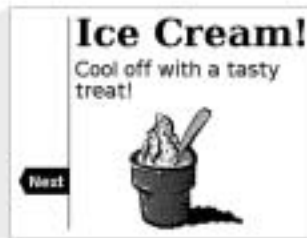


# SMART Merchandising

Drives profit at the pump and inside the store!

powered by  
**alki**  
networks



## Create, design, and broadcast promotions in minutes!

SMART Merchandising transforms gas pumps into powerful promotional tools to help retailers drive profit at the pump and inside the store.



SMART Merchandising enables fuel retailers to target customers during daily business cycles with interactive promotions on the pump. With SMART Merchandising, you can create, design, and broadcast promotions in minutes.

### All the tools you need to drive in-store traffic

SMART Merchandising includes all the tools, graphics and hardware needed to create, schedule, deploy, and track on-the-pump promotions. With SMART Merchandising, you can send promotions to a single location, a specific grouping of stores, or all the stations across the chain.

### Targets specials to drive in-store traffic

SMART Merchandising is designed to work with retail promotional programs by extending them to the gas pump or kiosk. Help build customer loyalty by encouraging in-store purchases and specials.

### Match individual store promotional requirements

Use SMART Merchandising to communicate individual store or product specials and offer valuable coupons to your customers while they fill up. You can also target promotions to high margin sales to increase the average transaction amount.

### Sell advertising to local vendors for increased revenue and traffic

With SMART Merchandising, you can sell advertising spots on your system for additional revenue and customer loyalty. Many retailers offer cooperative dollars for additional promotional venues.

### Interfaces with existing CRIND and POS

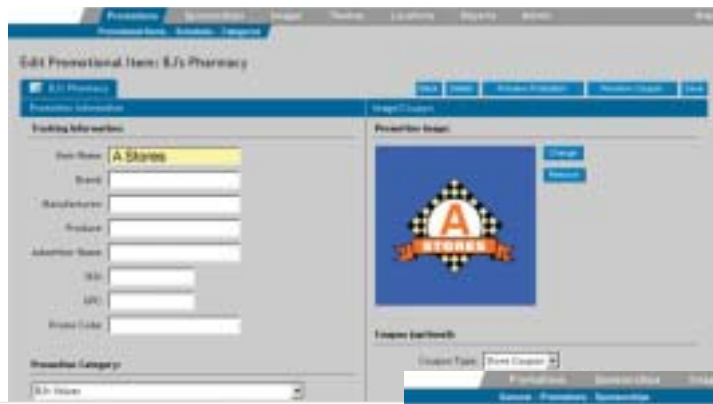
Use your existing POS, dispensers, receipt printer and CRIND to promote your retail store, food service operations and other on-site services.

### Downloads new content every day

No need to worry about messages becoming outdated. You can download new promotions each day, according to your business needs.



Drive up in-store traffic. SMART Merchandising easily creates coupons printed at the pump or POS receipt.



User friendly screens make it easy to create, manage, and track targeted promotional content.



### Easy to Manage

All system management is conducted through a standard browser, and the intuitive interface means any non-technical employee can manage and track digital promotions throughout the system.

The real power of the system lies in its advanced merchandising capabilities. At the pump, customers can access numerous money-saving promotions redeemable inside the convenience store or at local retailers. Advanced reporting makes it easy to test and evaluate individual promotions or cross-merchandising campaigns.

Managers can easily create digital promotions, schedule and post them, and generate usage reports for advertisers.

### Easy to use

SMART Merchandising includes a complete suite of tools that enable gasoline retailers to create digital promotions, generate associated coupons, and deploy them to dispenser screens quickly and easily. Even the most non-technical person can learn to create and deploy on-the-pump promotions. The entire process is as easy as filling out an on-line form.

Prices, sales text, design elements, and layouts can be easily managed and manipulated. The system includes trade industry art and stock images of thousands of in-store items. Users create dynamic promotions within the system or can quickly upload promotional art supplied by local advertisers. When creating page layouts, users can assign specific promotions to specific categories such as Deli, Snacks, Cold Drinks, or Automotive. The system is completely flexible and allows station owners to create their own categories.

### Easy to Install

The system requires only minor upgrades to your POS and dispensers and a small on-site server that plugs into the POS. Most installations can be completed in just a few hours with minimal downtime.

SMART Merchandising is designed to work on future pump displays and will soon be released to work with additional POS systems.

### Works locally or across your network

Scheduled promotions can automatically display and rotate at any number of pumps or stations.



SMART Merchandising is a dynamic and flexible retail promotions and advertising tool. The system's advanced technology makes it easier for retailers to create and manage interactive promotions from one location.



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