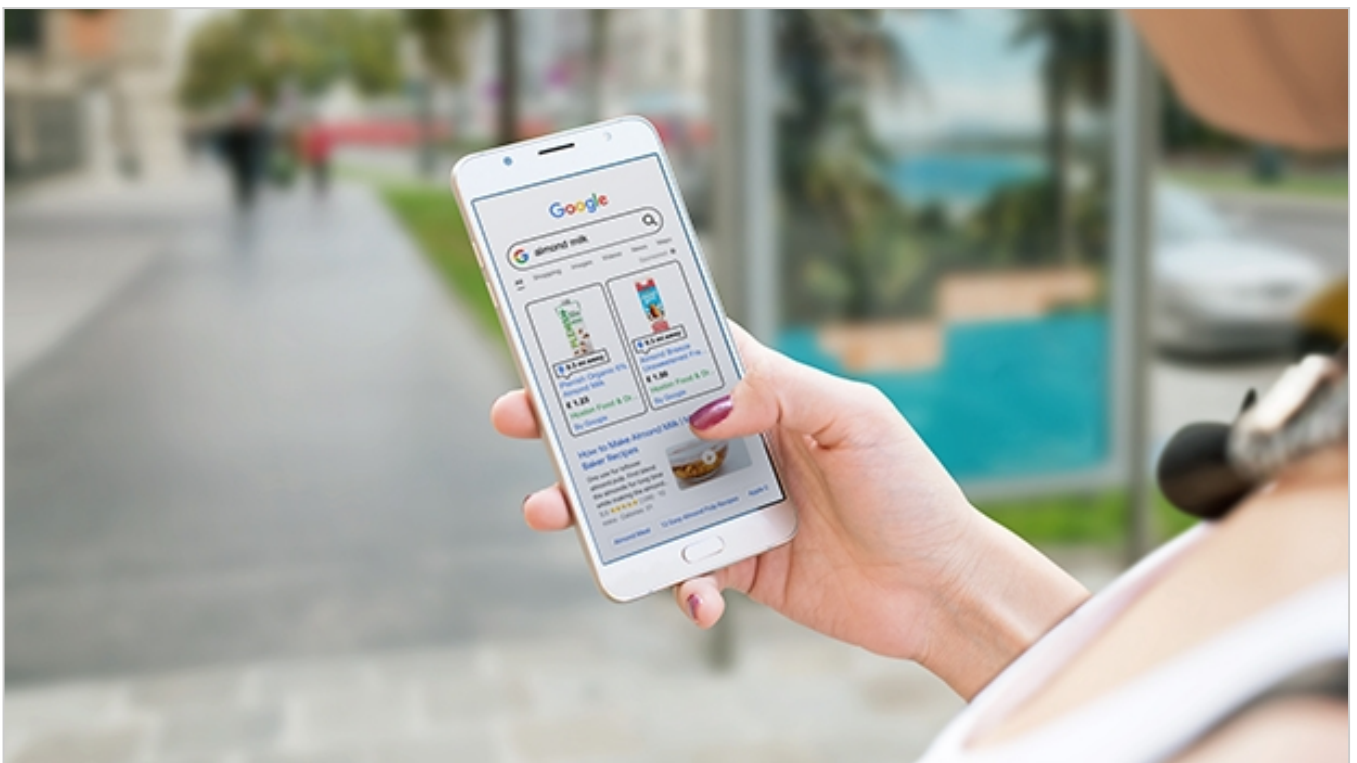


# Mobility Plaza®

## How evoPOS can boost your targeted advertising at multiple touchpoints

Discover how MADIC's evoPOS revolutionizes in-store services, enhances the customer experience, and amplifies revenue growth by offering powerful digital advertising tools across multiple customer touchpoints.



### How evoPOS can boost your targeted advertising at multiple touchpoints

We are in the era of the connected EPOS - where in-store services for both the retailer and customer converge to deliver the best customer experience, foster new revenues and grow margins.

evoPOS and evoBackOffice are built on a modern platform - with open APIs that allow third-party services and apps to easily integrate. This connectivity means c-stores and service stations can offer customers additional services, as they compete in a competitive market. evoPOS currently has 20 secure third-party connections offering services such as Google advertising and Loyalty. Ensuring retailers have access to powerful digital advertising tools for multiple touchpoints in the customer journey.

