

Reach consumers throughout the USA!

In thousands of convenience, grocery, liquor, tobacco, hardware, and gas station mini-markets

SMIRNOFF
SELTZER

BUD LIGHT
SELTZER

Entenmann's

metro
by T-Mobile


SIERRA HEALTH AND LIFE
A UnitedHealthcare Company

 **pennsylvania**
DEPARTMENT OF HEALTH



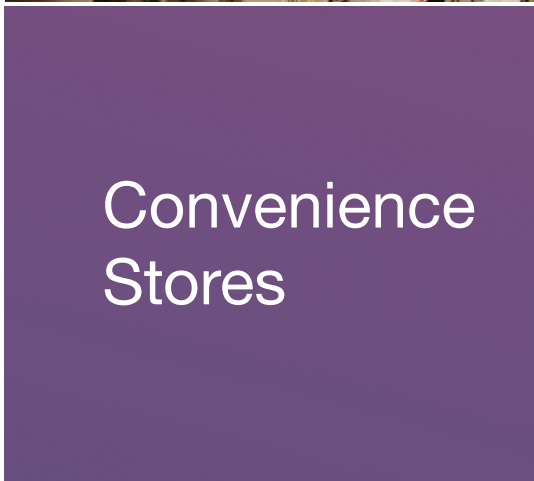
Reach your target audience



Liquor
Stores



Tobacco
Stores



Convenience
Stores



Grocery
Stores



Proven benefits of Digital Out of Home (DOOH) Advertising



Brand
Loyalty



Customer
Retention



Sales
Lift



Ease of Campaign
Activation



The rise of convenience culture

Facing increasing demands, consumers seek frictionless solutions to simplify their busy lives



Urbanization



Longer Hours



Faster Pace

Source: Nielsen "The Quest for Convenience"

