LocalLink 360

RETAIL & REAL-WORLD · GROCERY
IN-STORE RETAIL MEDIA

re[TELL] ENABLED

They're not browsing. They're buying.

Digital screens across a national grocery network — at the door, on the cart stations, above the front end and at the checkout lane. Your message runs in the same room as the purchase, on the one trip people still make every week.

THE FOOTPRINT

1 in 4
Americans reached by the network

7,000+
Stores nationwide across the network

100M+
Unique shoppers across the network

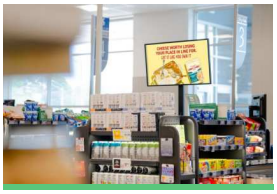
$91B
Estimated annual transaction volume

THE WHOLE TRIP, SCREEN BY SCREEN

Entrance Screens
First screen of the trip, before the list gets going.

Cart Stations
At the carts, hands busy, mind not made up yet.

Front-End Network
Above the lanes, read by everyone in the queue.



Checkout Lane
Arm's reach from the impulse shelf at the belt.

Register Screens
The last message before the basket is closed.

WHY GROCERY CARRIES WEIGHT

A trip they repeat every week
Grocery is one of the few errands people make on a schedule, so frequency builds across a flight without buying more of it.

Within reach of the shelf
The screen runs in the same room as the purchase, at the moment someone is deciding between two brands on the same shelf.

Creative shown is illustrative of the format and does not represent a client relationship; brands appearing in the photography are shown as examples of in-store creative. Network figures are estimates provided by our retail media partners. Store availability, screen placement, share of voice, targeting and measurement vary by chain, market, flight, budget and advertiser eligibility. All campaigns are subject to inventory availability, creative approval, retailer policies and applicable law.

FOLLOW THEM HOME

re[TELL] builds the audience from the homes around each store, so the screen in the aisle and the message on their phone are one campaign — and **AdLink** reports it beside every other channel.

Get on the shelf-side screen.

Tell us the markets — we'll come back with chains, store counts and what's open.

Let's Link Up!

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