



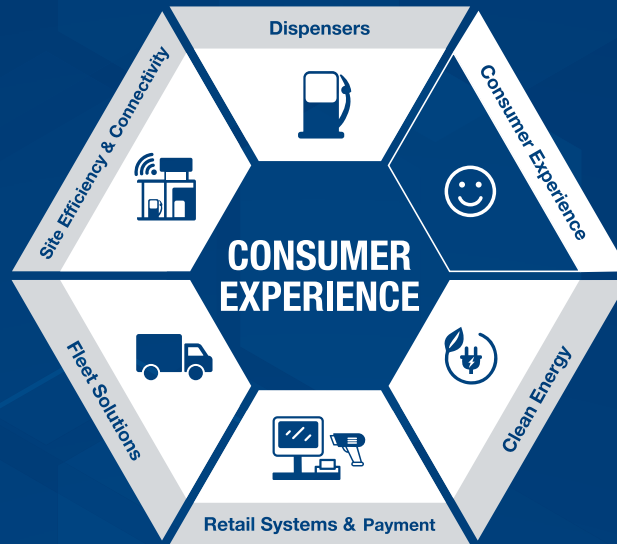
# An Immersive Digital Consumer Experience – Right at the Dispenser

DX Promote<sup>®</sup>  
and DX Promote<sup>®</sup> Auto\*

\*Available on DFS Anthem UX<sup>®</sup> platform  
in North America



Visit Website



# An Immersive Digital Experience During Fueling

Most fuel dispensers in today's market have limited ability to display any kind of digital media. With low resolution screens and a small number of available options, retailers struggle to get content out to consumers in an engaging way, typically being constrained to static signage and messaging that is difficult and time consuming to update.

Welcome to DX Promote, which turns each of your fuel dispensers into an automated selling machine. DX Promote is a brand new, rich content management platform that gives you the ability to drive customized, targeted promotional strategies and enhance the customer experience, right where you need it the most – at the fuel dispenser.

DX Promote makes it simple to upload and change the promotional and media content that the end-user sees at every stage of the fueling process. Whether you want to do it yourself or have DFS manage it for you, DX Promote can enhance your customers' engagement and loyalty to your stores while increasing your overall per-visit revenue and profit.

DFS *Worldwide* Brands



# It's Time to Invest in Your Future

## Boost Sales and Profit Margins

- Maximize overall promotional reach with the ability to run more than one promotion during a fueling process
- More effectively target different consumers with an easy-to-use dayparting scheduling that allows you to choose which promotions you want and when
- Take advantage of “event-driven” advertising: choose targeted media for different stages of the customer’s refueling process
- Increase revenue by upselling services and running educational messages about the value of premium fuels

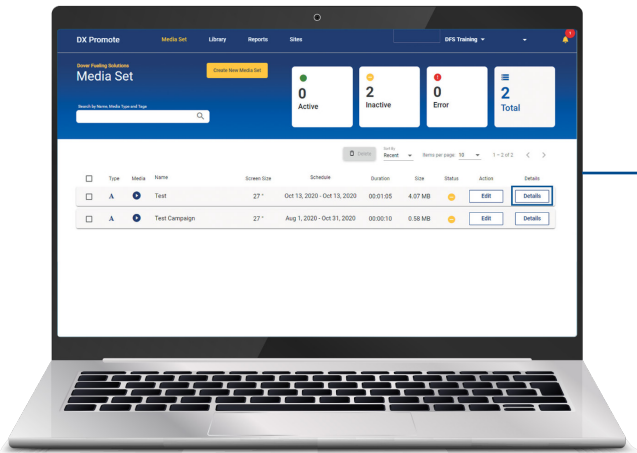
## Drive Customized, Targeted Advertising Strategies

- Display promotions, fuel and car wash details, customer messages and more
- Streamline content management across multiple fueling stations or sites with a straightforward cloud delivery process
- Update information quickly with an intuitive web portal interface
- Create playlists for every stage of the refueling process, then change or update them whenever you need