Convenience Culture = On Demand

Built for today's on-demand lifestyle, convenience is a relied-upon asset

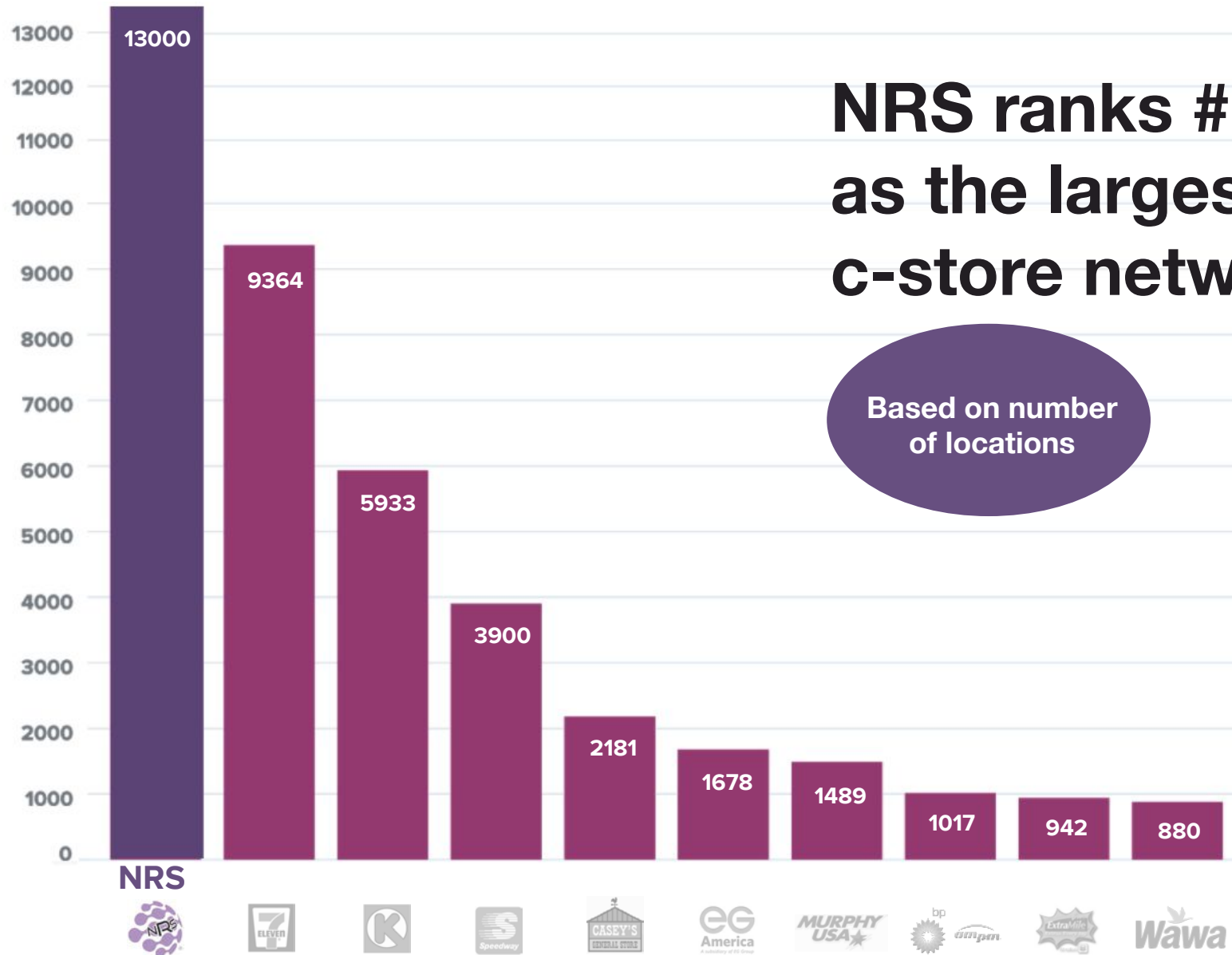




Convenience Trends

- ✓ **50%** of millennial and Gen Z shoppers considered themselves heavy convenience-store shoppers
- ✓ Basket size increased by **over 10%** from January 2020 to December 2020
- ✓ C-stores are experiencing **over 10%** growth in customer visits
- ✓ Total in-store sales are **up by 10% to 20%**

