WHSmith Taps ISM to Sell In-Store Ads Programmatically Across Airport Stores



WHSmith has selected retail adtech firm In-Store Marketplace to power digital and audio ads throughout its network of more than 350 U.S. airport stores.

The tie-up allows advertisers to buy ad placements programmatically across roughly 700 digital screens and audio channels through WHSmith Media, which the U.K.-based retailer launched in North America last year in partnership with agency SMG.

ISM won the account following an RFP process that included around ten different tech vendors, explained Alison O'Keefe, partnership director of WHSmith North America Media Network. Stratacache's Real Digital Media previously powered the retailer's digital screens.

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