

Parcel Locker Advertising

Part of today's modern retail strategy:

Drive additional foot traffic, increase per-package margins, and generate new revenues with Smart Parcel Locker technology.



Leveraging Lockers

How to benefit from new marketing and advertising opportunities

Lockers are more than a physical asset. They enable new customer experiences, increase revenue, and drive additional foot traffic.

In some circumstances, Smart Parcel Lockers are able to derive enough revenue from advertising alone to cover the equipment's monthly support and services fees. Lockers are a smart device able to extend your brand with a seamless customer experience.

There are three general ways for Smart Parcel Lockers to generate revenue for retailers which increases the margin for each product picked up or returned.

Retail promotions - Entice customers picking up at your locker to enter the store with same-day coupons, locker user only specials, or through direct SMS/email marketing channels.

Supplier advertising - Offer suppliers the opportunity to market their products by purchasing vinyl wraps, above/on locker digital display advertising, or direct SMS/email marketing to customers.

3rd party opportunities - Sell above/on locker digital display advertising, in-locker distribution of flyers, or digital ads on locker touchscreen panels to local businesses wanting to reach your customers.

A sample of possible opportunities



Vinyl Wraps

Promote your brand or offer advertising to suppliers



SMS and email

Send offers before or after a customer uses your locker



In locker coupons

Encourage customers to shop with same-day coupons



Product Samples

Use locker pick-up and returns to promote your products



Above/on locker displays

Sell advertising time on above or on locker digital displays



Locker home screen

Sell advertising time or promote your brand on locker touchscreens



Prize giveaways

Surprise customers with in locker promotional giveaways



App promotions

Promote special sales for products picked up in locker



In locker promotions

Sell in locker distribution of sale material to suppliers and vendors

Above locker display screen advertising

On-screen advertising is a time-tested method of generating attention for brands. They are found everywhere from airports to ATM machines.

Now Parcel Lockers can deploy the same leading technology to promote your brand *or* generate revenue from third parties seeking exposure. A single screen is able to generate up to \$900 of monthly revenue.

While the benefits of Parcel Lockers far outweigh their investment, savvy businesses use above locker screen displays to reduce their outlay and boost the overall investment return.



Smart Locker with digital displays

Vinyl wrap advertising

Parcel Lockers make for brilliant billboards. Brightly promote your brand with our high-definition, high-quality custom vinyl wraps. Or, offer to lease your blank canvas to businesses and brands looking to make an impact in an big impact in a unique way.

"The gap between what's expected and what you deliver is where the magic happens."

*Jay Baer, Founder
Convince and Convert*



Smart Locker with vinyl wrap advertisement

SMS and email marketing

Smart Lockers offer a unique opportunity for SMS text and email marketing. Deliver special offers to customers before or after their locker visit to generate additional in-store foot traffic.

Mobile app marketing

Use the mobile app or push notifications to promote specials for your Smart Locker users to increase utilization, drive down logistics even further, and delight your customers.

Loyalty rewards

Customers who utilize your Smart Parcel Locker reduce your logistics cost and increase per-package margins. Reward them by offering points toward your brand's loyalty rewards program.



Smart phones can generate foot traffic

In-locker promotions

Physical promotional flyers inserted into lockers generate additional in-store traffic, build brand loyalty, and drive revenues. In-locker space for advertising can also be sold to other businesses.

Product samples

Looking to promote a new product or move unwanted inventory. Place free samples in parcel lockers to generate interest and move product.

Surprise giveaways

Take delighting your customer to the next level with a free giveaway next time they pickup in locker. Not only will this delight customers, it will encourage greater locker adoptions which benefits your bottom line.



Parcel pickup at a smart locker

Conclusion

Transforming parcel logistics

Despite the challenges facing the retail industry, by embracing technology such as Smart Parcel Lockers, you can reduce logistics cost, find new revenue sources, and thoroughly delight your customers.

To learn more about how ParcelPort can help you realize your goals, visit us online at www.theParcelPort.com.

"People enjoy a little magic in their lives from time to time and smart lockers deliver on that."

Artitalia