Sources: C Store Sales, Taiga Data 2021 CSP Winsight



**NRS ranks # 1
as the largest
c-store network**

Based on number
of locations

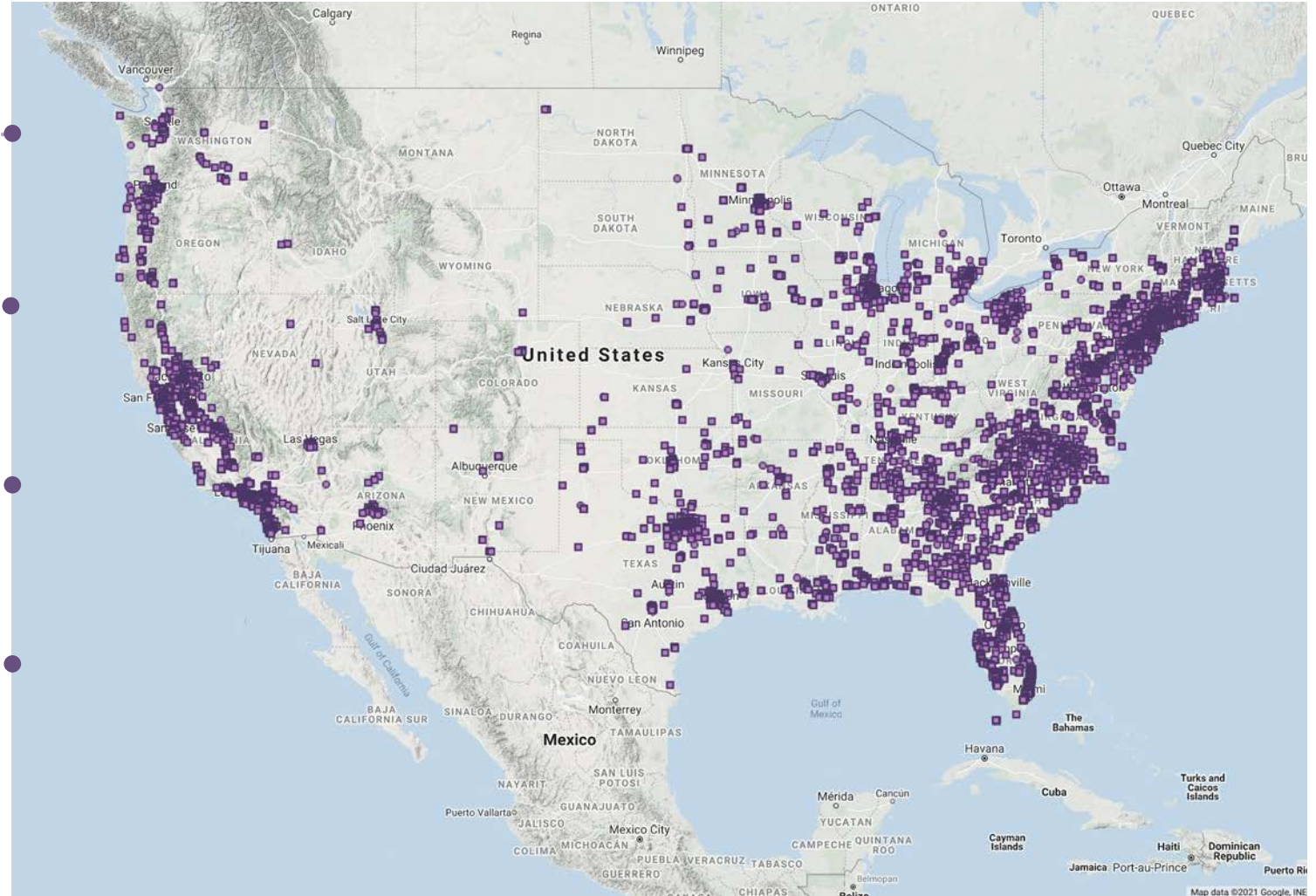
Static, Animated & Video Ad Media Opportunities

