

WHITEPAPER

Advertise where you're really losing market share

Store-level data changes how retail media budgets are distributed



Retail media budgets are still spread evenly across a store network, even though hardly any brand performs equally well in every store. Store-level sales data shows where share is actually being lost and makes exactly those stores addressable.



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Why the same budget everywhere?

Spreading budgets evenly was rarely a strategic choice. The data to weight individual stores differently simply wasn't there, and an even split is easier to defend in a budget discussion than a gut feeling. That data now exists, but budgets are still split the same way. A brand that holds its share nationally loses it in some stores and gains it in others. The national figure shows none of this, and the budget still flows equally everywhere.

KEY POINT

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Why a weak store stays weak

A weak share in a store is often the start of a negative spiral. At the next listing decision the brand gets fewer facings and a worse shelf position, is seen and bought less often, and its share falls further. That is why these stores offer the most upside, but they won't recover on their own. By the same logic, where a brand is already strong, additional budget achieves little.

Finding the stores

For stores without their own checkout data, the expected market share is extrapolated. The basis is the relationship between market share and location features such as sales format, sales area, purchasing power in the surrounding area and region, derived from the measured stores. An extrapolation is not a measurement, which is why extrapolated stores carry a confidence value. It depends on how many comparable stores with data were found and how widely their shares varied. Where confidence is low, we say so.

The result is a ranking of the locations where investing in advertising pays off.

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The store defines the catchment area

A catchment area is defined for each location, and the campaign runs only there. That way we reach shoppers before they head out to the store: on mobile in the days before, on Connected TV in the evening, on DOOH along the routes to the store. These drive-to-store channels are the same as in a national campaign, but they are booked only against the catchment areas that matter.

Classic geotargeting starts with a region from the media plan and works its way down. With us, the store determines the geography, and the store is selected based on its sales data.

The blind spot

Online, every step from first contact to shopping basket can be tracked. In the store, the trail ends at the entrance: the ad runs, the customer walks in, and everything after that is guesswork. That is why in-store advertising is still evaluated through surveys and modeled attribution, while online retail media is evaluated through receipts.

Nobody has been able to see the store visit itself. We work with two approaches that are measurable instead, and they do different things:

- **Individual:** A coupon goes into the wallet and is redeemed at the checkout. It is the same person from offer to receipt, with no assumption in between. However, this only applies to customers who took the coupon.
- **Aggregated:** Here we measure the store, not the person. Does category share develop differently in the stores where the campaign runs than in comparable stores where it doesn't? That says nothing about the individual purchase, but a lot about the campaign.

The two approaches measure different things and don't replace each other.