## Getting in-store products onto Google and Facebook

Increasingly, shoppers go online to look for a product – in fact 81% of shoppers research online before buying. Getting retailers' in-store products on Google and Facebook, means shoppers will go to their store, rather than online or local competitors.

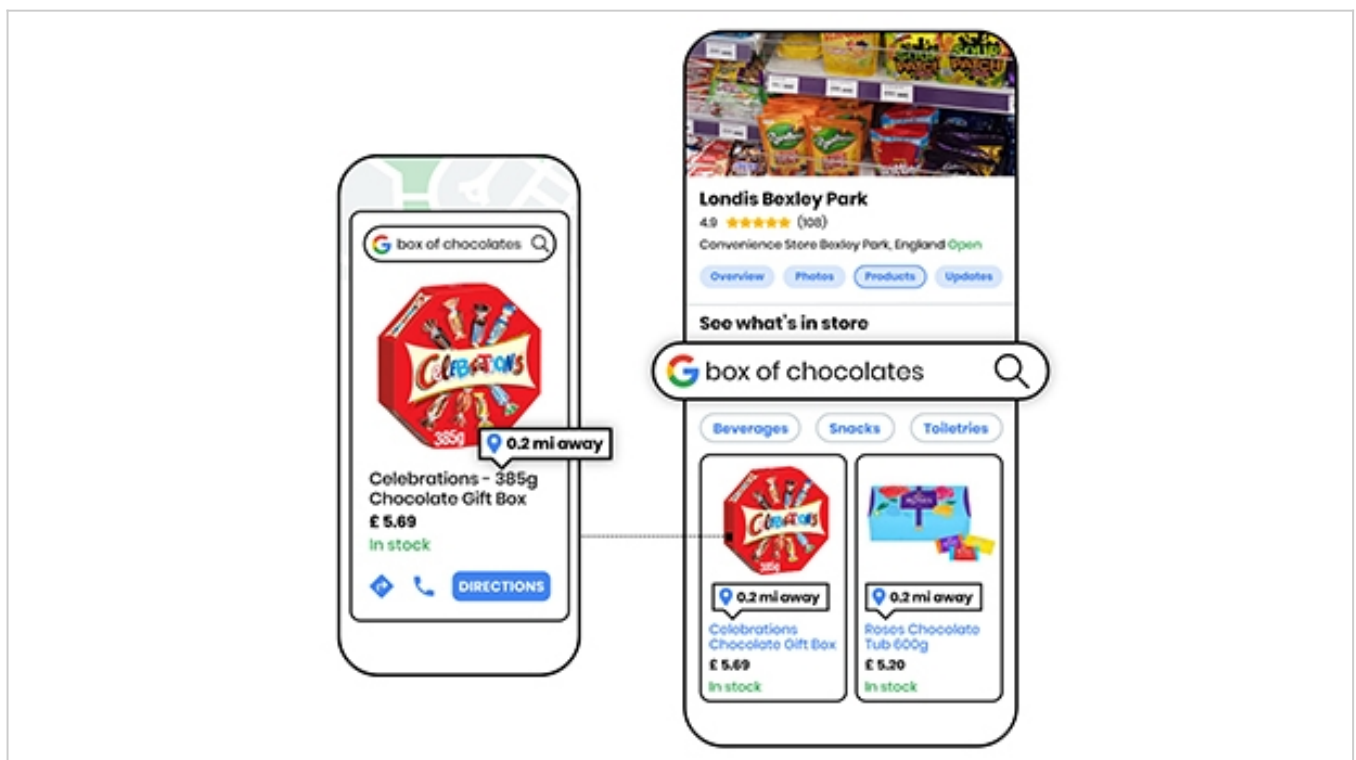
Recognising that it's vital for our independent and chain retailers to have product presence online, MADIC UK partnered with NearSt to develop a deep integration with evoPOS. NearSt is a local marketing tool that works directly with the EPOS to show the products retailers stock in real-time in Google and Facebook – bringing more customers through the door.

### How it works

When retailers authorise their evoPOS back office account (evoBackOffice) to connect to NearSt, NearSt receives an automatic live feed of the retailers' in-store inventory and lists this on Google and Facebook, allowing anyone anywhere to see what's in stock at their local store and sending local online customers into physical stores.