13,000+
USA Locations

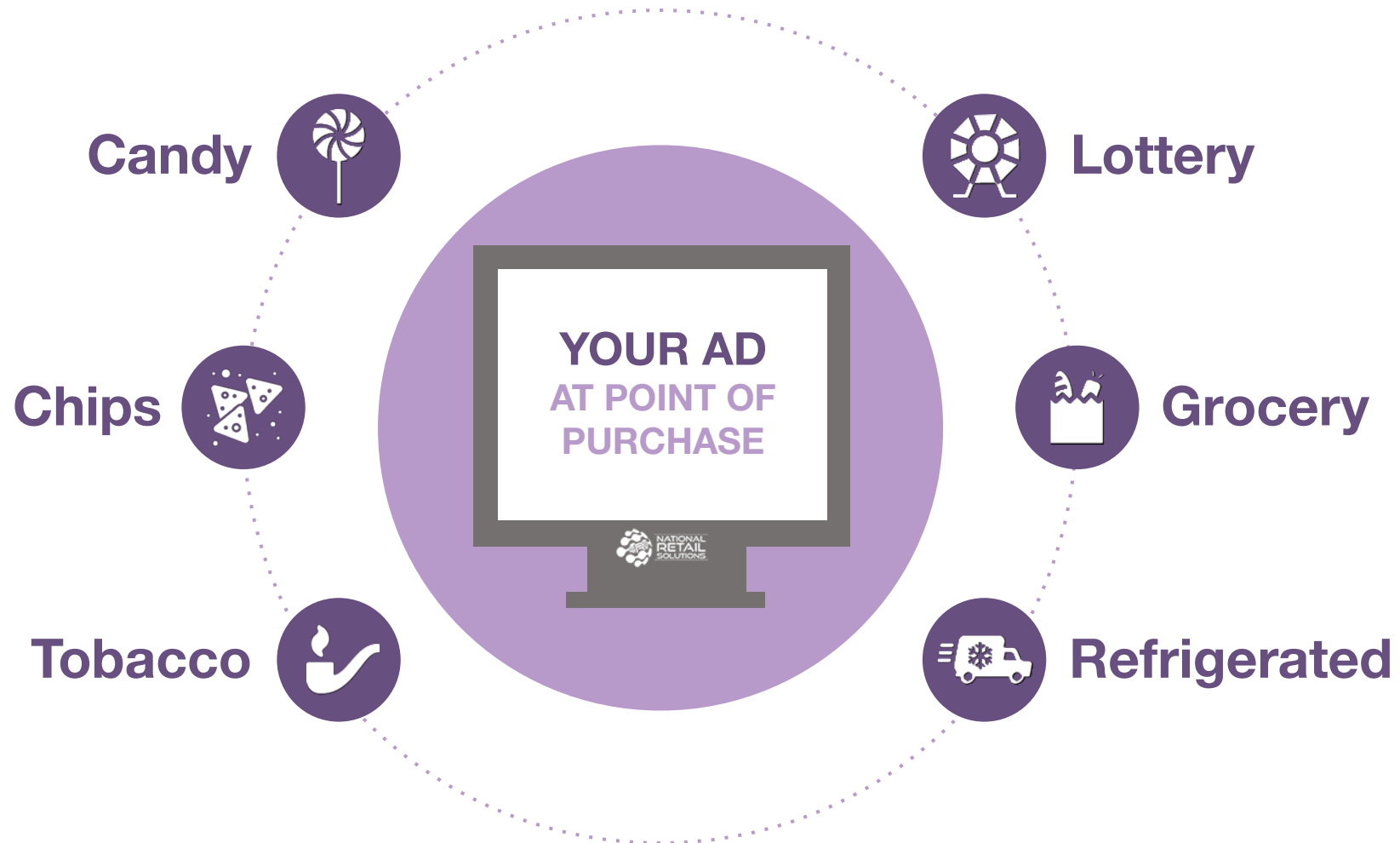
500~
POS Installed/MO.

100M+
Monthly Impressions/ad slot

60M+
POS Transactions/MO.

