YOHANANOF'S BOLD STEP INTO THE DIGITAL RETAIL WORLD
A SUCCESS STORY

INTRODUCTION

Yohananof, one of Israel's leading supermarket chains, has always been at the forefront of innovation. With a strong commitment to quality and competitive pricing, the brand continuously evolves to meet modern consumer demands. But in today's retail landscape, staying ahead means more than just operational efficiency—it requires unlocking new revenue streams and enhancing the shopping experience. To achieve this, Yohananof partnered with Koren Visual Solutions—an integrator, designer, and executor—along with Realo, to digitally transform its stores, boosting sales and monetizing in-store media like never before.

A STRATEGIC PARTNERSHIP: KOREN VISUAL SOLUTIONS & REALO

Yohananof recognized early on that this transformation required the right combination of creative design and smart technology. Koren Visual Solutions, a leader in retail solutions, design, and build for the FMCG sector, played a pivotal role in reshaping Yohananof's in-store experience. With decades of expertise in crafting engaging retail environments, Koren curated visually striking content that aligned with Yohananof's brand identity and demonstrated a deep understanding of customer behavior and shopper psychology.

Meanwhile, Realo's RetailOS system provided the technological backbone, enabling seamless integration and management of dynamic content across multiple stores. The two partners worked closely to align form and function—ensuring that every display was not only visually compelling but also strategically placed to influence purchasing behavior. By combining Koren's innovative design strategy and execution with Realo's cutting-edge technology, Yohananof created an immersive shopping experience that not only engaged customers but also unlocked new opportunities for revenue generation.

MONETIZING RETAIL: THE DIGITAL TRANSFORMATION

Yohananof's vision extended beyond operational improvements—it was about future-proofing the business model by turning attention into revenue. The project seamlessly integrated physical and digital design to create a unified, immersive environment that enhanced both functionality and aesthetics. The goal was clear: to transform digital displays into revenue-generating assets while delivering value to customers through content that was timely, contextual, and engaging.

This transformation began with the installation of gondola end cap displays at every aisle entrance, showcasing real-time pricing and promotions to drive impulse purchases and maximize shelf conversion. These screens were embedded within physical frameworks designed by Koren, based on detailed studies of customer flow and behavior patterns. Enhanced with 3D design elements and consistent brand visuals, the content integrated naturally into the store's architecture, becoming part of the shopper journey rather than a distraction.

At the store entrances, digital displays captured attention from the very first step, spotlighting special offers and limited-time campaigns that increased dwell time and average basket size. Meanwhile, in high-traffic service areas such as the butcher, fish, and dairy counters, dedicated screens highlighted daily-changing promotions—giving staff a powerful tool to direct attention and influence decision-making at the point of service.

FROM IDEA TO EXECUTION: A SMOOTH ONBOARDING EXPERIENCE

To ensure the success of this rollout, the onboarding process was designed to be smooth and scalable. Realo's integration team worked hand-in-hand with Yohananof's IT department to create a custom API solution that pulled real-time product data—including names, descriptions, prices, and discounts—directly from the retailer's systems. This data was then dynamically processed within RetailOS, transforming it into high-quality, on-brand visual content for each store.

Store teams were trained on the Linker and Shelfer applications—intuitive tools that empowered staff to make real-time updates without the need for technical expertise. Thanks to this ease of use, adoption was swift, and within weeks, Yohananof staff were independently managing their in-store media with confidence.

RETAILOS: THE ENGINE POWERING IN-STORE MEDIA

At the heart of this transformation was Realo's RetailOS, an advanced platform that automates and optimizes in-store digital content. The system seamlessly integrated with Yohananof's existing infrastructure, enabling real-time content management—where pricing and promotional updates were instantly reflected across all displays, eliminating delays and ensuring consistency.

Through automated data processing, RetailOS transformed raw product data into visually compelling digital price tags and promotional visuals. Additionally, the system empowered each store to independently manage its displays using Realo's intuitive Linker and Shelfer applications, creating a tailored yet streamlined approach to store-level control.

THE BUSINESS IMPACT: REVENUE GROWTH & SHOPPER ENGAGEMENT

Yohananof's investment in digital transformation has delivered measurable results. The introduction of dynamic in-store media has increased customer engagement and driven tangible sales uplift. Strategically placed displays have proven effective at influencing shopper behavior and improving product visibility, especially during key promotional periods.

More significantly, Yohananof has unlocked a powerful new advertising channel. By selling digital shelf space to consumer brands and CPGs, the retailer has created a scalable media revenue stream—adding profitability without compromising the customer experience. Meanwhile, shoppers benefit from real-time, relevant content that enhances their journey and strengthens brand trust.

A VISION FOR THE FUTURE

By boldly embracing digital innovation, Yohananof has set a new benchmark for retail excellence. The success of this project highlights the power of combining compelling visual storytelling and a deep understanding of shopper behavior with state-of-the-art technology. This initiative has not only reshaped the way customers interact with the store—it has redefined how the store interacts with its customers.

As the retail industry continues to evolve, Yohananof stands as a testament to how forward-thinking brands can turn their stores into high-performance retail media networks. Every screen, every message, and every display is now a dynamic asset—creating value, capturing attention, and driving growth.

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