CORE CONCEPT

Retail Media Networks Course: On-Site, Off-Site and In-Store Advertising for Retailers

26 – 30 July 2027
Paris - Right Bank business hotel

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Introduction:

Retail media networks, covering on-site, off-site and in-store advertising for retailers, is a 1-week course for retail, e-commerce, grocery and supplier trade-marketing teams that ends with a Retail Media Network Launch and Commercial Plan. Retailers leave advertising revenue unrealised, or damage supplier trust, when sponsored listings, store screens and shopper audiences are sold without a clear inventory map, rate card, measurement method or partner rules. Nominees already manage digital trading, supplier relationships or advertising budgets, and the course is taught through case study work on retailer data. CoreConcept Training Center delivers this retail media networks course.

Course Objectives:

- Assess the retail media business model, revenue sources and operating options open to a retailer or marketplace operator
- Map sponsored product, on-site display, off-site audience and in-store screen inventory into sellable packages
- Build shopper audience segments from loyalty and transaction data and define clean room rules for supplier matching
- Set a rate card with CPC, CPM and package pricing, minimum spends and supplier investment tiers
- Measure campaigns with closed-loop sales attribution, new-to-brand sales and test-and-control incrementality
- Prepare a Retail Media Network Launch and Commercial Plan with supplier governance and partner reporting

Target Audience:

- Retail and e-commerce commercial managers responsible for new advertising revenue lines and supplier income
- Retail media sales and account managers responsible for selling inventory and renewing supplier investment
- Grocery and general merchandise category managers responsible for balancing shelf, promotion and advertising decisions
- Customer data and loyalty managers responsible for shopper segments, consent and audience activation
- Supplier trade-marketing and shopper marketing managers responsible for planning and justifying retailer advertising spend

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Course Outline:

Day 1: Retail Media Business Models and Network Readiness

- Retail Media Network Definition Across Websites Apps and Stores
- Revenue Sources Compared With Supplier Trade Income and Margin
- Owned Network Versus Third-Party Media Owner Operating Options
- Shopper Traffic Baseline From Search Visits and Store Footfall
- Network Readiness Assessment Using a Retailer Capability Scorecard

Day 2: Inventory Architecture Across On-Site, Off-Site and In-Store Channels

- Sponsored Product Placements in Retailer Search and Category Pages
- On-Site Display Banners Homepage Takeovers and App Placements
- Off-Site Audience Extension to Social Video and Open Web
- In-Store Digital Screen Network Planning With Content Scheduling
- Inventory Catalogue and Ad Format Specification Sheet Design

Day 3: Shopper Data, Audience Segments and Pricing the Network

- Loyalty and Transaction Data Preparation for Shopper Audience Segments
- Data Clean Room Matching Rules and Permitted Supplier Queries
- Consent Records and Anonymisation Controls for Shopper Targeting
- Rate Card Construction With CPC CPM and Fixed Packages
- Supplier Investment Tiers Minimum Spends and Joint Business Plans

Day 4: Closed-Loop Measurement, Incrementality and Supplier Governance

- Closed-Loop Sales Attribution Linking Ad Exposure to Basket Data
- Return on Ad Spend and New-to-Brand Sales Reporting
- Test-and-Control Holdout Design for Incremental Sales Measurement
- Trade Spend Versus Media Budget Conflicts With Category Management
- Supplier Partner Governance Charter With Ad Quality and Disputes

Day 5: Case Study Work on a Retail Media Network Launch

- Case Retailer Inventory Map and Audience Segment Selection
- Case Retailer Rate Card and Supplier Package Proposal
- Case Campaign Incrementality Readout and Optimisation Decisions
- Case Supplier Joint Business Plan Negotiation and Reporting Pack
- Retail Media Network Launch and Commercial Plan Completion

Skills You Will Gain:

- Retail Media Inventory Mapping
- Shopper Audience Segmentation
- Clean Room Use Case Design
- Rate Card Pricing
- Closed-Loop Attribution Analysis
- Incrementality Test Design
- Supplier Media Negotiation
- Retail Media Governance

Why Attend This Course:

- Deliver a Retail Media Network Launch and Commercial Plan to the commercial director and the e-commerce leadership team
- Decide which on-site, off-site and in-store placements to package, price and offer to each supplier tier
- Avoid supplier disputes, wasted trade funds and unreliable sales claims caused by unmeasured or poorly governed campaigns
- Equip category, data and sales colleagues with rate card templates, segment definitions and incrementality readout formats

Conclusion:

Back at work, the participant presents the Retail Media Network Launch and Commercial Plan to the commercial director, the e-commerce lead and the category leadership team. They use it to approve which placements go on sale, the rate card, the shopper data rules and the governance charter agreed with suppliers. After the first quarter of sold campaigns, the unit should compare incrementality results and supplier renewal rates with the plan, then revise packages, prices or measurement methods that underperformed.

Frequently Asked Questions FAQ:

What should participants prepare before the retail media networks course?

Participants should already work in retail trading, e-commerce, customer data or supplier marketing. Bringing a list of current digital placements, a sample of anonymised loyalty segments or a recent supplier campaign report lets the case work and the launch plan reflect their own organisation.

How does a retail media networks course differ from marketplace selling or programmatic buying training?

It is written for the retailer that owns the shopper traffic and sells advertising, not for the seller listing products or the agency buying media across exchanges. The focus is inventory design, pricing, shopper data, incrementality and supplier governance.

Why do retail media networks rely on closed-loop measurement and incrementality?

Retailers can link ad exposure to actual purchases in their own transaction data, so suppliers expect proof of sales. Holdout tests separate sales the advertising caused from sales that would have happened anyway, which protects pricing credibility and renewal rates.

What do participants take back from the retail media networks course?

Participants take back a Retail Media Network Launch and Commercial Plan with an inventory catalogue, audience segments, a rate card, a measurement method and a supplier governance charter, ready for review by commercial leadership.