



***We #DOOH Great Media***





# Retail Visions Media Network

- Large-format screens to serve brand messaging to consumers at place of purchase
- Partnered with grocery stores to digitize weekly ads that compliment the national ads in the loop
- All screens are programmatically enabled
- Hyper-growth mode year over year





# Influencing Purchase Decisions in the Last 10 Feet



**Diverse  
Audience**

(Active shoppers &  
household decision  
makers)



**900 MM+**

Monthly  
Impressions  
(2B+\*)

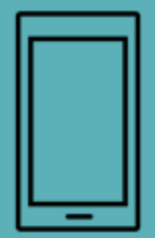


**53% Female  
47% Male**



**815+**

Locations  
(2,000\*)



**2,000+**

Digital  
Screens  
(5,000\*)



**24/7**

Advertising



**72 DMA's  
Reached**

(90\*)

\* Projected by Q1 2026





# Reach Consumers In The Heart Of Their Community With Retail and Urban Panels

## Grocery Partners include:

- Alliance Retail Group
- Save A Lot
- Key Foods
- ShopRite
- Brooklyn Fare
- City Fresh Markets
- Price Chopper
- Strack Van Til
- Henhouse
- Houchens
- Homeland
- Food Giant and more.



# Working with Retail Visions

- Activate through
  - ✓ Open Exchange
  - ✓ Private Marketplace (PMP)
  - ✓ Programmatic Guaranteed (PG)
  - ✓ Direct Buys
- Comprehensive campaign wrap-up report
- Live proof-of-play screenshots
- Ability to retarget exposed viewers online
- Ability to provide 3<sup>rd</sup> Party Brand/Sales Lift studies
- Leveraging Retailer Partnerships to provide **1<sup>st</sup> Party sales lift analysis\***



\*Prior retailer participation required

# RV's 1st Party SKU-Level POS Data

## Enhanced ROI Measurement:

- RVMN can directly link ad campaigns to sales outcomes.
- True 1:1 attribution.
- Clear proof of which campaigns are driving specific product sales, giving clients confidence in their ROI.

## Precision Targeting:

- First-party SKU-level POS data, we enable ultra-granular targeting.
- Tailor campaigns to specific products that are performing well in particular stores or regions, driving more precise ad placements.

## Competitive Insights and Trend Spotting:

- Having access to SKU-level data means brands and advertisers can quickly identify emerging sales trends, adjust strategies faster, and stay ahead of competitors by knowing exactly what products are moving.





# Retail Visions drives **44.9%\*** incremental in-store sales for national cooking oil brand

**Objective** - Popular Cooking Oil was looking to increase product awareness and sales during a key drive period across several major markets.

**Execution** - the Brand partnered with RFMN to run 10 sec ads on their Urban Panels, Grocery Entrance & Grocery Aisle Network screens in the identified markets.

- Flight: 4-weeks
- Impressions: 4,497,796
- # of Screens: 83
- Audience: Active Shoppers

**Results** - **Using 1st Party Retail SKU level data**, the brand recognized a 44.9% sales lift for the campaign period compared to the average sales during the prior 16-week period..

\*Source: Retail Partner SKU-Level POS Data





# Retail Visions leverages 1st party POS retailer data to prove **19%\* lift** in incremental in-store sales for Global Pasta Brand.

**Objective** - Global pasta brand tasked RFMN to increase product sales across key markets across the United States.

**Execution** - the Brand partnered with RFMN to run 10 sec ads on their Urban Panels, Grocery Entrance, Grocery Aisle, & Checkout screens in the specific high grossing markets.

- Flight: 4-weeks
- Impressions: 3,808,806
- # of Screens: 76
- Audience: Active Shoppers in specified retailers

**Results** - Using 1st Party Retail SKU level data, the brand recognized a 19% sales lift for the campaign period compared to the average sales during the prior 16-week period..

\*Source: Retail Partner SKU-Level POS Data







# Inventory



# Urban Panels

- Available in NYC across all five boroughs
- Located in street-level storefront windows
- Delivers highly relevant messaging
- Maximum exposure to pedestrians and consumers
- Visible day and night, offering constant brand presence





# Grocery Entrance

- Exterior-facing and full-motion, these units deliver impressions to hard-to-reach urban and rural audiences.
- Big, bold, bright, and clear, presenting an advertising opportunity that can't be missed
- Ability to run 24/7
- Captures attention just before store entry
- Reaches shoppers at the point of purchase





# Grocery Interior – Aisle & Checkout

- Located in high-traffic grocery zones in NYC DMA
- Large, full-motion displays deliver eye-catching creative
- Located where buying decisions happen
- Influences purchase behavior directly at the point of sale
- Perfect for CPGs looking to boost in-store impact







# Diverse Audience Engagement



# Unmatched Latin-American Audience Reach



- Placed in busy Hispanic community grocery stores
- Consistent reach to culturally aligned shoppers
- Bilingual ads for authentic, impactful messaging
- Enhances cultural relevance and brand connection
- Delivers messaging at the point of purchase
- Aligns with key cultural moments



# Beer & Wine Offering



- Most venues actively sell Beer, Wine & Hard Seltzers
- Beer, Wine, and RTD beverages run 24/7
- Effective in boosting brand recall and engagement
- 1.2K+ screens within 500 ft of spirit-selling locations
- Flexible scheduling for dayparting to align with peak buying times



# Spirits After Hours Network

For hard spirits, RFMN has a dedicated network of screens with proximity placement to liquor stores, bars, clubs, and restaurants.

