

Look before you launch

RMN planning & communication checklist for Retailers

For retailers considering a retail media network play, there's a lot to keep in mind—from first-party data scale to media buys, measurement and beyond.

Start off on the right strategic foot with this checklist for revenue and launch planning & communications.

Revenue planning

Establish addressable revenue



Align to revenue goals



Educate & enroll internal stakeholders



Determine where media revenue sits in the retail P&L & in the retail vendor scorecard



Launch planning & communications

Develop a project plan led by a project manager



Consider a pilot program



Determine communication timeline: internal/vendors/ER



Consider brand FY budget plans & line review timelines



Set the foundation for success with Bridg

We can help you increase access to brand media budgets and new revenue streams by expanding and enhancing your first-party data. [Contact us](#) today to get started.