

## INOVATIONTV™ MEDIA PLATFORM



# Drive brand loyalty and increase c-store sales

You've only got one shot to reach your customers when they're fueling their vehicles. The inOvationTV™ media platform from Dover Fueling Solutions (DFS) and GSTV helps you drive foot traffic into your store throughout the day. With the inOvationTV media platform, retailers receive monthly, customized, site-specific promotional ads for products and services via rich video media.

The inOvationTV media platform is a 100% all-inclusive, cloud-based media solution that has enabled thousands of retailers to enhance their brand recognition and loyalty while increasing in-store product sales and improving overall customer experience through media-at-the-pump. The inOvationTV media platform allows retailers to play a synchronized, continuous loop throughout the entire fueling transaction.

## BENEFITS YOU WON'T WANT TO MISS

- NO hidden fees
- NO maintenance fees
- Cloud-based technology
- EMV® connectivity readiness
- Custom retailer promotional ads (RPAs)
- Engaging content updated daily including news, sports, weather, entertainment and more
- Enhanced customer experience
- Proven c-store sales lift
- Account support from a team of GSTV's dedicated Retailer Success Managers
- Access to support from OCTANE, GSTV's Research and Analytics Division
- Spots from national and regional advertisers driving traffic to products directly in your c-store

## INCREASE TOTAL SALES THROUGH RPAs

- 16% lift in traffic from the forecourt to the c-store compared to national average
- 3-5% total sales lift equates to ~\$10,800 - \$18,000 Annual Gross Margin with no additional investment (\$) from the retailer
- Library of RPAs to choose from or custom produced by IGNITE, GSTV's in-house content and creative team at no charge
- Incorporate coupons into your RPAs to increase/enhance C-store visits
- Receive 2 RPAs that can be updated monthly
- Implement a day-part to heighten impact of AM vs. PM offer

Source: Lieberman Research. Actual sales tracked and reported by major, multi-site retailers.

For more details about driving c-store sales with inOvationTV media, please visit [GSTV.com/retailers](https://GSTV.com/retailers).



\$ 9.38  
Gallons 2.607



REGULAR

345

87  
PUSH HERE

PLUS

365

89  
PUSH HERE

PREMIUM

385

92  
PUSH HERE



# Cloud-based technology

Wayne Connect™ IP-485 network solution supports EMV® bandwidth

DFS® Edge device creates a single platform for forecourt operations

Wayne Technical Support Services for 24/7 monitoring and assistance



# The figures to prove it

## Entertain Your Customers

89% of people who visit a site equipped with the inOvationTV media program watch or listen while fueling.

## Consumer C-Store Spend

With \$3B monthly spend at c-stores, consumers are not only fueling their car, they are fueling themselves!

## Drive Immediate Action

68% of fuelers visit the c-store daily. Custom-made promotions can be chosen monthly and be day-parted to target customers at all hours.

## Increase Sales

1 in 3 GSTV viewers purchased a snack from the c-store today. Reach customers with custom messaging to drive c-store sales.

## inOvationTV Media Viewers with Purchase Intent at the C-store:

- 20% more likely to buy candy
- 1 in 3 bought packaged food, snacks, or a beverage
- 15% more likely to buy canned or bottled soft drinks

Source: Mastercard Advisors, analysis of fuel customers vs. non-fuel customers, full year 2017. Nielsen Demo Study, Q2 2020. 2017 Nielsen DPB MRI Fusion. July 2018 Audience Insights Study. NACS, April 2018. Forbes: Infocout.

For more information, please visit [doverfuelingsolutions.com](https://doverfuelingsolutions.com).



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