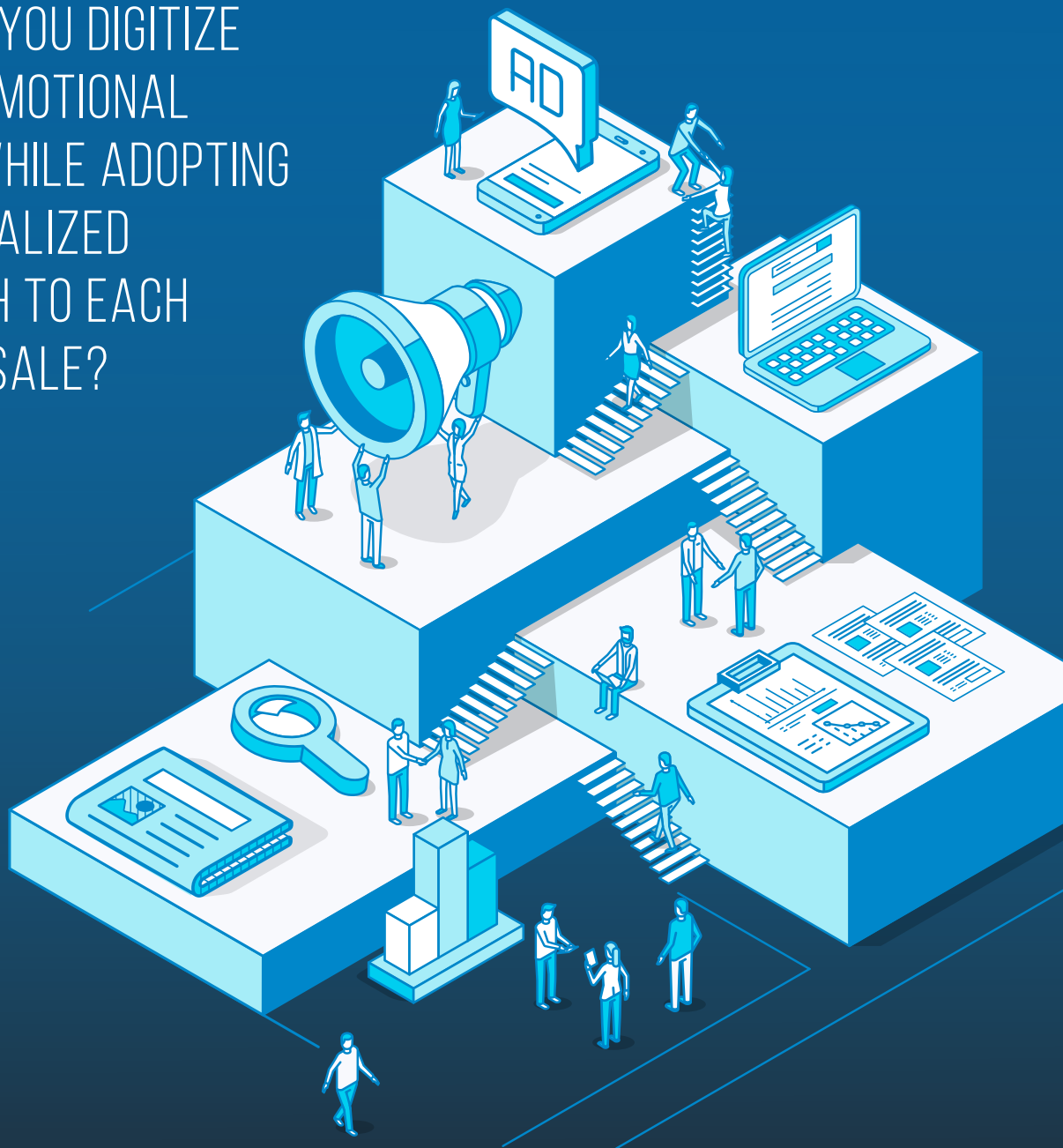


# GUIDE : TRANSITIONING TO DIGITAL CIRCULARS

HOW CAN YOU DIGITIZE  
YOUR PROMOTIONAL  
EVENTS WHILE ADOPTING  
A PERSONALIZED  
APPROACH TO EACH  
POINT OF SALE?