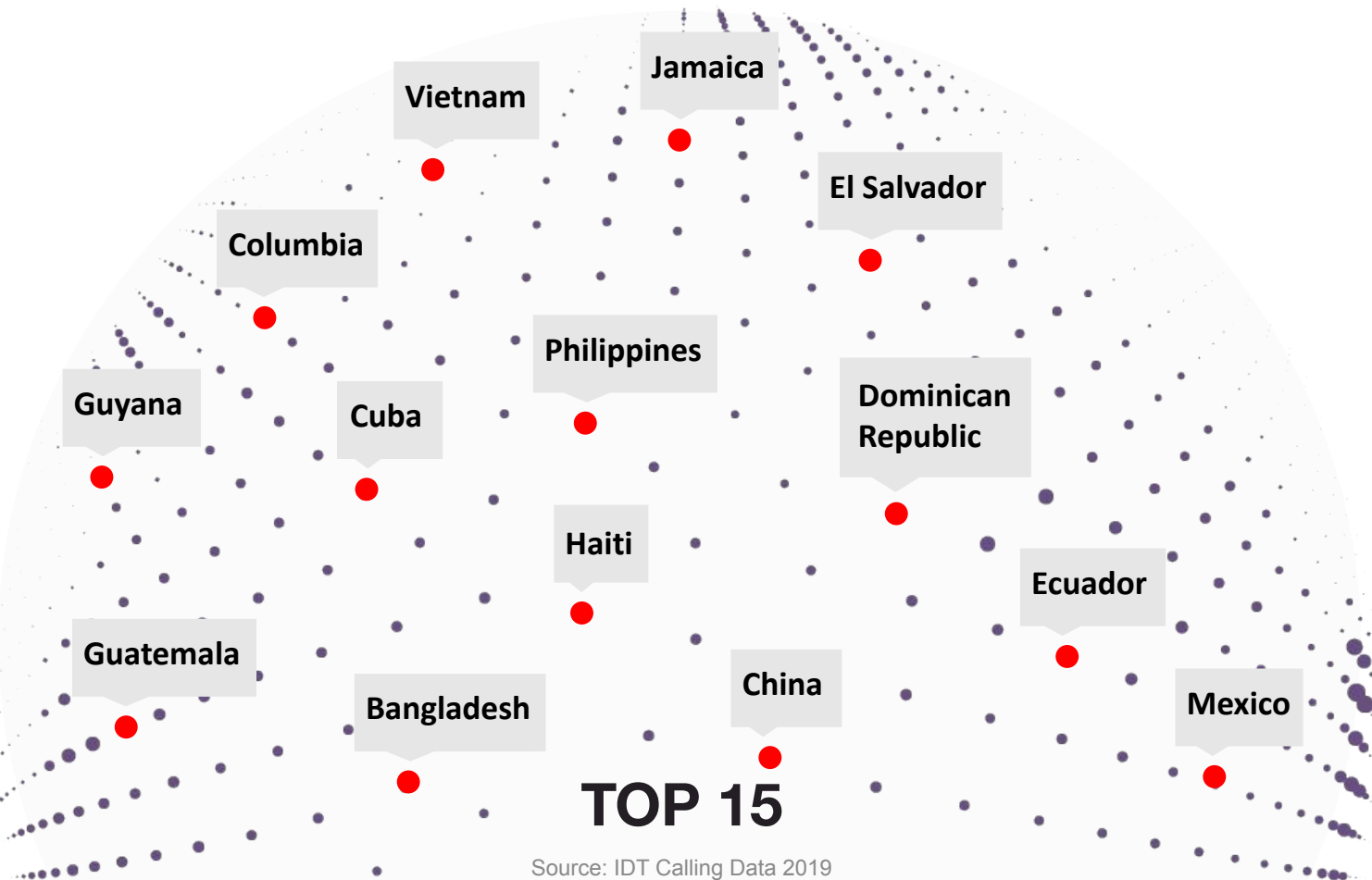


Influencing the path to purchase



Reach multicultural communities

USA Shoppers from a diverse range of countries



- ✓ **Diverse market** from larger DMAs to smaller communities, with diverse demographics
- ✓ **Facilitating the path to purchase**, from trigger through transaction
- ✓ Located at checkout with **eye-level visibility**

16 : 9 | 9 : 16 | 1024 x 768 | 597 x 768

- 10 Static or full motion video*:
- AVG: 60 Loop to match
- Checkout experience
- Targeting capabilities mapping, multicultural, time of day, day of week
- Advanced Targeting

*One creative of each size per ad slot

Statistic file requirements:

JPG or PNG file

Video file requirements:

MP4 + H.264, with AAC OR MP3
(no more than 30FPS) WEBM + VP8



IN-TRANSACTION

597 X 768



WALK-UP

1024 X 768

The perfect delivery

NRS DIGITAL MEDIA provides marketers with the perfect 1-2 punch, by delivering advertisements in an ideal environment, leveraging data to target the right audience, at the right time

Environment

NRS DIGITAL MEDIA locations tend to be smaller-format, fast-moving, high frequency/visitation with a 100% digital delivery that ensures immediacy, flexibility and compliance

Ad effectiveness

Customer-facing screens grab customers' attention as soon as they walk through the door and throughout their shopping trip. Integrated advertising at the point of purchase completes the final mile of consumer journey, with items available at arms length for immediate consumption



