

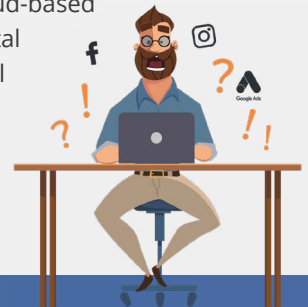
socialPALS is the first retail marketing platform on the European market. The all-in-one solution simplifies complex processes through centralised and automated multichannel marketing and strengthens stationary retail through efficient, local brand campaigns. It thus forms a decisive counterweight to the big players on the market.

Digital and personal: **socialPALS** brings brands and retailers together and creates a win-win situation that unfolds unused potential!

- ✓ ensure CI-compliant marketing
- ✓ reduce ad spend wastage
- ✓ increase brand awareness
- ✓ increase PoS reach
- ✓ generate leads
- ✓ transparently measure advertising impact

Brands

reach out to local target groups via their retailers' digital channels and provide their retailers' network with professional marketing content and ready-to-use campaigns in a cloud-based platform solution. They benefit from the digital expertise of **socialPALS** and always retain full control over CI and MDF!



Retailers

reach out to their customers through targeted digital advertising efforts within their stores' reach, entirely without any special marketing knowledge or additional time and personnel investment. They benefit from the intuitive usability of the



platform, the customisability of all communication tools and the personal support from the **socialPALS** team.

- ✓ professional online advertising
- ✓ reach of local audience
- ✓ win new customers
- ✓ increase sales
- ✓ save time and money
- ✓ increase customer loyalty

socialPALS – your platform solution for digital retail marketing!

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