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# INTRODUCTION

In-store sales and promotional events are still largely advertised in paper circulars or direct mail. However, in recent years retailers increasingly want to speed up the digitalization of these so-called traditional formats.

Currently, paper catalogs still represent a significant share of retailers' media spend, even as one out of three French residents no longer accept paper circulars in their mailbox. Governmental restrictions, such as the recent "Oui Pub" initiative that prohibits the distribution of unwanted direct mail, are contributing to the shift away from paper, which is weighing on advertisers' minds.

Marketers need to revise their communication mix. Several mass retailers, for example, have already begun the transition to digital circulars. Tests have been held to reduce or even halt the distribution of direct mail and catalogs in major cities. For a successful transition, three major aspects appear to be key :

- Maximize consumer engagement with personalized interactive digital systems.
- Adjust the digital strategy to each point of sale to respond to local issues.
- Ensure the rollout to local goes smoothly with agile operating processes.



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**Sources :**

<https://about.fb.com/fr/wp-content/uploads/sites/12/2021/10/Etude-Les-attentes-des-Francais-en-matiere-de-prospectus.pdf>

# Interactive and immersive digital events

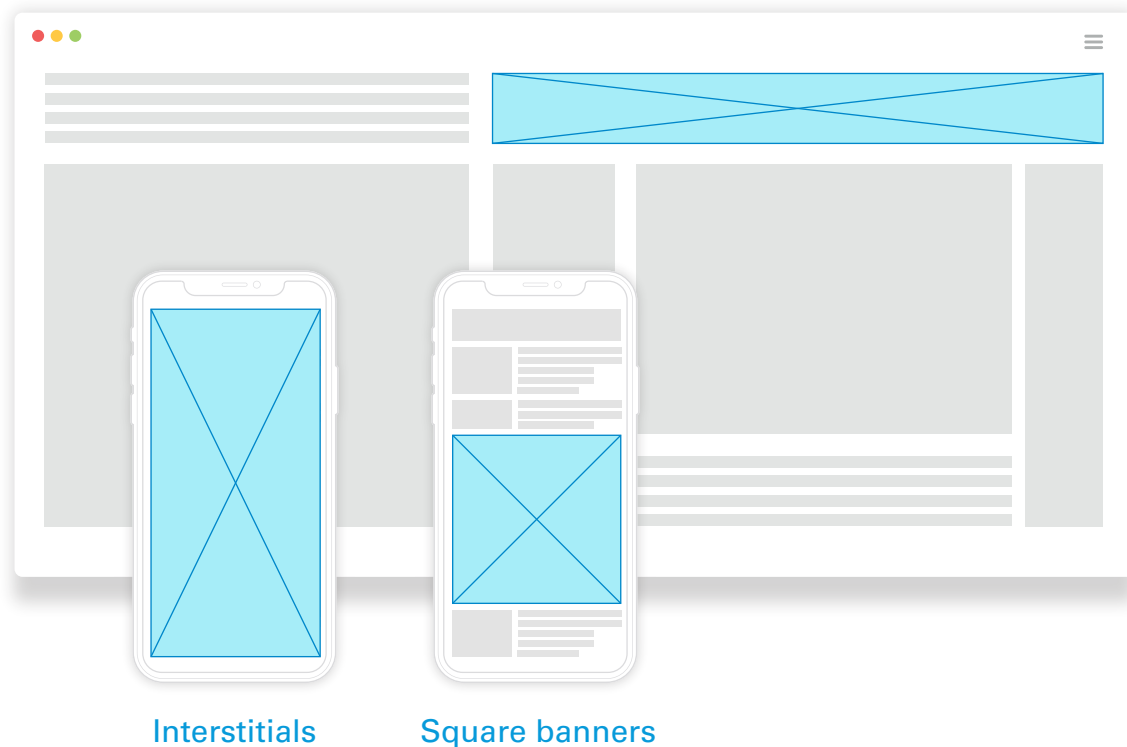
## Display product-focused visuals

Catalogs and paper circulars have traditionally been how retailers drive sales. These advertising levers allow for mass communication on a large number of products.

