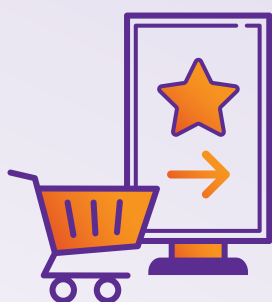


> Digital Screens

Broadcast bright, attention grabbing messages that bring your brand to life.

With Digital screens, you can further enhance engagement by delivering stand-out messages, richer branded content as customers enter the store. By combining with printed POS activations, Brands can drive traffic to the aisle through eye-catching movement and dynamic content to the fixture where they can convert from browsing to buying.



Customers exposed to four retailer channels
Spend 5.3x more
 than those exposed to one*

> Key Benefits of Instore media

- Influence, inspire and engage with shoppers in-store where 76% of sales take place.
- Target stores based on your campaign objectives using the best of dunnhumby's data science.
- Understand ad effectiveness via closed-loop measurement.
- Drive effectiveness with multi product in-store campaigns.
- Prime customers with your brand message at the front-of-store with consistency on wording and drive purchase by encouraging customers to choose your Brand at fixture with POS.

* Actual global results, 2017 - 2022 from dunnhumby driven media campaigns globally