

Retail Media: Van onderbuik naar onderbouwing.

12 juni 2025



Retail Media maakt
je merk *sterker*. **HOE?**



Bart Vermeulen
Manager Media Performance & Audiences

HOE?



BLUEPRINT

1. CONTEXT

2. BEREIK, BRAND & SALES

3. MEDIA PLANNING

4. EYE CANDY

Context: Wat is Retail Media?



Bereik Wat ertoe doet



Omnichannel Aanpak



Echte Audiences



usenschappen
zoen is
zo gepie

- Je kan met tijdens h pakken
- Je zorting.
- Je b klaar met afrekenen.

Scan
met
in de



Meetbaar Schaalbaar



BRO
NEXT

NMO NATIONALE
MEDIA
OEFENING

Retail Media
rnd
raad nederlandse detailhandel

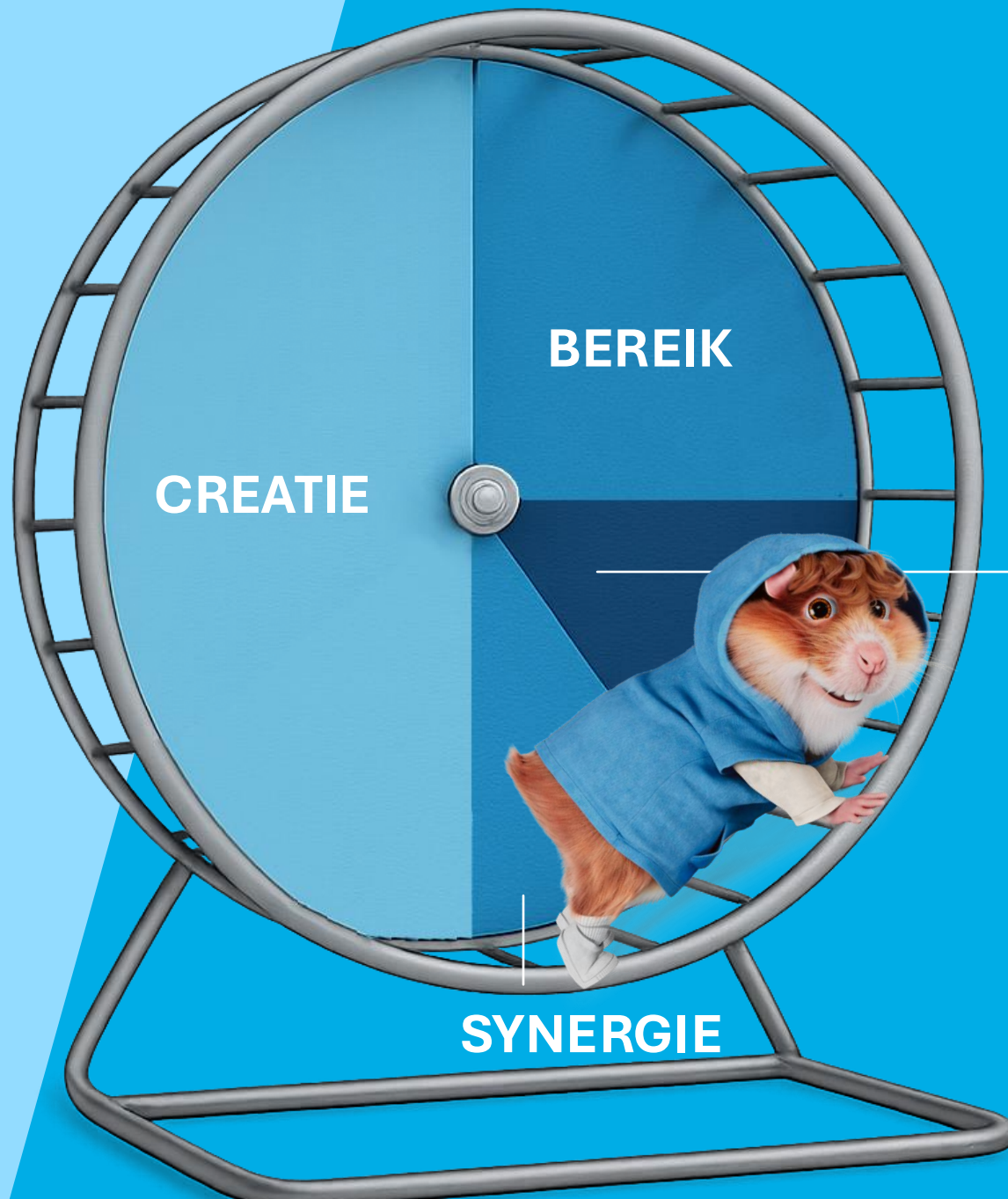
BLUEPRINT

1. CONTEXT

2. BEREIK, BRAND & SALES

3. MEDIA PLANNING

4. EYE CANDY



FREQUENTIE

SYNERGIE



Crossmedia
65%

AHRMS
29%

+7% uniek bereik

NL 18+



**Sales
lift
49%**

Gem. attributie

**Retail Media
meer dan
sales lift.**



**Retail Media
meer dan
sales lift.**

BLUEPRINT

