



Your reliable partner for P.O.S. Multimedia and Digital Signage

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## Permaplay SalesFlows: Boost new sales now with POS media

Baden-Baden, March 2026. The industry's leading trade fair EuroShop in Düsseldorf, which has just come to an end, has shown: POS media in brick-and-mortar stores are among the most important building blocks for successful retail marketing in order to significantly and actively stimulate sales.



Many companies are realizing this right now and are rethinking their approach – because more than 99% of all marketing budgets currently flow into digital online channels, despite the overall increase in investment in retail media. However, most actual purchases continue to take place offline in brick-and-mortar stores.

“This is a clear imbalance that wastes important potential and leaves future-relevant strategic opportunities untapped,” says Werner Vogt, Managing Director of Permaplay Media Solutions. “The successful, contemporary POS is a performance-measurable media channel and no longer just an

ordinary sales area. Brands should now optimize their complex campaigns in real time via media such as Permaplay Media Solutions in order to measure relevance directly at the POS shelf.” A recent study by the Fachverband Aussenwerbung e.V. (Professional Association for Outdoor Advertising), conducted in the food retail sector, also shows how important media are at the POS. The conclusion: 86% of all consumers are familiar with POS media – and next to posters in parking lots, “digital advertising on screens in the store” attracts the most attention among consumers at 66%. Werner Vogt: “Advertising with media at the POS offers end consumers clear guidance, arouses their interest in products and thus actively encourages consumers to make a purchase.

It is no wonder that retail media is one of the fastest-growing segments in the advertising market and is becoming increasingly important at the POS. At Permaplay Media Solutions, we are happy to help you put in-store retail media into practice as a central component of your comprehensive sales funnel concept with our SalesFlows strategy – quickly, easily and at amazingly affordable prices.”



The Permaplay sales flow starts with our free consultation: Which products are you interested in, where will they be sold, are additional accompanying communication measures such as TV or online advertising planned? Based on this information, we create a customized marketing plan for the use of media at the POS – tailored to your needs. This results in a plan for the optimal use of POS media for your specific sales targets with the help of our latest innovations and technologies, developed by Permaplay and produced exclusively for Permaplay in Asia.

The next step is the concrete implementation of the POS media campaign: Using our established logistics, we deliver the POS media to your retail partners and set them up ready for use in sales. Permaplay Salesflow means for you: No expenditure for personnel or logistics. From every action, what remains is your success: More presence, more attention, more sales. For further information and a quote, please contact. Permaplay Media Solutions GmbH. [www.permaplay.de](http://www.permaplay.de)