

Use in-store marketing to boost online sales, recommends Synqera

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St Petersburg, Russia ([RPRN](#))
12/19/12 — With loyalty schemes used widely by retailers, and the boom in real-time advertising favoured by brands to target consumers online, the use of the latest technology to capitalise on real-time targeting in-store to boost online sales provides an

innovative approach to create new opportunities, says leading technology company Synqera.

A competitive retail arena, caused by the recession and a crowded marketplace, has forced the industry to consider a more sophisticated approach to customer attraction and retention. The real-time targeting of consumers online has been a revolutionary development for retailers and brands, but a different combination, according to Synqera, may hold the key to new opportunities.

Kirill Gorynya, CEO from Synqera, explains: “Retailers and brands have had to take a long hard look at [customer loyalty](#) tactics in a competitive environment. The latest technology offers them the opportunity experiment with different approaches and combinations. While online targeting to drive customers into store can be effective, turning this approach on its head can also help those looking to boost online sales.

“This is particularly interesting for brands, who may want to use [in-store](#)

[advertising](#) platforms to drive consumers to their online offering. The latest developments in retail technology can facilitate this approach via multi-media terminals.”

Synqera has recently launched SIMPLATE, a multi-media [payment terminal](#) which can help achieve heightened customer engagement at a previously unexplored promotion point – the cash desk. SIMPLATE can be integrated with the retailer's current infrastructure and existing loyalty schemes, and uses real-time data for better targeting of offers and incentives.

SIMPLATE also provides an advertising platform for brands, from which retailers can benefit from the additional income stream. SIMPLATE is touch screen and features a camera, capable of verifying the gender and approximate age of the customer, a built-in microphone and uses Near Field Technology (NFC), which can facilitate contactless payment and connect with other data sources such as loyalty cards. There is also an internet connection facility for possible alignment with online services and customer's social media profiles.

Kirill concluded: “Incentivising the customer in-store using this multi-media terminal, giving them tailored offers which can be redeemed online, is an excellent marketing channel for brands to use to boost online sales.”

For further information about Synqera and the SIMPLATE platform, visit www.synqera.com.

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