1. CONTEXT

2. BEREIK, BRAND & SALES

3. MEDIA PLANNING

4. EYE CANDY

Plan eerst de ATL kanalen daarna AH Retail Media

ATL



+5%
Brand lift

De meest effectieve branding campagnes starten met POS

ATL



POS is de basis van merk- & sales impact



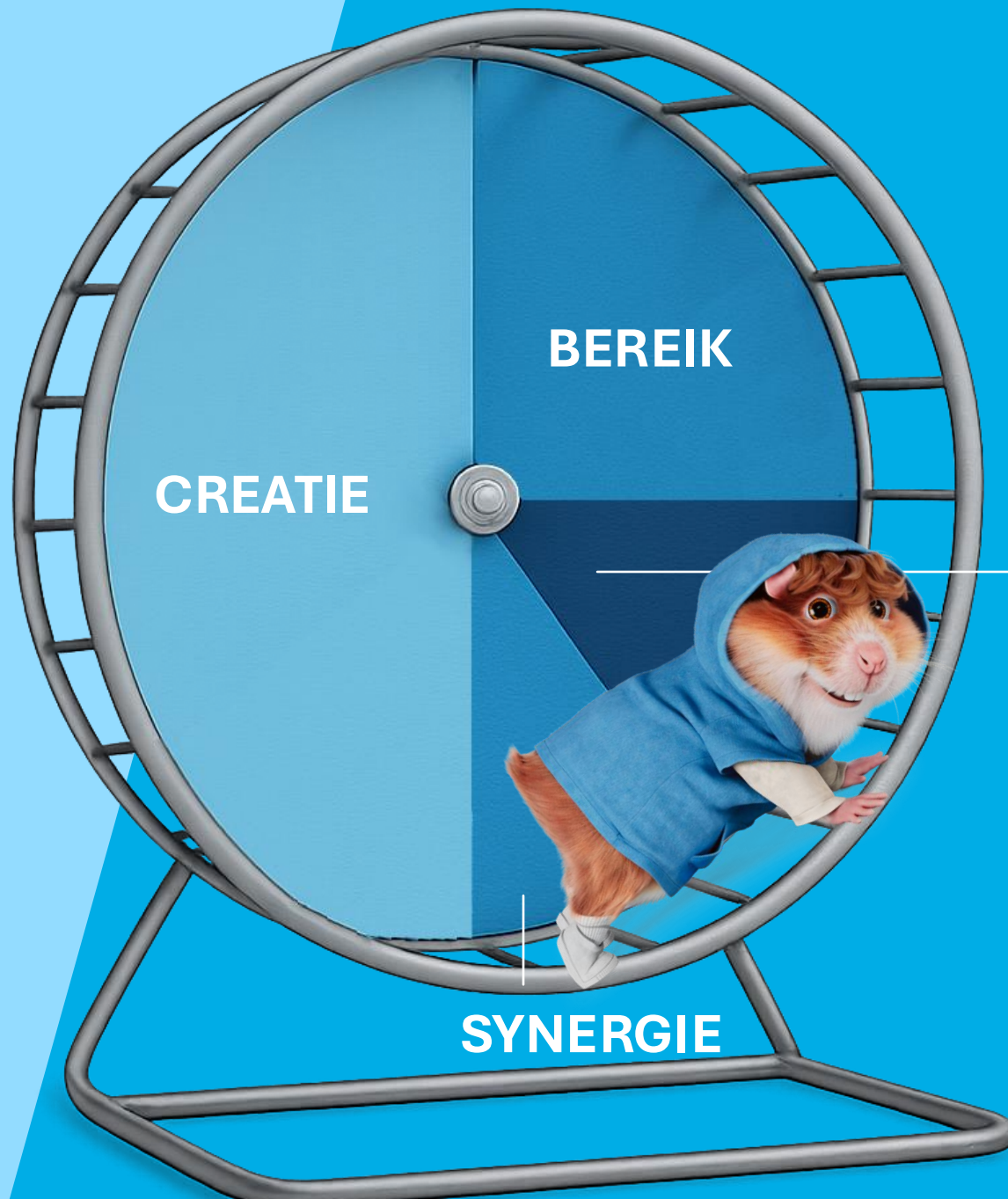
Brand lift - Upper



Brand lift - Lower



Sales lift



FREQUENTIE

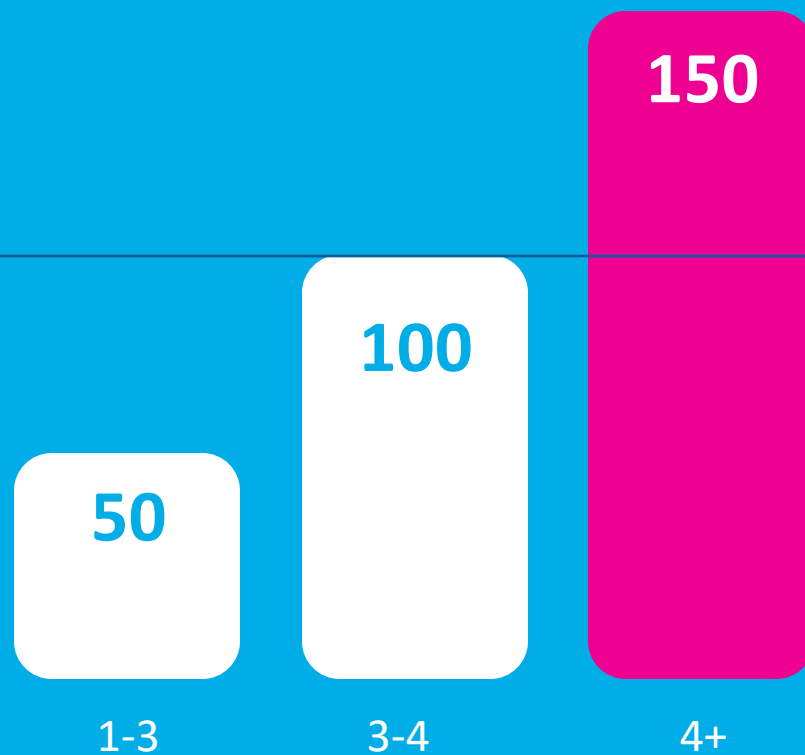
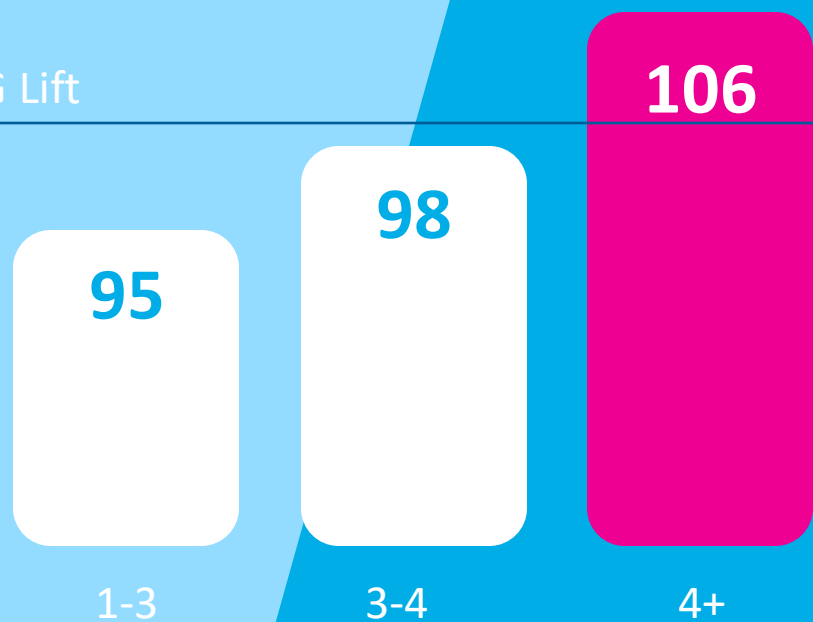
SYNERGIE