- “After Hours” - liquor spots run 5pm-6am
- 250+ screens within 1000 ft of spirit-selling locations
- Located near bars, clubs, and restaurants
- Targets busy nightlife zones
- Engages consumers before purchase or going out
- Ideal for promos, launches, and seasonal pushes





# The omnichannel opportunity

Get Your Brands Messaging in front of untapped communities!

Expand the DOOH messaging online:

- Retargeting exposed consumer
- Serving those folks ads online – engaging with them throughout their daily journey.
- **\$10K of free digital media offered when minimum spend is hit**
- Measure success with brand lift studies





# Advertisers that Trust Us...

Our locations are **contextually relevant for brands** looking to reach audiences in the buying mindset in a trusted environment at the **heart of their community**.







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# Spec Sheet

## Digital Window & Interior Retail Display

### MEDIA FORMATS

Exterior-facing, digital window displays

Interior retail digital displays

All screens accept full-motion creative, no audio

**Brightness:** 5000+ NITS

**Aspect Ratio:** 9:16, 16:9, 4:3

**Min. Resolution:** 1920x1080, 1080x1920, 1600x1200, 1200x1600

**Display Size:** 45" –65" Screens, both Portrait & Landscape, varies by venue location

**Total Loop Length:** 2 minutes, :60 reserved for paid ads and :60 sec

reserved for House content

**Duration:** :10. :15 Seconds,

**File Type:** mp4, jpg, png

**Creative Approval Required:**

Final and approved creative due five (5) business days prior to campaign start. Portrait and Landscape creative versions must be submitted unless noted by RV. Beer & Wine are allowed. Spirits are allowed in specific locations after hours only. No competing grocery-selling retailers may be featured in the creative. No political, Personal Injury Legal, CBD/THC/vaping. Additional category restrictions may apply.

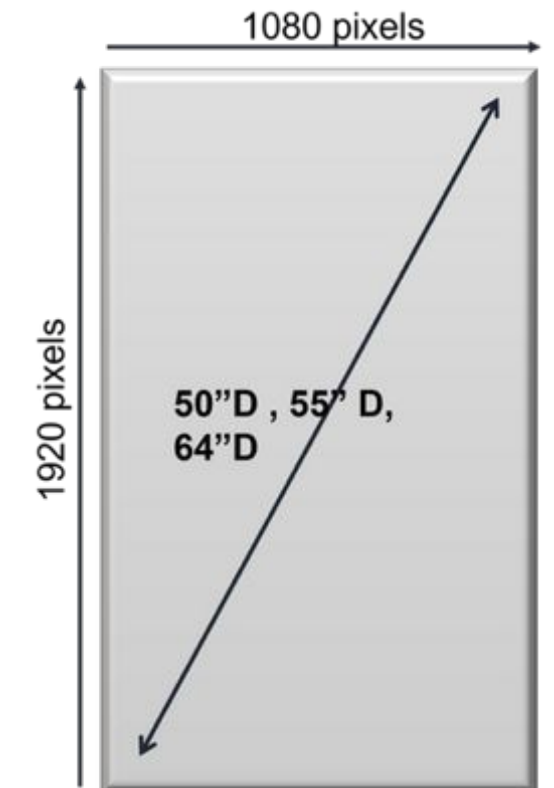
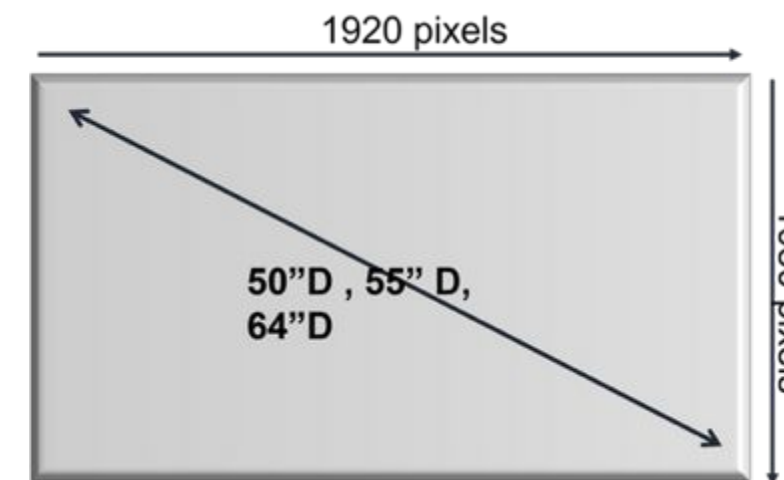
## Digital Window Display Specifications:

**Formats:**

**Video** - .mp4

**Images** –JPG, PNG

**Min. Resolution:** 1920x1080;  
1080x1920; 1600x1200; 1200x1600



## Interior Retail Display Specifications:

**Formats:**

Video -.mp4

Images –JPG, PNG

**Min. Resolution:**  
1920x1080; 1080x1920;  
1600x1200; 1200x1600

