

# 2026 | RETAIL TECHNOLOGY CONFERENCE

## **Pump-Side Precision:** Making Retail Media Simple

Gigi Sparks & Greyson Gsell

# Engage Media: Drive More Revenue with Every Transaction



## Build Video Collateral

Engage Media schedules and deploys media. Your marketing team will need to prepare in advance.



## Strategize for your Media Program

What ROI do you want to see?

Prepare to measure and review your results, continue to refine and get the biggest results.



## Work with your Authorized Service Contractor

Ensure your forecourt equipment is ready to go!



## Partner with Inenco Service Sales to Get Started

Our team is here to get you started.

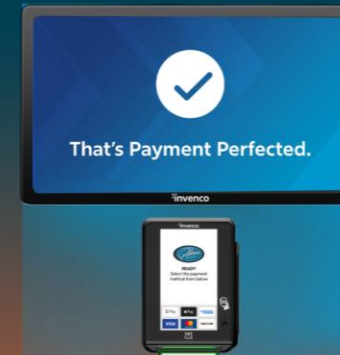
# Spotting Terminal Types: FlexPay 6

FlexPay 6 outdoor payment terminal have bright, HD full-color touch displays - perfect for engaging consumers while at the pump.

## All-In-One Payment Terminals



## Modular Payment Terminals



# Spotting Terminal Types: FlexPay IV

The FlexPay IV family of payment terminal are what most people envision when they hear 'gas pump' as they have been the industry standard for years. Units with Omnia (built in 2019 or later) and 10.4" color screens are media capable.



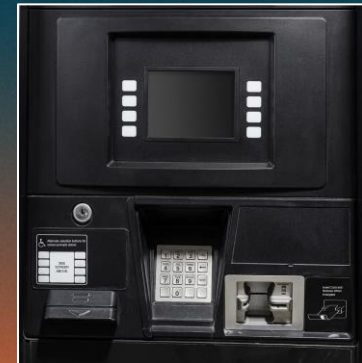
2019 & newer 10.4" units are compatible



10.4" color displays with Omnia are compatible



5.7" monochrome are not media capable



Always be sure to check with your ASC if you have questions about terminal compatibility!

# How Does the Fueling Customer Experience Differ Across the Terminal Families?

## Fueling Customer Experience Across FlexPayIV & FlexPay 6

### FlexPayIV

- FlexPayIV-Omnia media plays during 'fueling' time, when the customer has the nozzle removed
- It can also be configured to show video or images on the 'idle' time, also known as 'walk-up'
- 'Playlists' of content will begin at the start, and run for the duration of the customer's dwell time at the dispenser

### FlexPay 6

- FlexPay 6 can be configured to operate like FlexPayIV, with separate playlists for 'Idle / Walk-up' and 'Fueling' time
- FlexPay 6 can also be configured for a synchronous loop, where all your OPTs will align at the same place in one video playlist. The video will play continuously on the forecourt during open hours

# Key Contacts to Help Along the Way



## Getting Started with Engage Media

Invenco Service Sales  
866-606-8969 (opt 5)

[NAservicesales@invenco.com](mailto:NAservicesales@invenco.com)

[Greyson.Gsell@Invenco.com](mailto:Greyson.Gsell@Invenco.com)



## Update on Onboarding (existing contract)

Invenco Onboarding Team  
866-606-8966

[onboarding@invenco.com](mailto:onboarding@invenco.com)



## Technical Support

Invenco Media Help  
Desk800-800-7498 (opt 3)  
or

[GVR\\_CRM-sm@gilbarco.com](mailto:GVR_CRM-sm@gilbarco.com)

# Engage Media Demo



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