MediaReach™

Fully Control Dispenser Marketing to Deliver the Right Message to Every Site

The forecourt has been an untapped marketing channel for too long. Now you can deliver media experiences customized with local messages relevant to each of your convenience store (c-store) sites and their retail customers.

That's how you benefit with MediaReach, the marketing content management solution designed for the unique needs of c-store retailers.

GILBARCO VEEDER-ROOT

Deliver All the Right Messages — At All the Right Times

Three of every four fuel customers leave the forecourt without shopping in your store. With MediaReach, you can reach them at the dispenser and encourage them to go inside to purchase beverages, food and other items.

HOW YOU'LL BENEFIT
C-store owners, managers and marketing teams can gain full control to self-manage and personalize dispenser advertising.

WHAT YOU CAN DO
Increase Marketing Flexibility
- Dynamically update media schedules based on changing conditions at your sites, such as weather, temperature, local household income and time of day.
- Establish rules for each of your sites that MediaReach uses to automate media scheduling.

Unleash the Power of Your Dispenser Screens
- Educate your customers and influence their shopping behaviors.
- Promote your loyalty programs and enable customers to join on the spot.
- Generate additional revenue by selling advertising to vendors or other businesses.
- Personalize media with separate messages during walk-up or fueling at a dispenser.

Target Your Sites With Locally Relevant Content
- Encourage fuel customers to go inside with personalized playlists for each c-store.
- Eliminate use of the same, one-size-fits-all media across all of your locations.

Save Time by Using MediaReach
- Free up your marketing team from manually scheduling content with automated schedule building.
- Stop creating multiple versions of the same content; MediaReach automatically resizes how your media is displayed based on screen size.
- Manage your media with minimal training time, thanks to a simplified interface that's easy for your team to learn and use.

Is MediaReach Right for Your C-Stores?

- Are you a c-store retailer with multiple sites?

- Do you want to maximize use of the forecourt in your marketing strategy?

- Do you employ a marketing team and have resources in-house to create and manage dispenser media?

If you answered "Yes" to all three questions, then MediaReach is the ideal marketing content management solution for you.

Here's how you'll use it to effectively target customized messages you create to the right customers at the optimal times at each of your c-store locations:

1

YOUR MARKETING TEAM CREATES MEDIA ASSETS
for beverages, food, and other products and promotions available at each of your c-store locations. *(Media not provided by Gilbarco Veeder-Root.)*

2

EACH MEDIA ASSET IS UPLOADED
to MediaReach by your marketing team through an easy-to-use interface.

3

BEER CAVE ⬤ FUEL BRAND
CAR WASH COFFEE SHOP KITCHEN
⬤ FISHING GEAR DONUTS

YOUR MARKETING TEAM ADDS TAGS TO EACH MEDIA ASSET TO INDICATE ITS TOPIC.
MediaReach utilizes tags to determine which content should be displayed based on your c-store's location, attributes and what you sell at each site.

4

YOUR MARKETING TEAM CREATES RULES THAT MEDIAREACH USES TO DETERMINE WHEN EACH MEDIA ASSET IS PLAYED.
Sample Rule: An ad for coffee is prioritized every day from 4:30 to 10 a.m., or when the temperature falls below 40° F, or when it rains, snows or mists.

5

MEDIAREACH MATCHES THE TAGGED MEDIA ASSETS AND RULES
for each of your c-stores to **automatically** create site-specific, scheduled playlists of the media on dispenser screens.

6

MEDIAREACH CHECKS OPEN-SOURCE DATA
about the local weather and other conditions based on your c-store site's ZIP code and **automatically rearranges** the media playlist throughout the day.

Samples of dynamically scheduled playlists:

8 a.m. on a cold day
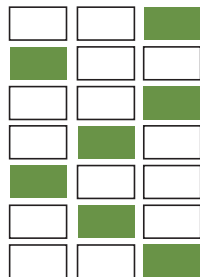Coffee
Breakfast sandwich
Bait and tackle

5 p.m. on a hot day
Beer
Bait and tackle
Slice of pizza

What You'll Need to Deploy MediaReach

You can connect MediaReach to your Gilbarco Veeder-Root dispensers through the Encore Experience cloud (option 1) or to an Applause site server (option 2).

	Option 1 Encore Experience Cloud	Option 2 Applause Site Server
Enhanced uptime	✓	
Remote troubleshooting	✓	
15 minutes to refresh content	✓	
4 hours to refresh content		✓
Hardware required	Cat 6 Flexpay IV with Omnia	Cat 6 Flexpay II or IV Applause site server
	2-wire Flexpay IV with Omnia DCM3/BRCM2	2-wire Flexpay II or IV DCM3/BRCM2 Applause site server
Screen size required	10.4 or 15.6 inch	10.4 or 15.6 inch
Installation	New sites require Encore Experience and Omnia and software installation by an authorized service contractor (ASC) (MDE 5472)	New or not-syncing sites require installation of Applause site server installation by an authorized service contractor (ASC) (MDE 4699)
Content runs on idle	✓	
Content runs on fueling	✓	✓

INFLUENCE YOUR CUSTOMERS IN THE FORECOURT

■ Discover how you can do it with **MediaReach**.

READY TO TAKE CONTROL OF YOUR MEDIA?

■ **Sign up today.**

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