## Enhance Customer Experience and Loyalty

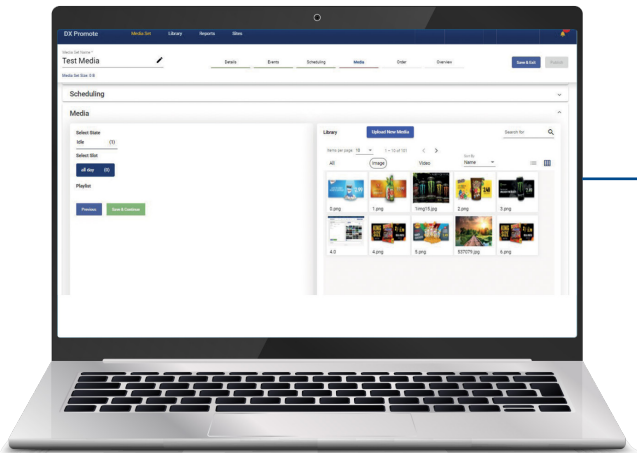
- Display all of the information consumers need on a single screen, from gas choices and payments to media content
- Engage end-users with the content they want and expect, including relevant promotions and entertainment
- Differentiate your forecourt by promoting your brand products or services or by supporting your local community with public service announcements





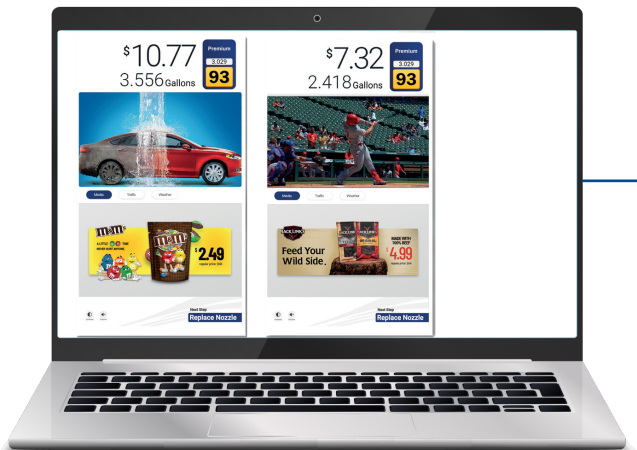
## Dashboard View

A quick view of what media playlists you have running on your forecourt(s). You can easily see and manage your media for a single site or for hundreds of sites from a common dashboard.



## Content Management

Easily upload and manage your media content from the convenience of your office or home. The ability to use images, videos, or both for your promotional advertisements is available.



## Enhanced Customer Experience

Delight and engage your customers by promoting and informing them of relevant advertising, notices and entertainment. Additionally, educate your customers on your advanced fuels and loyalty programs and also integrate promoting the benefits of utilizing your loyalty programs.



# The Features that Make it Possible

## Dayparting Schedules

---

Increase customer engagement through a relevant and fully immersive digital experience at the pump.

## Grouping Sites

---

Facilitates efficient content delivery for high scale operations.

## Trigger Options

---

Give you the capability to push more than one content piece within the same fueling transaction.

## Streamlined, Easy-To-Use Content Management Portal

---

Offers improved efficiency in uploading and managing content delivery.

## Frequent Content Delivery and Content Refreshes

---

Maximize consumer engagement.

## Reliable Content Delivery

---

Means that content continues to play on the dispenser even during loss of connectivity.





# Want high customer engagement with minimal effort?

Introducing DX Promote® Auto on the DFS Anthem UX® platform

**Free up your time to manage your business, and let DX Promote Auto manage the media.**

The DX Promote Auto service is a low-touch media solution enabling retailers to enhance the fueling experience with engaging local content, customized ads, and access to an evolving suite of customer-centric applications.

**Included in DX Promote Auto managed media service are the following:**

- Short-form infotainment, engaging national advertisements and major oil promotions (when provided)
- Personalized retailer-selected banner ads with a call to action, scheduled by DFS (up to six per month)
- If there is no media selected for the quarter, DFS will play a default playlist that includes rotating engaging content
- Weather and traffic tabs provided by Google through DX Promote Auto
- A dedicated DFS team to manage the retailer's media

## See how DX Promote Auto compares to DX

DX Promote® Auto	DX Promote®
100% DFS Managed with Retailer direction on static ads	Self Managed through DX Promote web tool
Media provided for you with light customization	Create your own media
Traffic, Weather, access to 3rd party apps with Anthem UX platform	Traffic, Weather, access to 3rd party apps with Anthem UX platform
No access to Advanced Media Options	Advanced Media Options