The next generation in retail media



Find, Engage & Understand Consumers
LIKE NEVER BEFORE



Zero Waste



1:1 Purchase-based
Targeting

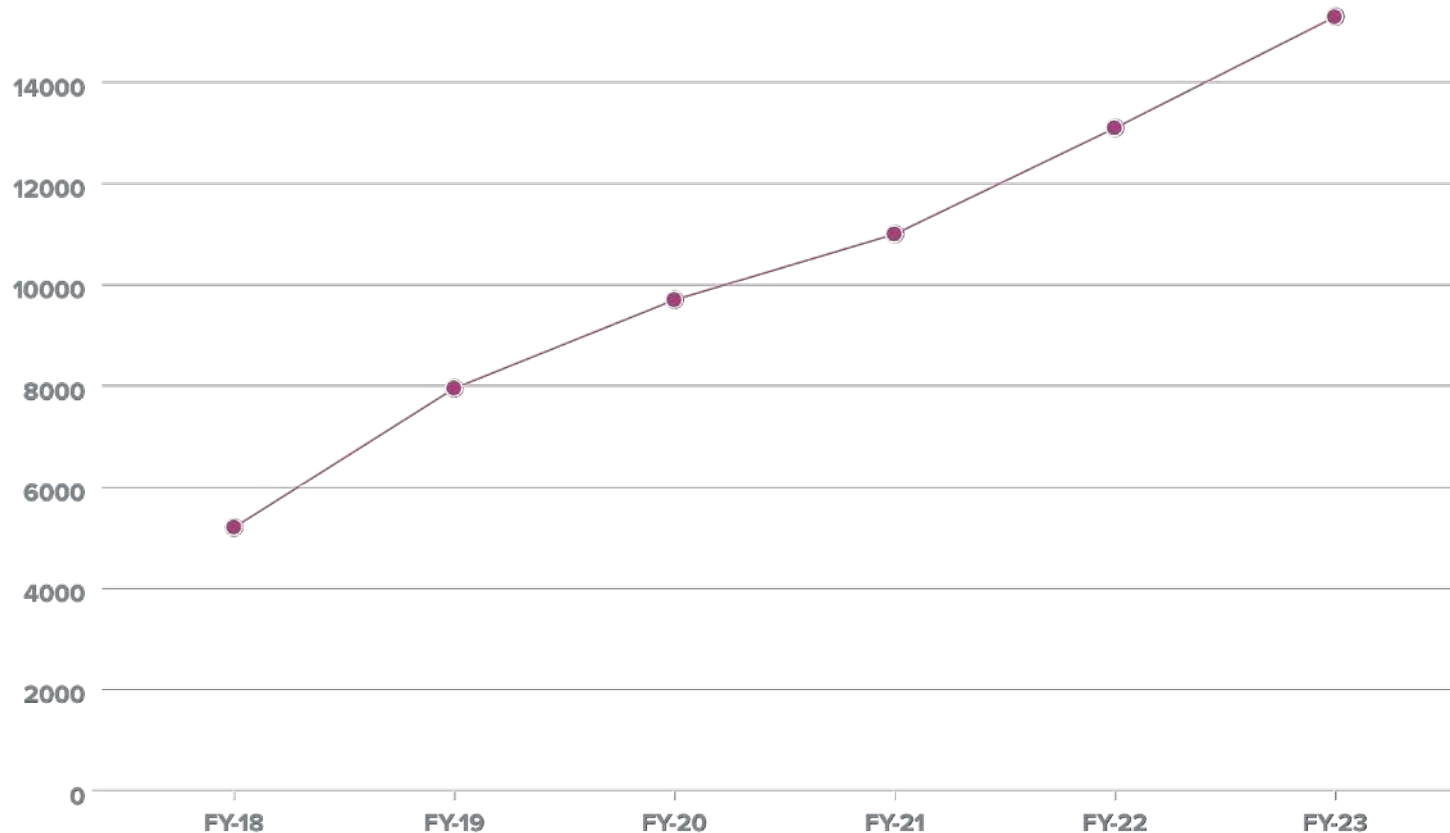


Proprietary 1st-Party
Data & Attribution

How It Works



NRS Growth: Current & Projected Active POS Terminals



700+ MILLION

Transactions

\$8+ BILLION

In POS sales

Estimated current numbers of transactions
and total dollars measured annually

Scan Data, Targeting & Measurement



NRS has the key to the urban black box of data

NRS is more than just a state-of-the-art point of sale solution for independent C-Stores, Mini Marts, Bodegas, Liquor and Tobacco stores across the United States. We are the only organization today that captures targeted, daily point of sale data from cooperating retailers. **NRS DIGITAL MEDIA** is a leading, nationwide in-store point of sale media platform, that offers CPGs the ability to receive sales data from preselected stores, with real-time lift reports.

- ◆ UPC Scan Data
- ◆ Competitor Scan Data
- ◆ Instant Gap Reports
- ◆ Correlating Basket Data
- ◆ Retail Selling Price by Store

Solutions Drive Results

Sample beverage sales lift case study

~ 5%
Revenue Lift



Business Issue: A National Hard Seltzer Brand, launched in Spring 2020 was facing fierce competition from a proliferation of new brand introductions and seasonal varieties from the reigning category leader. This Brand wanted to reach an audience of legal age urban consumers with their summer campaign to deflect attention away from its competition, to increase awareness of its Brand, and to drive sales.