The goal of the digital transformation is to continue to communicate on as many products as possible while maximizing diffusion.

Promoting these products in a web environment or an application through programmatic campaigns is an excellent way to communicate. This type of program allows you to use a wide range of display formats :

### Leaderboards

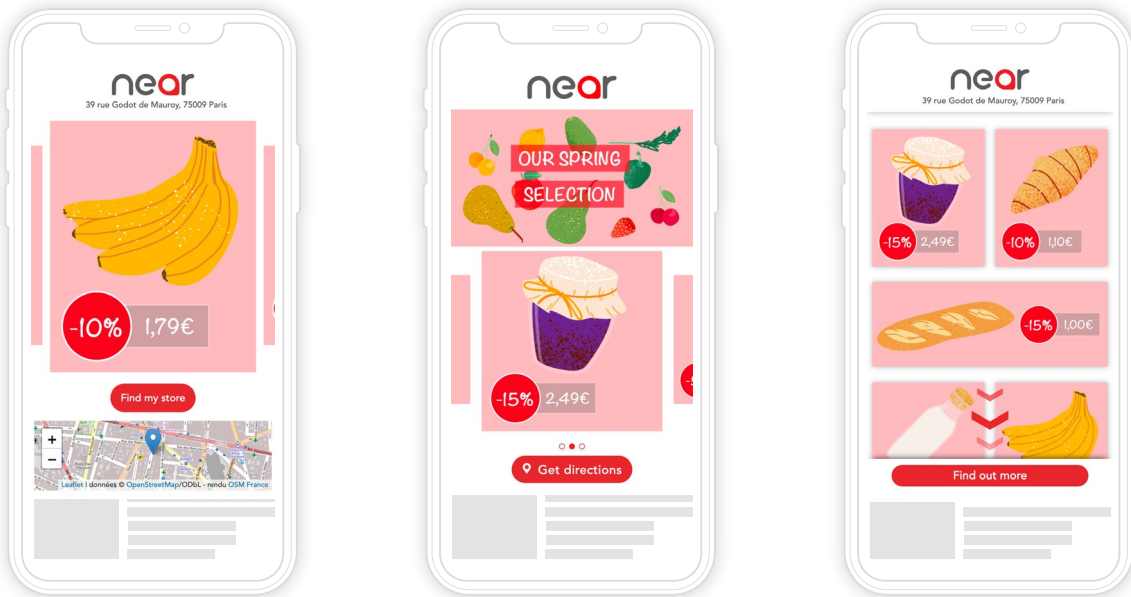


★ These formats are circulated over a wide range of applications and websites, guaranteeing optimal visibility for your advertising creatives.

## Use innovative, engaging templates

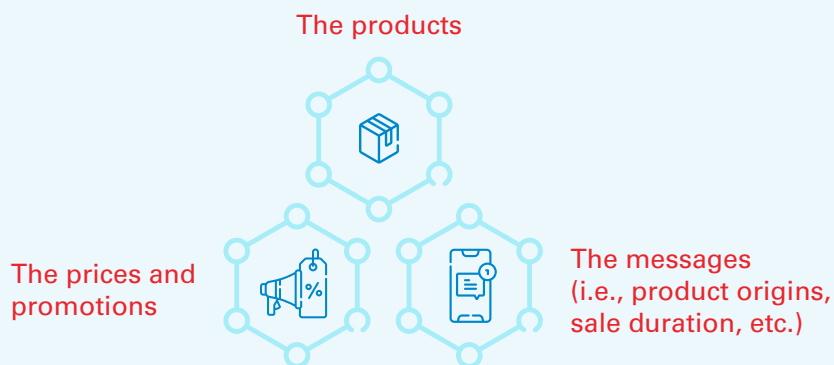
To reproduce the experience of paper formats, the visuals must be intuitive and give the user access to a wide range of products in an interactive way.