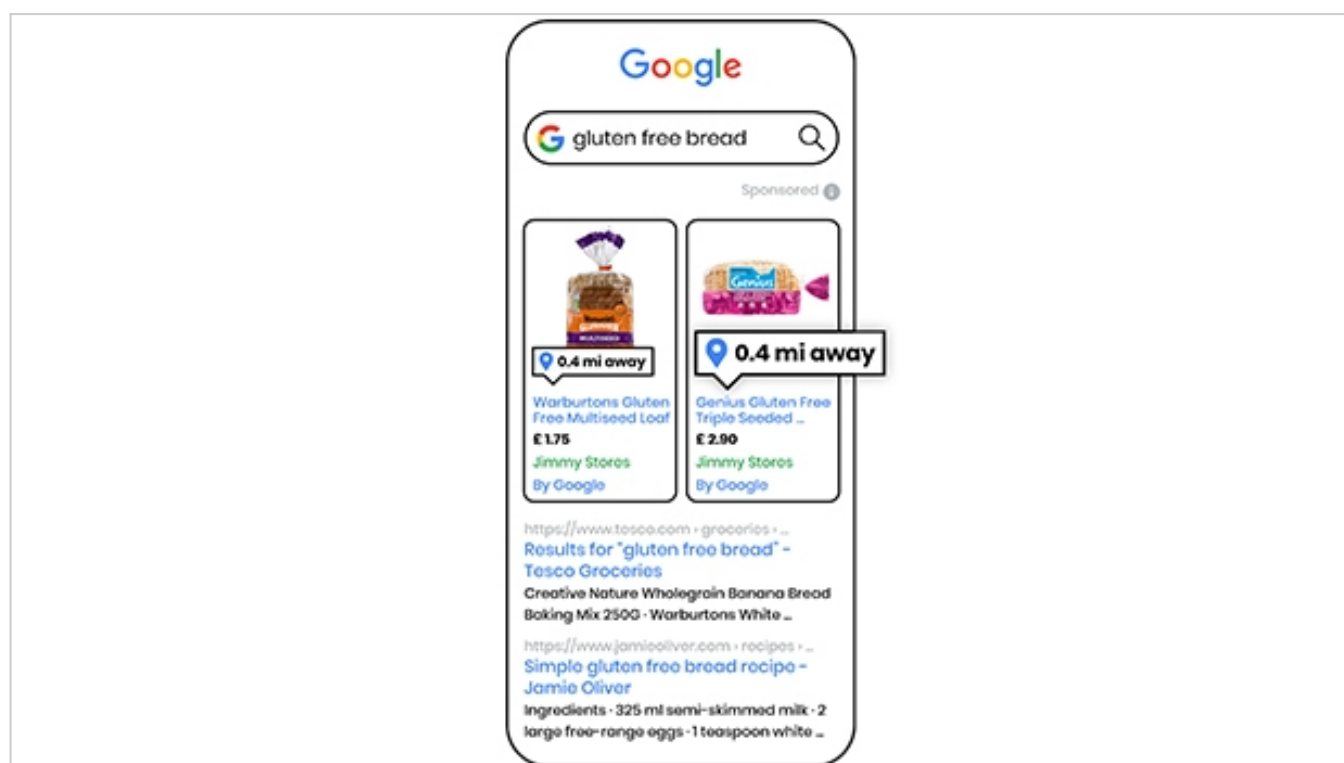
### Main features

*Google See What's In Store* – Customers searching for the store name in Google (for example 'Hylands Service Station') are able to see what the shop stocks. A great way to help shoppers decide to visit their local store.



*Google Local Listings* – Shows products in all the places people search on Google (i.e. Search, Images, Maps, Shopping, Voice Assist).

*Google Local Inventory Ads* – Location-based advertising promotes products to local shoppers with advanced local marketing tools. Ads are run and optimised by NearSt Google-certified experts with retailers choosing when to activate and a daily budget.



*Facebook shops* – Automatically shows in-store products in Facebook shops. Once set up, retailers can also tag posts and images on their feed with products.

