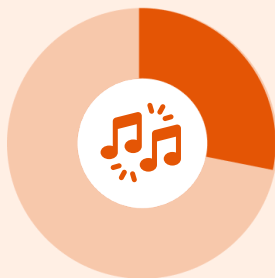
DOOH delivers entertainment, engagement and impact.

Consumers not only notice DOOH ads but also enjoy and remember them. The medium stands out in busy retail environments—providing entertainment, engagement and a premium advertising experience.

DOOH engages & entertains shoppers.

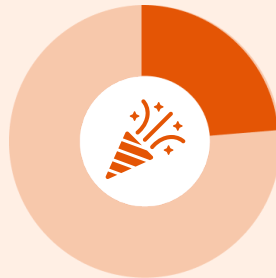
1 in 4 people

appreciate having something to watch or listen to.



27%

appreciate having something to **watch or listen to**, making their time in-store more enjoyable.



37%

find the ads **entertaining**, bringing energy and personality to the retail environment.



23%

describe them as **fun**—showing DOOH's ability to create moments of joy during the shopping experience.



Consumers crave more of what DOOH offers: diversion, interaction and **moments of delight**. Shoppers increasingly value DOOH for enhancing their experience, transforming ordinary moments into opportunities for enjoyment and engagement.



Retail media DOOH captures attention and leaves a lasting impression.

DOOH ads aren't just seen—they're **noticed, enjoyed and remembered**. Digital signage stands out in busy retail environments, capturing consumer attention and enhancing the in-store experience.



50%

of those who felt DOOH improved their shopping experience found the ads **appealing**—highlighting the importance of high-quality, eye-catching creative.



33%

say DOOH ads made them **stop and look**, reinforcing their ability to grab attention in a crowded retail space.



26%

of consumers say DOOH **stands out** from other types of advertising, and **17%** describe it as **cutting-edge** and **innovative**.

In-store signage delivers more than ads—it provides value and discovery.



Nearly **half** of consumers who felt DOOH improved their experience said the **content itself was a key factor**.



34%

appreciated ads that provided useful information about products or services.

17%

valued ads that specifically highlighted sales, promotions and special deals.

29%

of consumers said DOOH ads told them something new.

23%

said the ads made them think about brands or products they wouldn't have considered.



Retail media screens provide more than just advertising—they deliver **relevant, real-time information** that adds value to the shopping experience. By sparking curiosity and driving product discovery, DOOH helps shoppers explore brands and products they might not have otherwise considered.

The shopper's take: How retail media ads are making an impression

Seeing retail media ads makes me:



WANT
TO STOP
AND LOOK



LEARN
SOMETHING
NEW



WANT
TO BUY
THE PRODUCT



WANT
TO TELL
FRIENDS



THINK OF
BRANDS
I'D NEVER
CONSIDER

Retail media ads are:

different from other advertising
cutting-edge
trendy
entertaining
smart
fun
relevant
trustworthy
innovative
for people like me
a premium ad experience



04 Screen placement matters for consumer engagement.

The role of retail media at key shopper touchpoints:

Different retail media formats play unique roles in shaping the shopper experience at key moments throughout the journey. From building anticipation before entering the store to influencing purchase decisions and driving impulse buys at checkout, each screen placement delivers targeted value. Understanding where and when to place ads can significantly impact consumer behavior, with data showing how specific formats drive higher approval rates and influence action at various touchpoints.



01 Parking lot

Set the tone for a positive shopping experience.

02 Store entrance

Prime consumers for in-store engagement.

03 In-aisle

Help guide purchase decisions in real-time.

04 Checkout

Reinforce brand messaging and drive impulse buys.

Thoughtful positioning maximizes campaign impact.

Different screen placements trigger distinct consumer actions, highlighting the importance of strategic ad placement. As the data shows, some screens are more effective for building awareness, while others drive conversions or foster digital engagement.



PARKING LOT SCREENS

Effective at digital engagement, with **32% of consumers** visiting the advertiser's website



STOREFRONT ADS

Strongest drivers of purchase, with **58% of viewers** buying an advertised product



CHECKOUT ADS

Powerful at capturing attention during the **final transaction moments**, reinforcing branding and driving impulse buys



IN-AISLE ADS

Key influencers of purchase behavior, with **31% of shoppers** using a discount code and **19%** scanning a QR code

05 Retail media screens are action-drivers.

DOOH ads are uniquely positioned to create a seamless connection between the physical retail environment and the digital world. By combining eye-catching creatives with interactive elements, these ads extend the shopping journey beyond the store. From driving website visits to encouraging QR code and SMS engagement, DOOH effectively blends in-store experiences with digital interactions, meeting consumers where they are and enhancing brand interaction both online and offline.