Several innovative templates have been created to meet this need :



To respect local and organizational specificities (integrated or franchised stores), these visuals must adjust to each point of sale in a hyper-personalized way. For example, franchises may not apply the same prices, or certain stores may not wish to participate in a marketing campaign.

★ The visual must allow you to adjust and customize several aspects:

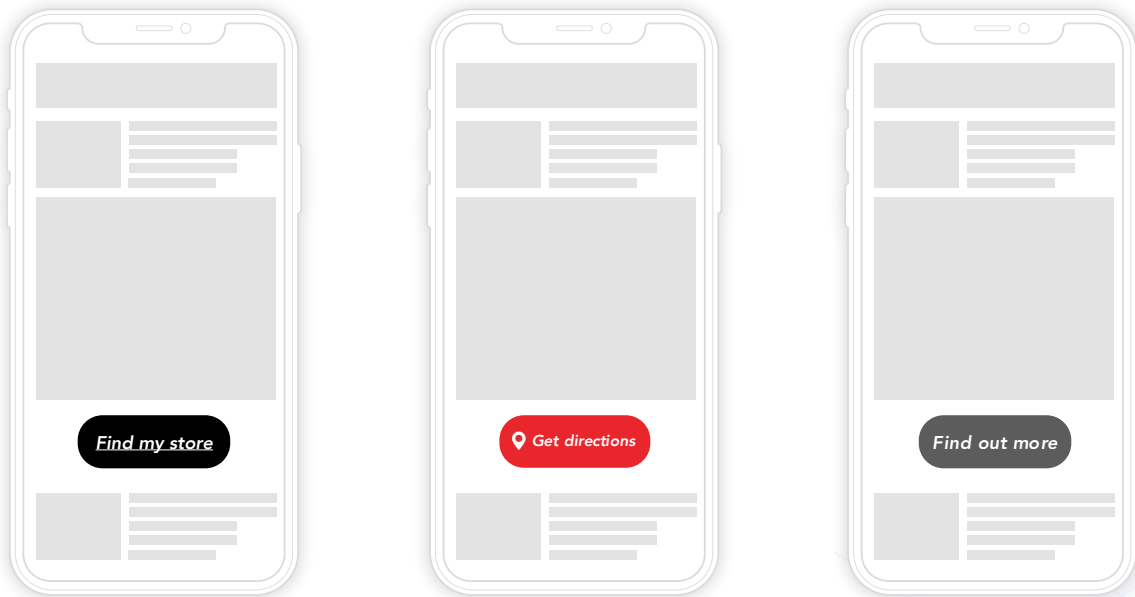


## Give your messages local context to drive footfall into stores

Finding the optimal media mix is at the heart of marketers' concerns. The digitalisation of circulars appears to be an additional lever that complements paper formats. It must help bring footfall into the shops and increase user conversion.

It is therefore necessary to show users visuals with calls to action (CTAs) that fit the local context. These buttons tell the user how to reach the nearest point of sale. The objective is to increase their engagement while stimulating an intention to buy in the shop.