NRS Solution: Through marrying the impressions data with the scanner data from the NRS point-of-sale system and performing a pre/test evaluation, NRS revealed that while the brand increased volume sales by ~ 5% during the campaign period, it also protected its share and tampered competitive sales. Additionally, a store segmentation analysis exposed a clear relationship between number of impressions served and increase in sales. Those stores that were served the most impressions yielded the greatest volume increases.

Results: Through marrying the impressions data with the scanner data from the NRS point-of-sale system and performing a pre/test evaluation, NRS revealed that while the brand increased volume sales by ~ 5% during the campaign period, it also protected its share and tampered competitive sales. Additionally, a store segmentation analysis exposed a clear relationship between number of impressions served and increase in sales. Those stores that were served the most impressions yielded the greatest volume increases.

Solutions Drive Results

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+12% Revenue Lift

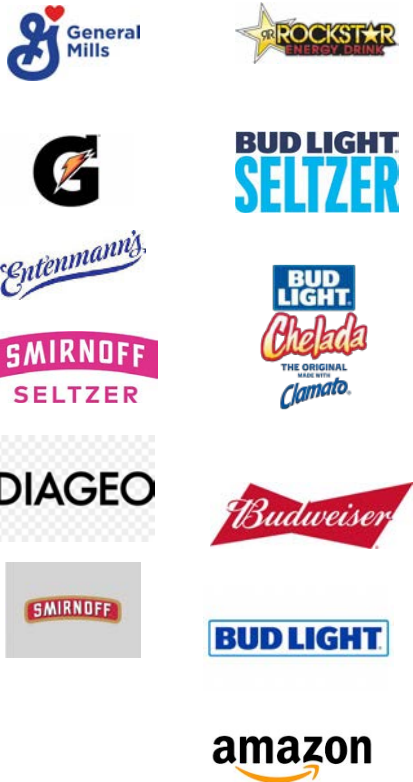
Campaign Details: Beverage campaign running in 362 NRS POS stores for two weeks

Methodology: National Retail Solutions (NRS) measured product level SKU scan data from 362 independent retail stores during the campaign period, when digital ads were being run, and compared with pre-campaign levels

Results: **+12% Revenue Lift** in beverage sales during campaign period

Select Advertising Partners

CPG / ECOMMERCE



TELECOM



FINANCE / TECH



HEALTH



GOVERNMENT



GAMING





Select Programmatic SPP Partners:

VISTAR MEDIA

PLACE EXCHANGE

SPOTX



rubicon
PROJECT

Mobile Targeting via:

ubimo



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