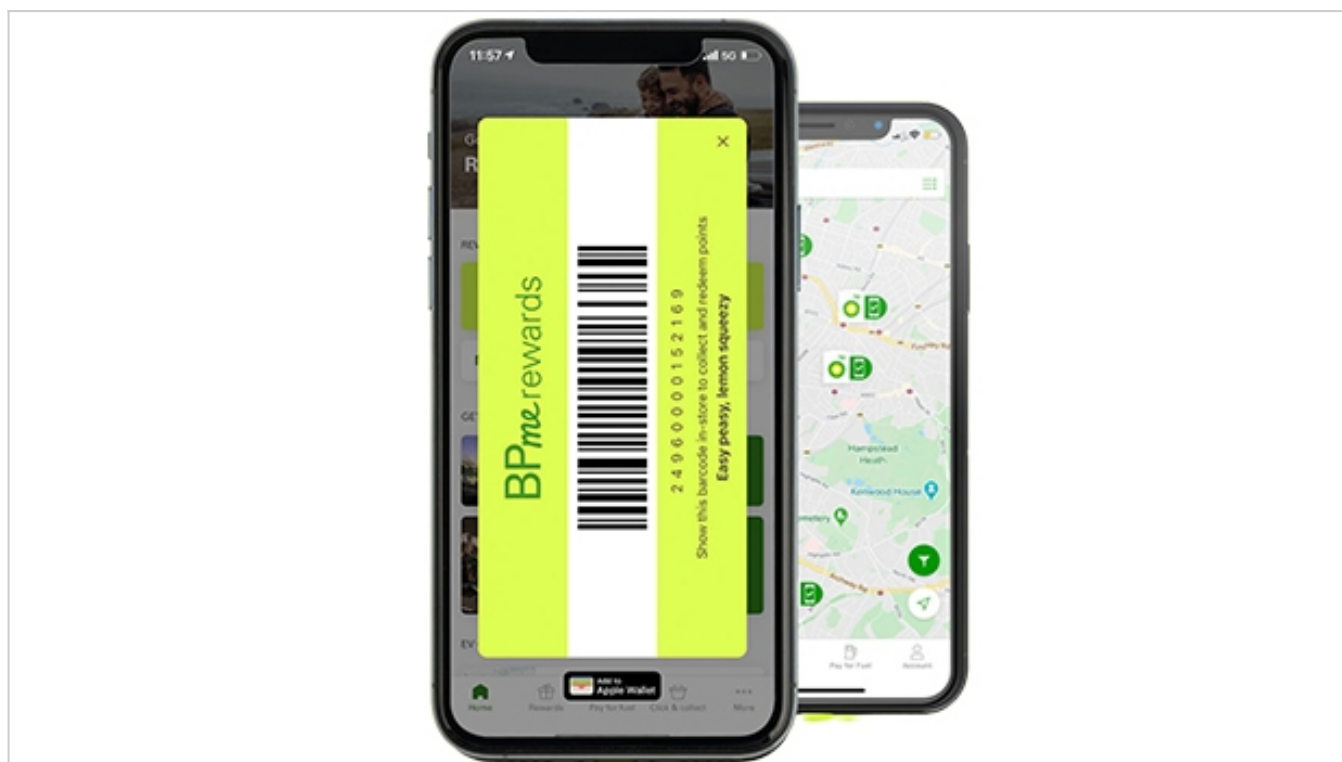
*Industry insights* – retailers can learn what local shoppers are searching for and spot emerging trends so they can invest in products they know will sell. For example, customers searching for 'scarce' products such as YouTube's Mr Beast Feastables and viral Prime drink by Paul Logan and KSI, are even more likely to go online to find a local stockist and are willing to travel, as well as pay above standard prices for these products. Hashmees Convenience store in the UK experienced over 1.2 million impressions and 8600 clicks across a month-long period of implementing Local Google Ads. An impressive 900 customers came through the doors, to source products seen on Google.

What NearSt does for our retailers is take the hassle out of local online advertising. They bring their expertise and make what would be a time consuming and complex task, simple and automated for the retailer.

### **Advertising via loyalty and smart shop apps**

In a competitive market, loyalty schemes help retailers increase and encourage return footfall. At MADIC UK we've worked closely with BP, Shell and Esso to integrate their app-based loyalty schemes, with mobile pay at pump, to evoPOS. Instantly making stores visible to app users. We support around 1, 600 sites running these engaging platforms. App-based loyalty has a huge advertising advantage

over traditional plastic fob loyalty cards, in that customers can access their loyalty account on the go, increasing opportunities for digital customer engagement and embedding your messaging in customers' day-to-day life.



