

RMN Technology Integration Checklist

For: IT Teams, Retail Media Operators, and Technology Vendors

Purpose: This checklist helps IT, marketing, and operations teams scope the technology requirements for launching an in-store Retail Media Network (RMN).

Use it to:

- Evaluate vendors
- Plan integrations
- Identify infrastructure gaps
- Validate readiness before go-live

1. Core Technology Stack Components

Component	Purpose	Must-Have Features	Integration Points
Digital Signage CMS	Controls screens, schedules content, manages playlists	Remote management, multi-zone support, scheduling, fallback content	Ad server, media player hardware, monitoring tools
Ad Server	Decides which ad to show, tracks impressions, manages campaigns	Targeting rules, frequency capping, impression tracking, reporting API	CMS, DSP/SSP, POS data, analytics dashboard
DSP/SSP (Optional)	Enables programmatic buying/selling	RTB support, PMP support, brand safety filters	Ad server, agencies, trading desks
POS Integration	Provides transaction data for lift measurement	Store-level SKU data, basket composition, timestamp matching	Ad server, analytics, data warehouse
Loyalty/CRM Integration	Enables audience segmentation	Anonymized segments, purchase history, category affinity	Ad server, analytics platform
Analytics & Reporting	Aggregates performance data	Test vs control analysis, ROAS calculation, dashboards	Ad server, POS, CRM, BI tools

2. Pre-Integration Assessment

Phase 0: Discovery & Planning

A. Infrastructure Readiness

- Digital signage CMS currently managing screens.
- All screens connected to reliable network.
- Remote CMS control enabled.
- Adequate bandwidth per location.
- Fallback content configured.

B. Data Access & Quality

- POS transaction data available (store + SKU level)
- POS data accessible within 24–48 hours
- Loyalty program with persistent shopper IDs
- Data can be anonymized and aggregated
- Inventory data available for stock triggers
- Legal/privacy approval for ad targeting use

C. Vendor Ecosystem

- Ad server selected (or in-house build defined)
- CMS supports ad server API integration
- DSP/SSP partners selected (if programmatic)
- Analytics vendor or BI team assigned
- Contracts executed or RFPs issued

3. Integration Checklist by Component

Component 1: CMS + Ad Server Integration

Critical Requirements

- CMS API/plugin receives creative from ad server
- Ad server queries inventory & sends targeting instructions
- CMS logs display events (timestamp, duration, screen ID)
- Impression confirmations returned to ad server
- Fallback logic defined
- Creative specs documented
- QA testing environment available

Question to Ask Vendors

- API format supported (REST, GraphQL, etc.)?
- CMS polling frequency?
- Downtime behavior?
- Multi-ad server support?

Component 2: POS Data Integration

Critical Requirements

- POS exports store, SKU, timestamp, quantity, price
- Data refresh frequency defined
- Data pipeline built to warehouse/analytics
- Store IDs match CMS system
- SKU mappings aligned with campaign definitions
- Historical data available for baseline calculations
- Security controls enforced

Questions for IT/POS Team

- API or scheduled export?
- Data delay timeline?
- Filter capability (store/category/brand)?
- Compliance approval needed?

Component 3: Loyalty/CRM Integration (Optional)

Critical Requirements

- Anonymized segmentation (no PII shared)
- Defined segments (high-value, lapsed, category buyers)
- Store/geo matching capability
- Regular data refresh
- Legal/privacy approval complete

Component 4: DSP/SSP Programmatic Integration (Optional)

Critical Requirements

- OpenRTB or supported protocol
- Inventory guardrails configured
- Floor pricing & PMP deals set
- Brand safety filters active
- Latency <200ms
- Billing reconciliation process defined

Component 5: Analytics & Reporting

Critical Requirements

- Multi-source ingestion (Ad server + POS + CRM)
- Test vs control methodology documented
- Lift calculations validated
- ROAS automated
- Advertiser dashboards built
- Reporting SLAs defined
- Data retention policy documented

4. Testing & Validation Checklist

Pre-Launch Testing (4–6 Weeks Before Go-Live)

End-to-End Test

- Test campaign created
- CMS plays creative
- Impressions logged
- POS data flowing
- Lift analysis run
- Sample report generated

Failover Testing

- Ad server downtime simulation
- Network outage simulation
- Creative error handling test
- POS delay test

Performance Testing

- 10+ concurrent campaigns tested
- Decision latency <500ms
- Analytics stress-tested
- Dashboard load <3 seconds

5. Post-Launch Monitoring

Ongoing Health Checks

- Daily: Monitor screen uptime and ad delivery rates
- Daily: Check for creative errors or failed uploads
- Weekly: Review impression delivery vs campaign targets
- Weekly: Validate POS data pipeline is running on schedule
- Monthly: Audit data quality (duplicate impressions, missing stores)
- Quarterly: Review vendor performance and SLA compliance

6. Common Integration Pitfalls

Pitfall	Impact	Mitigation
Store ID mismatch	Can't measure lift	Create master ID mapping
POS data delay	Slow reporting	Negotiate SLAs
Creative format mismatch	Campaign failures	Enforce specs
No fallback content	Blank screens	Configure safe defaults
Analytics scalability issue	Reporting crashes	Load test pre-launch
Privacy ignored early	Launch delays	Complete PIA early

7. Vendor Evaluation Template

Criteria	Weight	Vendor A	Vendor B	Notes
CMS/Ad Server Integration	High			
POS Data Integration	High			
Programmatic Support	Medium			
Reporting & Analytics	High			
Privacy & Security	High			
Scalability (500+ stores)	Medium			
Support & SLAs	Medium			
3-Year TCO	High			

8. Next Steps

1. Complete Pre-Integration Assessment
2. Map Data Flows
3. Select Vendors
4. Define 2-Week Sprint Milestones
5. Run End-to-End Pilot Test
6. Establish Monitoring & Alerts

Need Help?

BlinkSigns provides end-to-end RMN technology consulting and integration management.

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