DOOH bridges physical retail and digital engagement.



WEBSITE VISITS



ONLINE SEARCH



QR CODE, SMS OR URL



APP DOWNLOADS

Action taken	% of viewers	Location/group
Visited advertiser’s website	32%	Parking lot screen viewers
Searched online for more info about a brand or product	24%	Parking lot & storefront viewers
Scanned a QR code or engaged via SMS/URL	19%	In-aisle ad viewers
Used an app after seeing an ad	19%	Adults 18-24

In-store ads convert shoppers into buyers.

Strategically placed retail media ads don't just capture attention—they drive measurable consumer actions:



26%

who viewed a storefront ad made an **immediate purchase** of the advertised brand/product.

31%

who saw in-aisle ads **redeemed a coupon** or discount code.

58%

of storefront ad viewers **bought a product** they saw advertised.



DOOH screens have a unique advantage in influencing purchase decisions by delivering relevant messaging at key moments in the store. Unlike traditional methods, such as newspaper or mail coupons, which likely don't engage shoppers at the point of decision, DOOH ads get in front of consumers right when they're most likely to act—making them a valuable tool for driving real-time purchase intent.

06 Unlocking the power of in-store retail media

Key takeaways for marketers & advertisers:



ENGAGE CONSUMERS WHERE IT COUNTS

DOOH ads captivate shoppers at key moments—parking lots, entryways, aisles and checkout—driving real, meaningful engagement.



STRATEGIC PLACEMENT DRIVES IMPACT

Where and when you place your ads matters. Be strategic—each location has the power to influence behavior in unique ways.



CONSUMERS WANT RELEVANT ADS

95% of shoppers have a positive or neutral view of DOOH. Create entertaining and value-driven ads that enhance the shopping experience, not interrupt it.



INSPIRE ACTION IN REAL-TIME

In-store retail media doesn't just raise awareness—it drives immediate consumer actions, from product discovery to impulse buys.



BRIDGE THE GAP BETWEEN ONLINE AND OFFLINE

DOOH creates a seamless connection between consumers' in-store and digital experiences, while extending your messaging across the entire consumer journey.



PUSH CREATIVE BOUNDARIES

Consumers crave fresh, interactive experiences. Innovate with bold, timely and engaging ads that leave a lasting impression.

An aerial photograph of a busy city street, likely in Asia, showing multiple lanes of traffic with cars, buses, and motorcycles. Buildings and trees are visible along the sidewalks.

The future looks bright

This research illuminates the immense potential of retail media, particularly in-store DOOH advertising, to enhance the shopper experience and drive tangible business results. As the retail landscape continues to evolve, DOOH stands out as a forceful medium that is capturing attention, sparking engagement and fostering a deeper connection between brands and consumers.

Consumers not only appreciate the entertainment and relevance of in-store ads, but also take action on them. Retail media screens seamlessly integrate into the shopper journey, influencing product discovery and purchase decisions. The data underscores a simple truth: when strategically placed at key touchpoints—whether in parking lots, at store entrances, in-aisle or at checkout—these screens have the power to impact behavior, amplify brand loyalty and accelerate sales.

Retail media is more than just a trend; it's essential for reaching consumers where they shop, with in-store growing into a major opportunity alongside online. As retailers enhance the in-store experience with high-quality digital screens, brands have new opportunities to capture attention and create seamless connections between digital influence and in-person purchasing.

The results of this study should serve as a call to action for retailers, marketers and brands to fully embrace the power of in-store DOOH. It's not just about displaying ads—it's about creating memorable moments, driving consumer actions and forging a stronger connection between a brand's online and offline presence. The future of retail media is bright, and those who harness its full potential will be at the forefront of the next evolution in advertising.

About Vistar Media

Vistar Media is the home of out-of-home (OOH). We provide brands, marketers and media owners with the world's first truly intelligent platform for buying and selling OOH media—from dynamic, programmatic digital screens to high-impact traditional placements. By unifying the entire DOOH ecosystem, Vistar enables brands to capture a better kind of attention, reaching audiences with precision at scale through data-driven targeting and measurable results.

As the industry's largest marketplace for OOH transactions, Vistar offers a full suite of cutting-edge solutions, including a demand-side platform (DSP), supply-side platform (SSP), ad server, player, device management system and traditional OOH planning software.

Headquartered in New York and operating in over 35 global markets, Vistar is shaping the future of OOH—pioneering innovation and setting the standard for excellence.

Learn more at www.vistarmedia.com and follow us on [LinkedIn](#), [Facebook](#) and [Instagram](#).

