

ELECTRONIC ADVERTISING >



Integrated solution for smart retailer

INTRODUCING...

ELECTRONIC ADVERTISING MADE EASY >

66% of purchase decisions are made in store ;
a good reason to put more time, attention and strategic design into your store advertising.

Many Points of sale terminal are equipped to place electronic advertising on the customer displays. However, building the ad screens is cumbersome. As a retailer, you do not have time and resources to design advertising slides. But who is in a better position to decide which advertising has to take place in your store? You already spend much time on the promotion of your items, then why shouldn't you automatically advertise these items?

In fact, all you need is an easy tool, and here you are, taking control on your advertisement. The front store is coming first to our mind when we talk about advertising. However, there are much more strategic places in your store to advertise, places already known by experienced retailers. The installation of displays in strategic places with targeted advertising slides can really improve your merchandising process. The customer display shows the customer's orders as they are being ringed. Mixing advertising slides in these screens will automatically attract the customer's attention.