

Innovation and collaboration with brands

EROSKI DRIVES ITS IN-STORE RETAIL MEDIA TO CONNECT BRANDS AND CUSTOMERS

- **The project has rolled out new digital advertising infrastructure in 38 outlets of different formats — convenience supermarkets, destination supermarkets and hypermarkets — and forms part of a network of more than 400 screens, which also includes existing displays in the rest of the stores.**
- **The campaigns evaluated show a positive differential against mirror stores, and 80% of them gain share in their category.**
- **The initiative, co-created with manufacturers within AECOC, the Spanish association of manufacturers and retailers, strengthens collaboration with brands and the digitalisation of the point of sale.**

Elorrio, 26 October 2026. [EROSKI](#) is stepping up its Retail Media In-Store model, an approach that connects insight into shopping habits with the activation of in-store advertising campaigns and the measurement of their results. The initiative, developed through a co-creation process with manufacturers within AECOC, has seen new digital advertising infrastructure rolled out in 38 outlets of different formats — convenience supermarkets, destination supermarkets and hypermarkets. The new displays join a network of more than 400 screens, which also includes existing screens in the rest of the stores.

The model combines the Group's own customer, store and product data to identify the spaces and moments with the greatest affinity for each campaign. It draws on habits such as visit frequency, the categories customers buy and their sensitivity to promotions. EROSKI therefore offers brands more than advertising visibility, and lets them plan their activity around specific objectives.

Campaigns evaluated during the validation phase show positive differentials against mirror stores, used as a comparison benchmark. Of the campaigns promoted, 80% have gained share in their category. The results back the model's potential to help brands develop their business at the point of sale.

A roadmap shared with the sector

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EROSKI presented the results of this phase and shared its roadmap for its Retail Media ambitions at the 3rd edition of AECOC's Category Management Forum, held in Madrid on 15 October. The event focused on innovation, omnichannel, Retail Media and collaboration between manufacturers and retailers. EROSKI explained how it integrates data, audiences, activation and measurement in category management to identify growth opportunities and optimise commercial and media investment.

AECOC's reflections following the forum support this approach. Its 3rd CatMan Survey found that nine out of ten companies already work in category management, but only one out of ten does so with a business plan and dashboards that are truly shared. The move towards more collaborative models, supported by technology and focused on the joint growth of categories, ties in directly with EROSKI's offering.

From shopping insight to in-store activation

Each campaign starts from the brand's objectives and the audience it wants to reach, whether to support launches, back promotions, raise brand awareness or activate categories. Using that information, the recommendation model identifies the most suitable stores, days, time slots and displays, taking into account shopping patterns and the availability of the products to be featured.

Activation therefore adapts to the context of each store and category through a network that brings together different digital formats, including videowalls, screens in departments and at counters, devices on the shelves and screens in the checkout areas.

Itxaso Cuesta, Director of Strategic Marketing Projects at EROSKI, said: "At EROSKI, we see innovation as a way of bringing value to people and growing alongside our suppliers. With this model, we're turning what we know about our customers into concrete decisions about where, when and how to communicate. We want brands to find new opportunities to connect with consumers, and for the information in store to be more useful and relevant."

Measurement to improve every campaign

As well as analysing advertising impacts, EROSKI evaluates how sales and category share are changing, comparing the results with mirror stores and taking into account the history and context of each campaign. The analysis identifies lessons that are then applied to the next activations.

The co-creation phase has tested the importance of coordinating the placement of displays, visibility, segmentation, frequency and budget, as well as adapting content to the shopping context and making sure it is executed correctly in store.

Itxaso Cuesta added: *"The value of Retail Media lies not only in reaching an audience, but in doing so in a relevant context and knowing what results each action delivers. Measurement lets us learn with brands and improve the planning of our next campaigns. That combination of knowledge, activation and learning is the basis of our offering and of the roadmap we shared with the sector at the AECOC forum."*

Digitalisation and evolution towards an omnichannel model

Manufacturers from different categories have taken part, bringing diverse needs and objectives into the design of the model. The collaboration helps digitalise the stores and gives brands more ways to communicate at the point of purchase decision. For customers, the initiative seeks to make it easier to find information on products, new launches and promotions as they shop.

The development of Retail Media In-Store is part of EROSKI's technological transformation and lays the groundwork for linking in-store activations more closely with other channels in its ecosystem of communication and relations with customers.

About EROSKI

EROSKI is one of northern Spain's — from Galicia to the Balearic Islands — leading retailers with a 12.32% market share in the region. The cooperative is the market leader in the Basque Country, Navarre and Galicia, and co-leader in the Balearic Islands. At the end of 2025, EROSKI's omnichannel network comprised 1,508 outlets, including supermarkets, hypermarkets, cash-and-carry stores and online supermarkets, as well as optical centres, sports stores and other non-food businesses. EROSKI has more than 6 million customer members and employs over 28,200 people, of whom over 8,300 are cooperative members.