

CHALLENGES WITHIN THE CONVENIENCE SECTOR

Driving consumer engagement is a key factor in business growth, however it remains a challenge that many brands within the convenience sector continue to face.

Whilst the market has grown substantially over the last couple of years, it remains a highly fragmented industry, with varying EPOS from store to store, buying groups and complex ownership, resulting in brands encountering hurdles when it comes to getting their products into the hands of the consumer.

The importance of rethinking strategies and exploring new approaches to drive consumer engagement and purchases within the convenience sector is more prevalent than ever.



Our unique position

PayPoint's extensive convenience network, years of experience and relationships with over 40,000+ retailers have equipped us with valuable expertise that allows us to help brands tackle the challenges we've seen first-hand within the convenience sector.

From our early days as a provider of point-of-sale technology, we've continued to push the envelope in terms of what's possible and our Digital Shopper Marketing platform is the latest example of this.



What this means for the consumer

Our Digital Shopper Marketing platform provides a creative solution to turn engagement you see online, into physical purchases by putting the call to action in the hands of the consumer.

Our platform provides a connected experience for your consumers, whether that be digitally or physically by bringing the call to action to life.

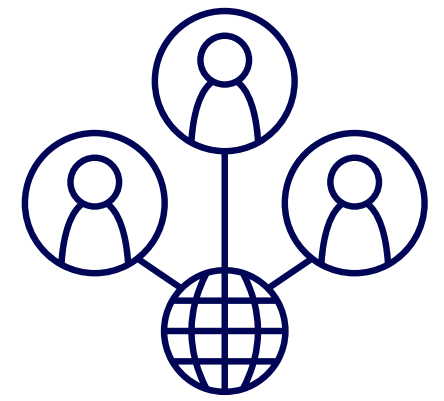


What this means for you

We already have the infrastructure in place, which means when using our Digital Shopper Marketing platform, there is little implementation time, so you can quickly see how our platform allows you to stand out in a competitive landscape while increasing the rate of sale, boost profit margins and aid product distribution.

What are the other benefits of our digital vouchers?

- **Secure and controllable:** Our digital vouchers can be used according to your marketing needs
- **Access to purchase insights with real time reports:** Gives you the ability to make accurate conclusions to drive strategic decisions
- **Measurable ROI:** Allows you to track the effectiveness of your marketing activity
- **Fraud preventative:** Cannot be duplicated, helping to protect your investment



What this means for your brand

PayPoints Digital Shopper Marketing platform can be utilised for a number of marketing tactics including:

- Driving brand awareness for new products
- Providing money off incentives
- Product feedback through give aways
- Interaction and gamification to deliver engaging brand experiences



Wanting to find out more? Contact a member of the team today to discuss how our network of 40,000+ retailers can help boost the rate of sales for your products in the convenience sector.