Contact-frequentie POS

Brand Lift

Sales Lift

AVG Lift

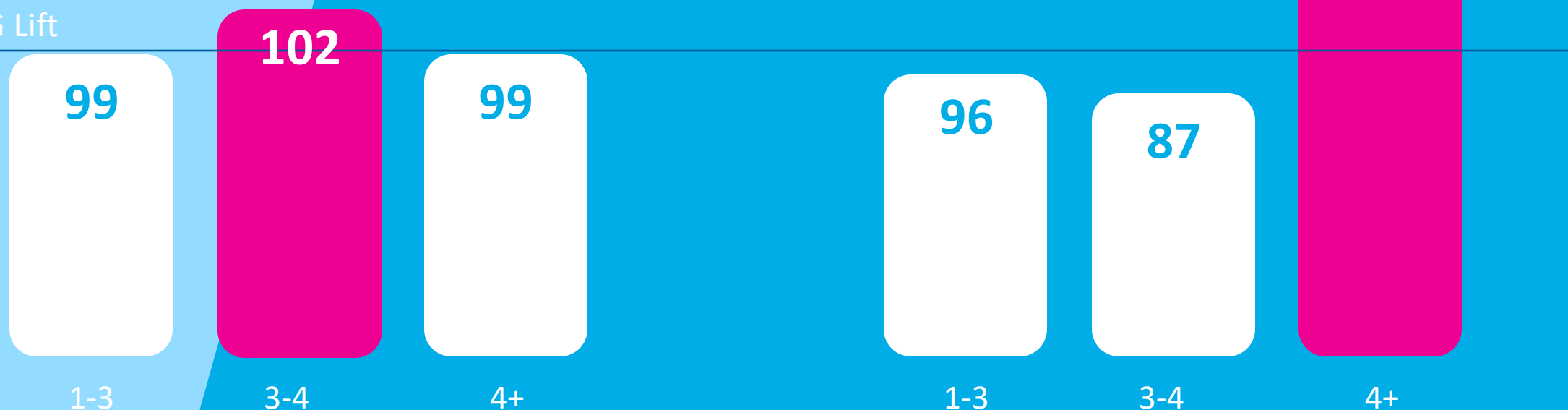


Contact-frequentie DOOH

Brand Lift

Sales Lift

AVG Lift

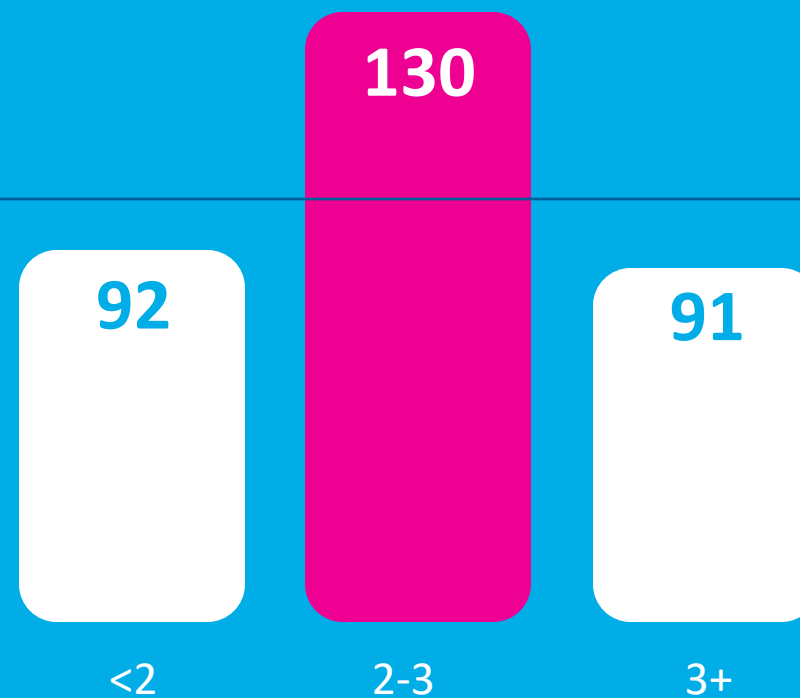
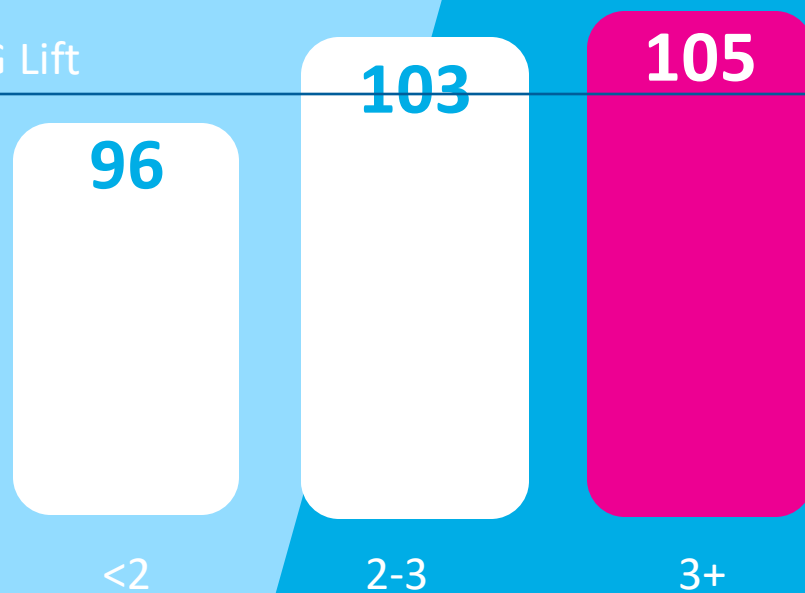