## **Non-oil brand loyalty**

Platforms such as AzpiralPRO, which has been fully integrated with MADIC UK's evoPOS since 2018, provide comprehensive loyalty platforms for convenience and fuel retailers who want to own their loyalty proposition. Enabling retailers to connect with customers through real-time digital customer engagement features. AzpiralPRO features include loyalty marketing automation, a rewards engine and customer profiler & analytics. Allowing retailers to provide loyalty to the same depth as the large oil company propositions, whilst having the flexibility to tailor the offering to their locality and customer profile.

## **Native loyalty functionality in evoPOS**

Providing a sophisticated loyalty scheme isn't possible for all retailers but that doesn't stop smaller retailers from being able to captivate and engage their customers. evoPOS has features embedded within it to promote loyalty in a simple but effective way, such as voucher printing capability. Designed specifically to increase returning footfall – a voucher or coupon is printed at the POS and given to the customer to use next time they visit. Configurable fields in the back office allow retailers to set up a wide range of vouchers, from pence per litre discounts to half price products on the next visit.

## **Smart shopping apps**



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evoPOS is integrated to smart shopping apps UbaMarket and Jisp. Offering Scan, Pay & Save functionality where app users can scan products in-store, write shopping lists, earn loyalty and pay via the app. Real time offers and interactive vouchers are pushed to the app so users can easily add them to their shopping list. These lively and innovative apps add new ways for retailers to target advertising to existing customers.

## **In-store digital display advertising at each point of the customer journey**

Online advertising and loyalty are great at enticing customers into the store - increasing footfall. Whilst digital displays, in all their forms, provide opportunities to promote deals and services in-store and on the forecourt, at different touchpoints along the customer journey.

### **Electronic Shelf Labels (ESL)**

ESLs are traditionally more common in Scandinavia and countries such as France, where labour costs and fines for price mismatches at the POS are relatively high.

However, at MADIC UK we have recently seen an uplift in retailers requesting ESL integration in the UK. Driven by factors such as the digitalization of stores, time saving efficiencies and demand for dynamic pricing. ESLs allow retailers to quickly change pricing and promotions throughout the day depending on factors such as supply and demand. ESLs can also drive customer engagement through additions to the ESL, such as informative QR codes that give more information about the product on the shelf. evoPOS, via its connectivity with MarketHub, offers ESLs alongside a retail intelligence tool that delivers dynamic price comparisons directly to the ESL. Enabling retailers to promote products that are cheaper than their local competitors.





**EPOS media screens** an obvious customer touchpoint is of course at the EPOS. Retailers don't want to miss this last chance to remind and entice customers about promotions and services. We've developed the media screen in evoPOS to continuously display digital media – so even when the transaction window appears, advertising seamlessly changes position to fit alongside it – optimising customer engagement time.



### **Intelligent in-store digital signage**

Mirane, part of our MADIC group of companies, has been creating and developing digital signage to enhance the in-store environment since 1998. Large format digital signage is of course eye-catching and, unlike its traditional paper poster predecessor, can be quickly and dynamically updated to promote products and services at different times of the day. We're currently partnering with Mirane on utilising EPOS data to enable retailers to gain insights into how their digital signage impacts sales. Allowing retailers to monitor their ROI and plan intelligent advertising campaigns.



## Digital fuel dispenser signage

Customers fuelling at the dispenser are a captive audience! With the average time to fill up a tank being around two minutes, a digital media screen on the dispenser presents a great opportunity to advertise in-store wares. Madic group are partnered with renowned fuel dispenser manufacturer Tatsuno. Their dispenser models come with a multimedia option which allows a variety of audio-visual media to be played and can be synchronized with digital media playing in-store. With the ability to assign different media content to each nozzle at three points within the fuelling process (welcome, fuelling, nozzle return), advertising can be targeted specifically to fuel choice.



In an increasingly digital world evoPOS, with its ability to easily connect to third-party apps and services, enables retailers to target advertising to customers throughout the customer journey at multiple touchpoints using a variety of channels. Whether via an app, online or through digital media screens, a connected POS means retailers can maximise advertising opportunities, increasing footfall and revenues.

For more information, [visit our website](#).


## Contact information

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