

LIFT at Convenience

Create new sales opportunities at checkout by promoting relevant add-on items with the LIFT shopper activation platform. When a featured item is scanned by the cashier, it triggers a related offer on a customer-facing touchscreen. The offer is accepted when the customer activates the touchscreen, delivering a seamless upsell experience at the point of sale. The LIFT platform has proven success – it is currently deployed on 2,600+ screens at leading convenience stores. Its flexible hardware configuration easily fits into any retail environment. With a sleek and durable touchscreen that integrates with your existing POS system and loyalty program, LIFT provides a sophisticated all-in-one retail solution.



How It Works

- Scan ①
- Suggest ②
- Sell ③
- Analyze ④

When a product from a brand running a LIFT promotion is scanned by the cashier, LIFT's offer database recognizes an available coupon or promotion – for example, a two-for-one offer or a relevant add-on product discount.

The offer is displayed on an interactive customer-facing touchscreen, allowing the shopper to quickly and easily accept the offer and creating an instant upsell opportunity for the retailer. An associate-facing screen provides dialogue cues to reinforce the offer.

The platform easily integrates with in-store loyalty programs, displaying personalized add-on benefits or points to shoppers, such as a free coffee or an integrated supplier coupon. Third-party advertisements are on display during down time, allowing for digital display network monetization and increased marketing impressions for partner retailers.

Real-time analytics deliver insights on customers and store activities on a wide variety of KPIs defined by the retailer – from how many times a sales associate suggested the upsell offer to how many times the offer converted into dollars – allowing retailers to quickly optimize sales offers and store operations.



Increase Comp Store Sales

LIFT has proven value, with a demonstrated ability to grow sales by up to 25%. LIFT promotions are triggered by products scanned at checkout and activated when a shopper accepts and adds the promoted product to their basket.



Bring Loyalty to Life

LIFT's checkout solution delivers enhanced convenience for the c-store while providing a personalized experience for frequent shoppers. The shopper-facing touchscreen prompts interaction with the store's loyalty program while the employee-facing screen provides the cashier with personalized information tied to loyalty member preferences.



Mobilize Workforce

The benefits of LIFT extend to store operations. The platform prompts employees with dialogue cues presented on an associate-facing screen, helping them reinforce the promotional offer and encouraging engagement with the customer. When cashiers successfully upsell products, they gain points, creating a fun, gamified experience, improving customer service, and enhancing employee performance.



Provide Actionable Customer Insights

LIFT's analytics portal collects and delivers customer insights in real-time, providing retailers with actionable insights on in-store shopping preferences and behaviors. The data enables retailers and suppliers to optimize the shopper experience, responsively updating on-screen content to promote products of interest. Additionally, retailers can prompt short satisfaction surveys on the LIFT touchscreen, gaining valuable customer insights.