Contact-frequentie Web & app

Brand Lift

Sales Lift

AVG Lift



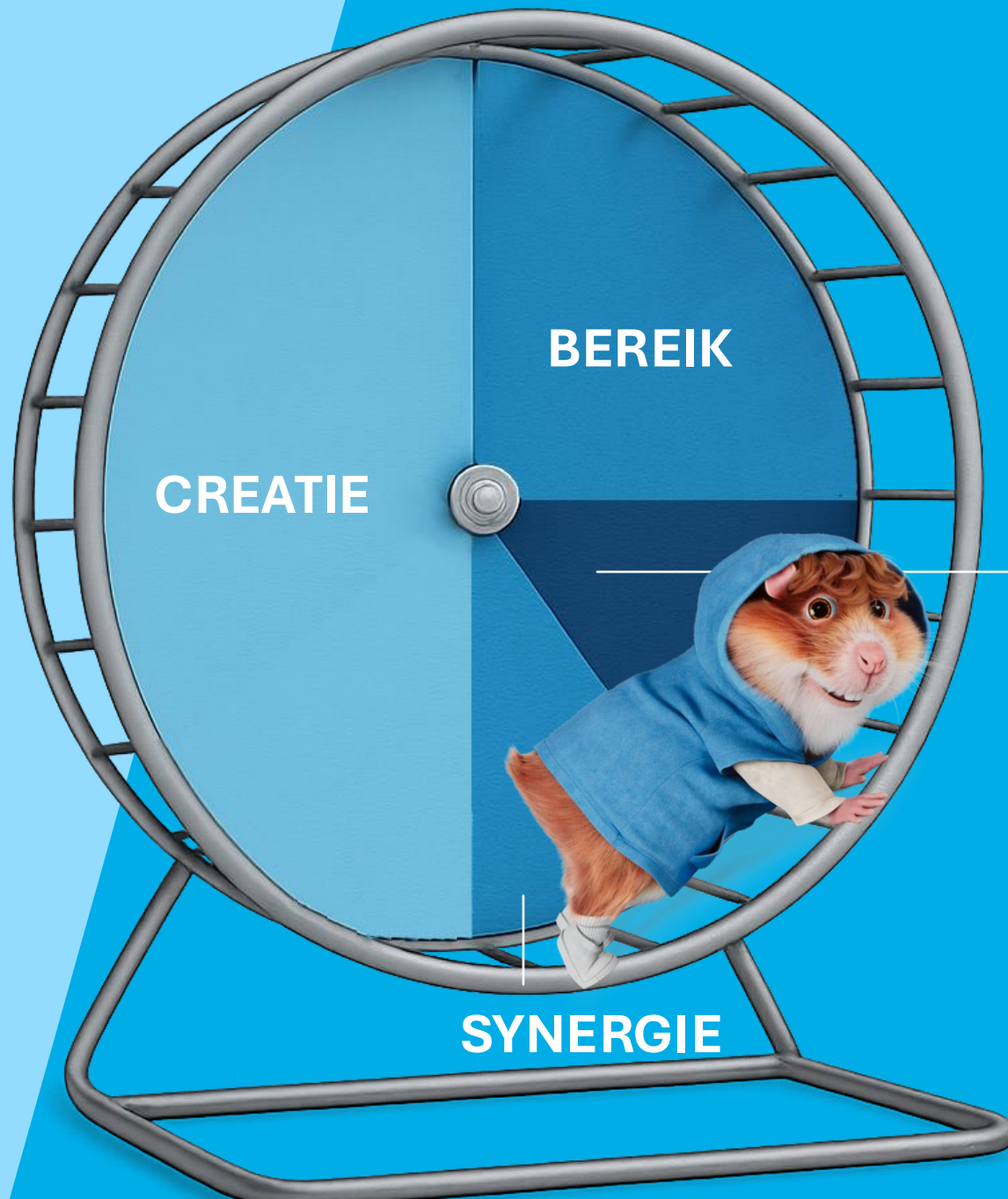
BLUEPRINT

1. CONTEXT

2. BEREIK, BRAND & SALES

3. MEDIA PLANNING

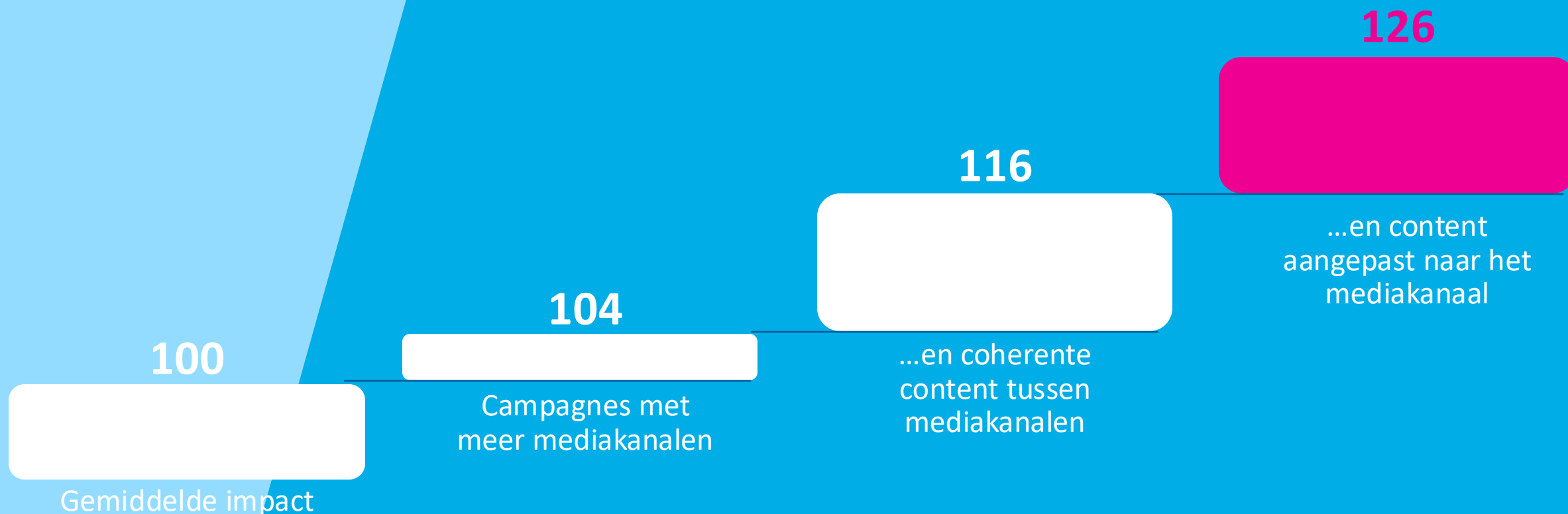
4. EYE CANDY



FREQUENTIE

SYNERGIE