### A few example CTAs :



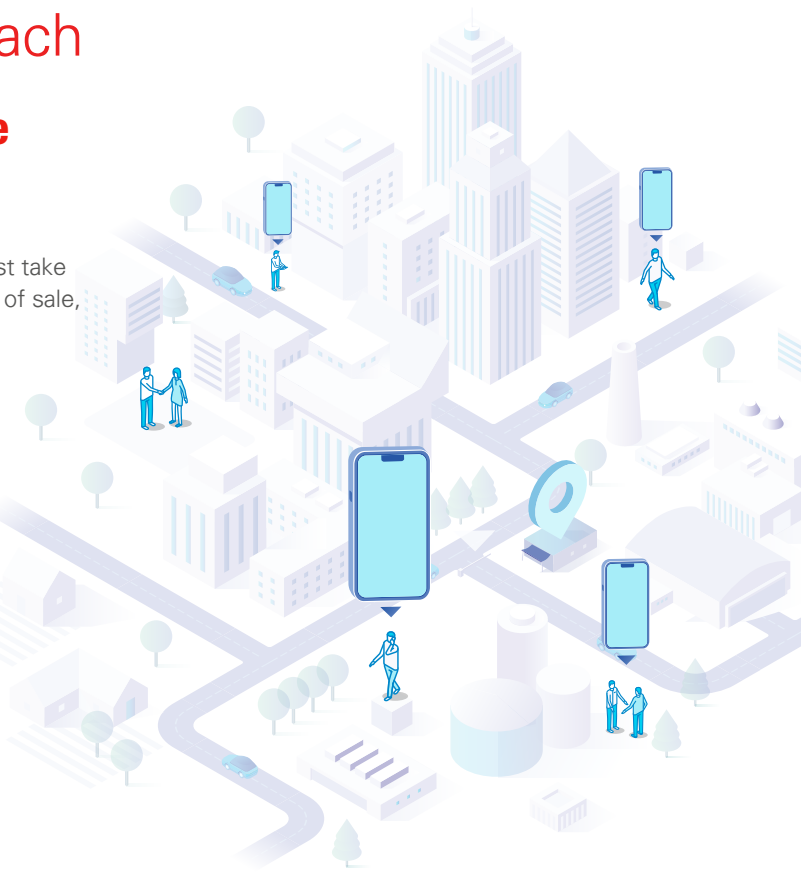
# The point of sale: the heart of the approach

## Display media to an audience near the point of sale

To be optimal, a digital catalog or circular solution must take into account the issues that are specific to each point of sale, which often depends on local constraints.

A store manager, for example, generally knows the population hubs in his area and thus the circulation number for paper media distributed in his customer trade area. For a smooth transition to digital media, the system must follow this logic in order to respond to ultra-local issues by targeting :

- A trade area specific to each store that is defined using the places where audiences spend their time (at home, work, etc.), with details of the Iris area.
- A guaranteed audience, with a minimal threshold of users to be shown the advertisement per campaign and per point of sale.



★ *“Our solution is flexible: if a brand wants to group its shops by region, we receive an order file for each region with the points of sale that want to participate in the campaign and a specific number of profiles to be exposed for each one.*

*We then cross affinity and geographical data to identify the most suitable audience for each shop.*

*Each user is assigned to the best point of sale for where they spend their time and will be invited to go there thanks to the images shown.”*

**Axel** | Platform Solutions Manager at Near



## Analyze the performance of digital operations

We can't measure the impact of campaigns solely by the number of displays or consumers reached.

Performance indicators must also focus on metrics that are not directly linked to the distribution of the media, in this case business KPIs such as number of visits or turnover generated.

