

FOR IMMEDIATE REALEASE



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Rocket Your Profit by Increasing Sales with Digital In-Store Signage

Rock Hill, NY - FasTrax Solutions launches fast and energetically into the Pet Industry by providing rocket fuel to the retail game with enticing digital engagement for the modern consumer. In an increasingly tech-driven society, where even Fido has his own Instagram account, in-store digital advertising captures consumer attention, driving sales with promotion and product education. Rotating digital advertisements allow multiple promotions to hit a single consumer at the optimum time to launch impulse buys.

According to a Nielson study, 68% of customers agreed that digital signage would "influence their decision to buy the advertised product in the future" and 44% agreed it would "influence them to buy the advertised product instead of one they planned to buy." Leading market research also indicates that pet owners are more likely to use digital devices than non-pet owners.

Lead their eyes to digital signs with attention-grabbing graphics and animation. Promote slow moving products and create awareness for new ones, while simultaneously building store loyalty. Take advantage of sales trends by deploying ads immediately, eliminating costly printing time. Broadcast digital ad content across multiple retail outlets quickly from anywhere using the FasTrax Control Center.

FasTrax Digital signage provides static, as well as dynamic rotation in combination putting the store owner in complete control to promote purchases before consumers reach the register. Customer facing displays at check-out are a driving sales force for a captive audience. The extremely user-friendly Timeline Scheduler allows for advanced scheduling of promotions months, to even years in advance, as well as providing a Daypart Scheduler which allows display changes multiple times during the day.

"Traditional in-store paper signs are costly, inefficient, tear easily and demand prime real estate in stores. Digital signs, kiosks, and customer facing displays are always neat, clean and require minimal space, while conveying multiple messages in a single minute rotation. Adverts (and price points) can be changed easily with a few clicks of your mouse and deployed instantaneously. It's a fully-scalable digital signage solution that works with any TV that has an HDMI port by utilizing an external media player, accessing ads that are created and scheduled in the cloud-based Control Center. All promotional content is stored locally to minimize interference from external conditions, while maintaining PCI compliance at all times" says Jeff Powell, VP of Sales.

Turn digital signs into profit generators by selling ad space to manufactures, building their brands and offsetting digital signage expenses. FasTrax's Digital Signage package starts at \$149, but attendees of SuperZoo can get this deal for just \$99! Don't leave the SuperZoo without stopping by FasTrax Solution's booth - **#1711** or visit www.goftx.com and launch your profits into the stratosphere!

FasTrax Solutions is a Software Solutions Provider specializing in Retail POS, Warehouse Management Systems and Digital Marketing Solutions with special emphasis on In-Store Digital Signs, Menu Boards & Kiosks, as well as Integrated and Enhanced Customer Loyalty and Reward Solutions.