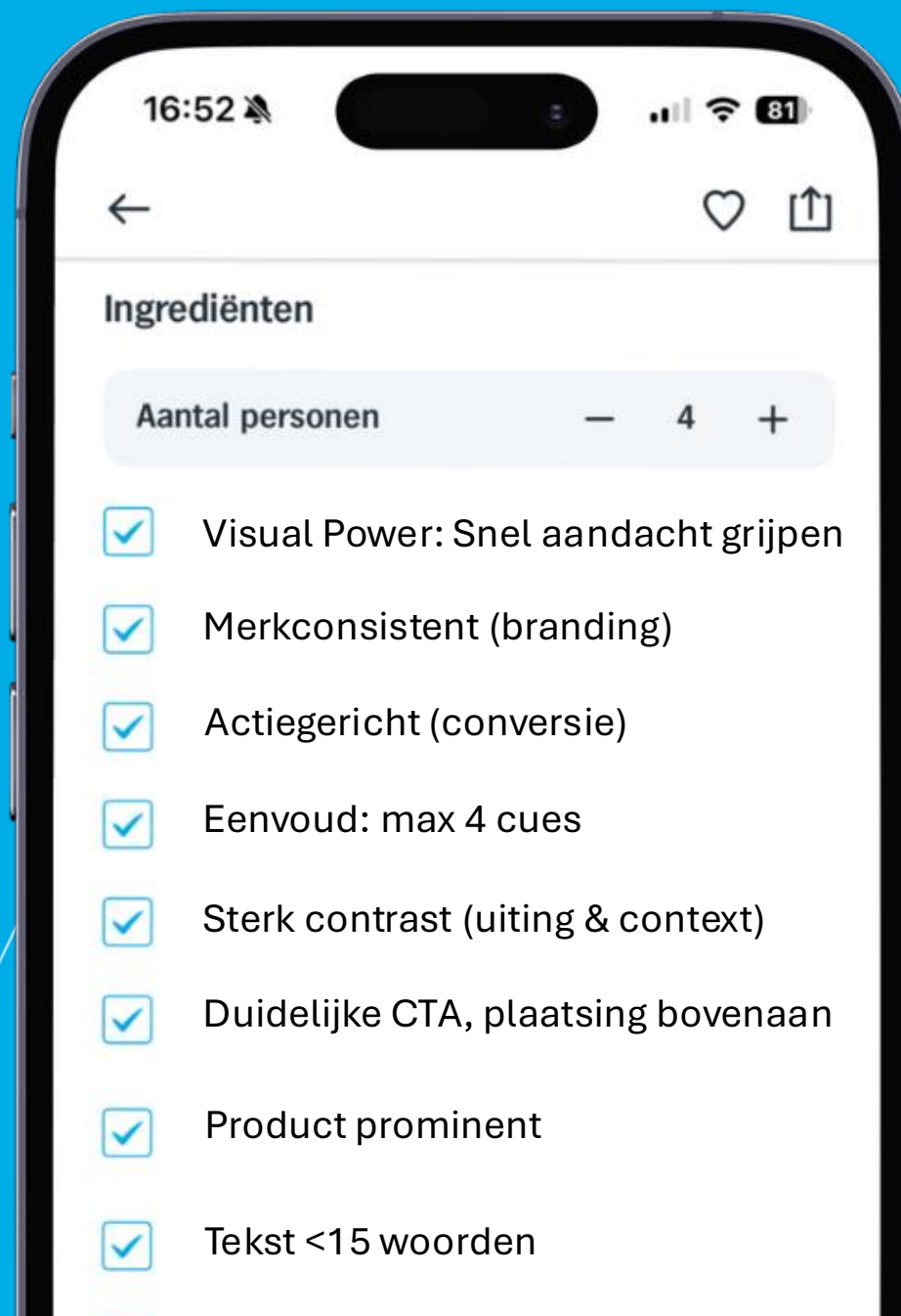
Pas content aan op het platform voor de hoogste uplift



Lessen uit onderzoek naar creatieve kracht



De ingrediënten voor effectieve media creaties





Zo versterk je merken met **RETAIL MEDIA.**

Retail Media voegt uniek bereik toe

Retail Media: meer dan een conversiekanaal

Start met ATL, daarna Retail Media (POS)

Frequentie:
4+ instore 3-4 DOOH 3+ Online



Zo versterk je merken met **RETAIL MEDIA.**

Meer weten?

www.ahmediaservices.nl of
retailmediaservices@ah.nl