

DX Promote™

FREQUENTLY ASKED QUESTIONS

Introducing DX Promote

Boost convenience store purchases, upsell high-octane fuel or car washes, or simply provide entertaining content on demand while building store loyalty and increasing overall per-visit revenue and profit by delivering targeted advertising and other entertainment and informational content at the fueling station with DX Promote.

GENERAL

What is DX Promote?

DX Promote is a streamlined, easy to use central management portal for media at the pump. DX Promote enables the user to upload, schedule and manage their media content for dispensers on their forecourt.

Why should a retailer buy DX Promote?

DX Promote is designed to increase spend per visit while enhancing customer experience at the pump. Drive customers in-store with targeted promotions based on time of day or upsell site services like car washes based on location. Catering messaging to your community builds customer loyalty and can positively impact repeat business.

What is the detailed feature set?

- Retailer-driven content is able to be flexibly programmed through cloud-based management, controlled from anywhere.
- Leverage dayparting to target varying customer needs based on time of day.
- Set unique ads to run before, during, and after the fueling process to capture customers at different stages of the buying process.
- Content starter packs provide 9 animated video ads and/or 27 static banner ads based on the dispenser being utilized.
- Default media sets ensure media will always be playing.
- Proof of play reports allows retailers to sell ad space and quantify cost for investment.
- An open-platform design invites third-party apps to be integrated.
- Full list of features available through local distributor or DFS sales representative.

What is the all-in cost for DX Promote?

Price is dependent on whether the customer activates DX Promote on the DFS Anthem UX™ user experience platform, or 10.4" Wayne Ovation® fuel dispenser, or 10.4" Wayne Helix™ fuel dispenser. The user portal will provide the same capabilities, but the amount of advertising space available influences cost. Please contact your local distributor or DFS Sales representative for more information.

What support or training is provided?

Free onboarding and product training is provided through the 24/7 LMS support portal. This includes, but is not limited to:

- Training courses
- Product demonstrations
- Product user guides
- Media content starter pack
- "How to" instructional videos

A dedicated Customer Success Manager is also committed to DX Promote user success, alongside a dedicated support line for general inquiries: 866-269-6577, dfsdxsupport@doverfs.com.

An automated ticketing system is also available for onboarded users at <https://dfsdx.zendesk.com/hc/en-us>,

What Edge device is required for DX Promote?

A new -0003 Edge is needed for DX Promote. Previously installed Edges (regardless of version) from Legacy Media Applications cannot be reused.

What are the minimum specification requirements a customer must have in order to use DXPromote?

Please see the Minimum Specification Requirements document located on the DX Promote Resource Library at www.doverfuelingsolutions.com/dxpromote.

Where is DX Promote available for customers to buy?

DX Promote is available in the North American market.

ADDITIONAL INFORMATION

- DFS DX web page: www.doverfuelingsolutions.com/dfsdx
- DX Promote web page: www.doverfuelingsolutions.com/dxpromote
- DX Promote resource library:
<https://www.doverfuelingsolutions.com/dxpromote/#comp-klqkh4yj>