



One Digital Merchandising Platform for Endless Possibilities, Inside and Out

Increase high margin sales, brand awareness and customer satisfaction through C-Store Media™ merchandising technology. Using dynamic multimedia digital signage, C-Store Media delivers instore video and audio messages which can compliment your forecourt promotions on the Dresser Wayne iX Technology Platform. And you can easily tailor messages to your customers' needs throughout the day – coffee in the morning, snacks at night and countless options in between.

C-Store Media

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Boost High Margin Sales by Capturing Customers in the Store as well as on the Forecourt

C-Store Media provides you with a powerful tool for communicating similar promotions and information in the store that you are featuring on the forecourt. Through a combination of advanced technology and a variety of full-color, in-store displays with sound and customizable content, C-Store Media captures and holds customers' attention. Multimedia, tailored messaging engages them on an emotional level to help influence buying behavior and purchasing decisions, ultimately supporting higher revenue.

Meet Customer Needs Moment by Moment

Improve customer satisfaction and build loyalty by delivering a personalized shopping experience. Through C-Store Media's technology capabilities, you can optimize information such as the weather, time of day and seasons to create promotional offers that match what your customers need at each moment, whether it's sandwiches at lunch or ice cream after school. Not only is C-Store Media customizable according to time, it can be tailored to different store locations enabling you to target more precise markets. You can also advertise local businesses' service offerings, or you can cross-promote their products. The possibilities are only limited by creativity.

Easy to Use

While C-Store Media delivers expansive functionality, it is an easy-to-manage, turn-key solution. The web-based interface allows you to upload many media elements, from content that you have created to commercials that are supplied from local businesses, suppliers, or vendors. C-Store Media allows you to create a playlist with dayparting that delivers the right message at the right time to the right customer, influencing the purchasing of impulse items.

Support Business Objectives

C-Store Media can be a strategic part of your business initiatives. As an influential communication tool, it is capable of enhancing brand awareness or helping to align customer behavior with company goals. It can also be used as a digital menu board option to showcase products and prices for food and beverage offerings. In addition to increasing sales, C-Store Media helps save costs to further benefit your bottom line. It reduces printed, consumable promotional material so you have less advertising expenses. Plus, C-Store Media is supported by Dresser Wayne's reliable service network for efficient, cost-effective maintenance.

For more information C-Store Media offered by Dresser Wayne, visit www.dresserwayne.com or contact your Dresser Wayne representative.

