Audio Ads Are Coming to 6,000 More Dollar General Stores

Dollar General selected retail adtech firm Qsic to outfit 6,000 of its roughly 21,000 stores with in-store audio ad and measurement equipment, effectively doubling the size of its existing network and adding a more sophisticated AI-powered measurement solution.

The discount retailer has piloted in-store audio ads in 6,000 of its stores. With the addition of Qsic—which will handle audio ad delivery and measurement—audio ads will be live in 12,000 stores by the end of the second quarter. The partnership is the result from a months-long competitive request for proposal (RFP) process.

“Qsic stood out for its ability to combine AI, point-of-sale data, and in-store audio in a way that aligns with DG Media Network’s focus on relevance, accountability, and scale,” Austin Leonard, vp and general manager of Dollar General Media Network, told ADWEEK.

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