What happens in the selected stores

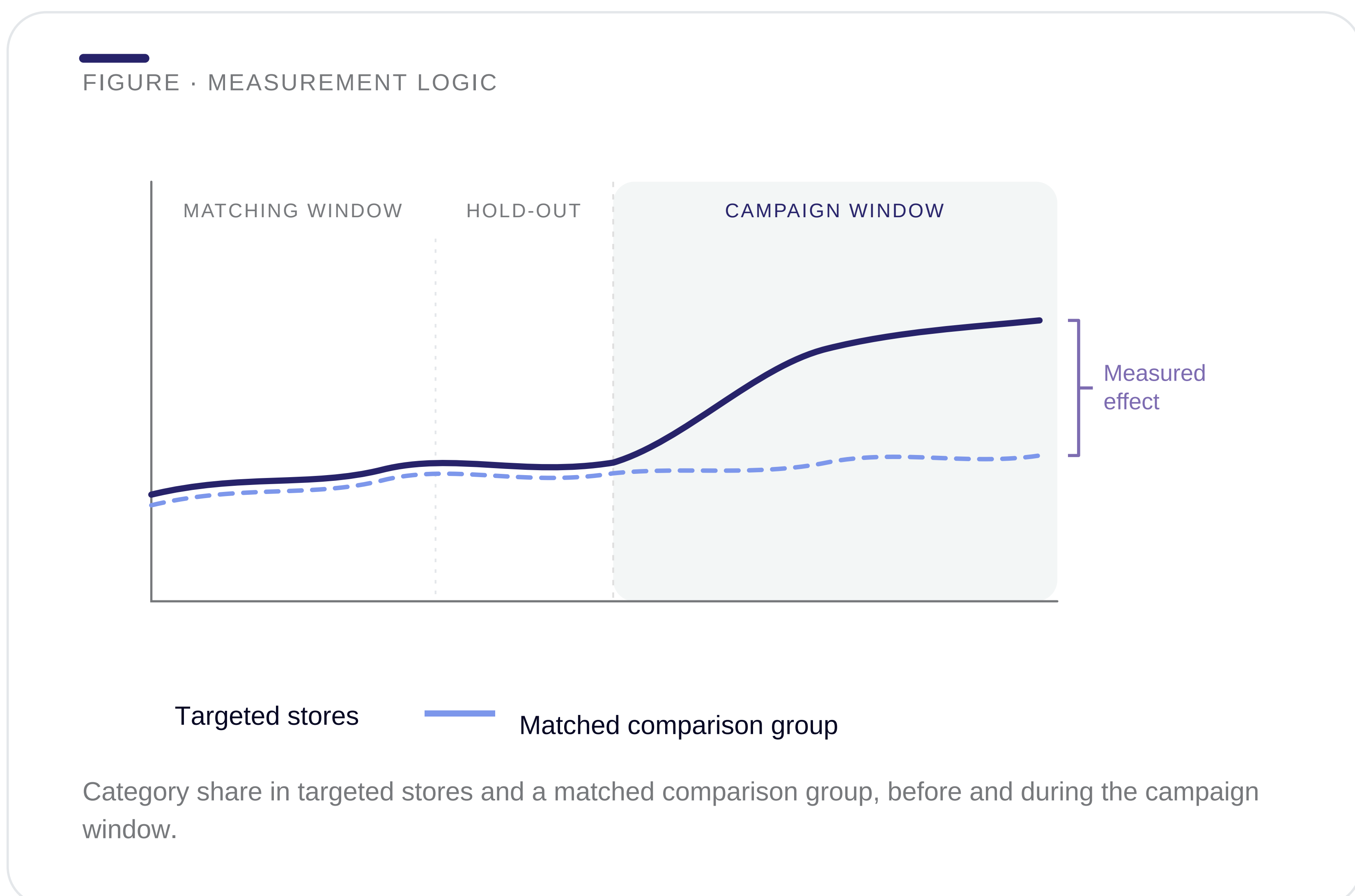
In addition to our drive-to-store approach, campaigns work inside the selected store on two time scales.

In the short term, wallet and checkout coupons generate additional purchases that are visible within the campaign period and easy to count.

In the long term, in-store media at exactly these locations rebuild visibility, for example entrance stands, secondary placements away from the category shelf and checkout screens. This interrupts the cycle described above. It is also why weak stores give back more than strong ones: the starting point is low, so there is more room to grow.

Measurement runs on the same data

The same data that found the weak stores also shows whether the gap has closed. We compare the stores where the campaign runs with stores whose share developed in exactly the same way in the months before the campaign. We report the difference between the two groups, not the increase in the campaign stores alone. If share rises equally fast everywhere, the campaign achieved nothing.



To make the comparison hold, we select the comparison stores using only an early time window. A later window, still before the campaign start, is held back. It shows whether the comparison group really keeps pace; if it doesn't, it isn't a valid comparison. Finally, we run the same calculation on a very large number of randomly drawn comparison groups. This shows how often a result of this size occurs by chance alone. An effect that random draws regularly produce is not an effect.

The statistics are standard. What's new is having daily sales data for every store to run them on.

What changes for brands and retailers

For brands, the budget stays the same; it is simply used more precisely.

For retailers, it opens up new possibilities. So far, campaign spend has tended to go where things already work, because those stores look good in reporting and attract support. Directing budget to the weak locations puts it where the category can still grow. Retail media becomes more than a revenue line in the advertising business: it also becomes a tool for category management, built on data the retailer already has.

KEY POINT

Directing budget to the weak locations puts it where the category can still grow.

NEXT STEP

Find the stores where your brand is losing share

The same data finds the gap, steers the campaign and measures the result.

Find

Store-level sales data names the locations below the benchmark, with a confidence value where share is extrapolated.

Reach

The campaign runs only in the catchment areas of those stores, before shoppers set off and inside the store itself.

Measure

A matched comparison group shows whether the gap has closed, checked against chance.

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