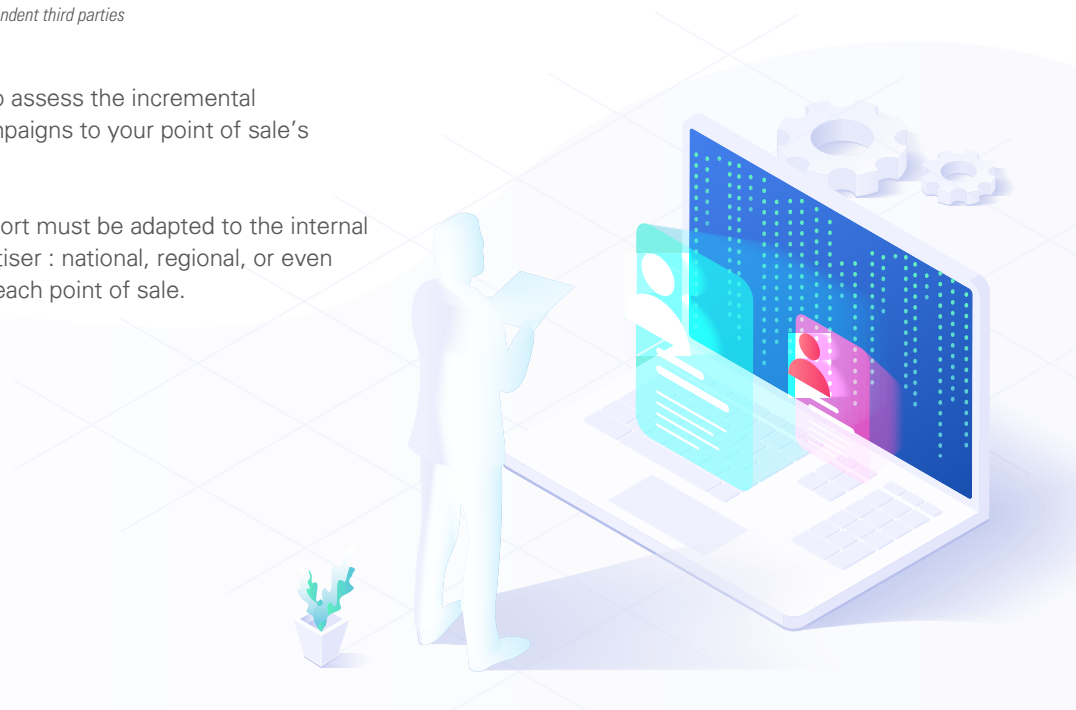
Depending on the characteristics of each campaign, you will want to see which indicators answer these key questions :

Question	Metric
How many people who saw the ad came into the shop?	Incremental number of visits*
For an objective view of this campaign's profitability, how much did each visit cost me?	Cost per visit
How much turnover did this campaign generate?	Incremental turnover*

*\*Measurements taken by trusted, independent third parties*

The ultimate objective is to assess the incremental contributions of digital campaigns to your point of sale's turnover.

The granularity of each report must be adapted to the internal organization of each advertiser : national, regional, or even ultra-local with results for each point of sale.





# The operational stakes of a multi-location solution

## Keep the local approach flexible

The transition to digital must also address the operational challenges of multi-location media campaigns.

The solution must go beyond a simple digital programmatic campaign. It must be flexible locally in terms of :



→ Customizing visuals (per shop, type of shop, geographic area or even product availability)



→ Marketing budget (a specific pack per point of sale)



→ Media schedule (flexibility as to the campaign's launch date and duration).

The solution's added value lies in the ability to configure and then operate as many campaigns as there are points of sale.

A flexible solution that can answer these problems will help save time and make operations more efficient.



## Deliver great performance over time

The goal is to drive incremental turnover in a sustainable way. Digital solutions, where data often plays a key role, allow us to compare results of the various strategies and adjust them if needed. These adjustments should rely on the expertise of both the central (data, marketing, etc.) and local teams (regional director, store manager, department supervisor).

The digitalization of these sales operations must reflect a shared strategy that is the result of interactions between the advertiser’s local teams and those at headquarters.

While the central teams have an overall view of the marketing challenges alongside a detailed understanding of the innovative marketing solutions on offer, local teams, with their “on the ground” knowledge, are key:



→ The characteristics of their local consumers (socio-demographic profiles, interest in certain product categories, etc.)



→ Geographical specificities (audience basins, topographical specificities, etc.)

★ It is this collaboration between different teams that guarantees that value will be created over the long term.





## Contact support

Have any questions?  
Get in touch with customer  
support at [contact-fr@near.com](mailto:contact-fr@near.com)



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