

# Energizing Forecourt Media for Maximum Performance.

FuelMedia TV's digital Retail Media Network transforms forecourt media, **igniting this marketing turbo-engine idling at your front door.** Designed from inception to leverage Invenco by GVR's cutting-edge technology, our dynamic platform provides a powerful and comprehensive solution for C-store chains.



FuelMedia TV offers a full range of media solutions that can be tailored to meet your company's unique requirements. From the dynamic delivery of promotions and national advertising in the forecourt to opportunities for monetizing your media assets, FuelMedia TV is the perfect fit as your retail media partner.



## ENGAGE AND CONNECT WITH YOUR CUSTOMERS

Capture your fueling customer's attention with vibrant sound and full motion video and FuelMedia TV's site-specific entertaining programming. We deliver 1:1 engagement for your promotions at the moment of maximum impact; at an optimal touchpoint in your customer's day, when they are steps away from your front door.



## PREMIUM PROMOTIONS AT THE PUMP DRIVE RESULTS

Increase foot traffic, drive profitable in-store sales, convert gas-only customers, build brand affinity, and grow loyalty programs. FuelMedia TV gives you the tools to create a smart, strategic and successful targeted marketing program to reach the right audience with the right message at the right time.



## LEVERAGE THE FULL POTENTIAL OF FORECOURT MEDIA

Capture incremental revenue through our programmatic and direct advertising options, all managed by FuelMedia TV.



## FMTV CONNECT - YOUR FOUNDATION FOR RETAIL MEDIA MANAGEMENT

With FMTV Connect, you can create and self-manage your digital promotions for Invenco by GVR payment terminals as well as digital endpoints inside the store – all from one platform.

- Create engaging video promotions using c-store branded templates and our image repository. Or, upload a video or image file directly to the platform.
- Publish promotions to any combination of forecourt and in-store digital screens
- Easily design, update and deploy digital menus
- Target promotions based on a myriad of options such as market area, state, zip code, time of day, day of week, site tagging and even the weather.
- Dynamically adjust promotion schedules, creatives and targeting on demand

# The FuelMedia Advantage

As a guest in your forecourt, FuelMedia TV is committed to being a valuable media partner for your C-Store chain, creating a great customer experience at the pump, and building connections to your community.

## WE SIMPLIFY THE MEDIA MANAGEMENT PROCESS

- Media campaigns and targeting are all managed by FuelMedia TV
- Professional and responsive customer care program through designated end-customer media contact points
- FMTV Connect offers self-service for promotion creation and management
- Promotion creative services

## WE FOCUS ON PROTECTING AND AMPLIFYING YOUR BRAND

- Curating and developing localised, relevant content to increase the appeal of the network and engagement of the viewer.
- Protecting your brand identity through quality adjacent content and site-level exclusions of competing advertisements
- Promoting your community programs and charitable initiatives

## We put YOU in the Driver's Seat for Advertising

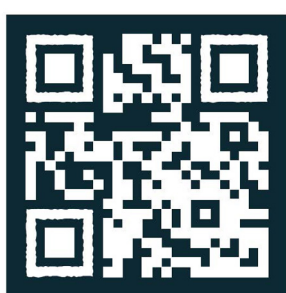


**Retail Media** – This is **your retail media network**. You control how, when and where advertisers gain access to your customers **for your benefit**.

**Trade Partners** – We provide options for **monetizing promotions and advertising** from your CPG partners. You can fully manage yourself or we can partner in the campaign setup and execution as well as in the creative and commercial processes.

**Flexible Model** – We don't force you into a long-term, fixed model. **You allocate** the amount of advertising down to the store level with the **flexibility to adjust** periodically.

**Extended Network** – Our national advertising network gives you the opportunity to benefit from advertising for both endemic and non-endemic brands. And, you have the **flexibility to opt-out** of campaigns.



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