



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

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Boosting Sales with POS Media as Consumer Confidence Rebounds

Consumer income expectations rebounded significantly in May and June, rising by 11.4 points compared with April, while political signals suggest possible relief measures. This may have been one of the factors contributing to the improvement in household income expectations. Rolf Bürkl, Head of Consumer Climate at the NIM (Nuremberg Institute for Market Decisions): “In addition to significantly improved income prospects, declining savings rates and a growing willingness to spend are currently boosting

consumer confidence.”

“For retailers, the improved economic situation and rising consumer spending signal the ideal time to make the POS ‘ready-to-boost’ with digital media,” according to Werner Vogt, Managing Director of Permaplay Media Solutions. A study by the startup Cyreen has once again confirmed that digital in-store advertising boosts the purchase likelihood of advertised products by 8.1 percent. Other studies report figures of 10 percent or more.



“The key to success at the point of sale is the combination of content tailored to the target audience, perfect POS media – including the technical infrastructure – and seamless integration into the overall customer journey,” says Werner Vogt, drawing on decades of industry experience.



POS media are particularly effective when deployed exactly where purchasing decisions are made – in the entrance area, at the checkout, or in promotional zones – and when positioned in customer-friendly formats and at optimal viewing heights.



Now is the time for retailers to act: Networked Permaplay LCD bars measuring 60 or 90 cm are currently among the most sought-after and successful POS media.

These slim digital screens attract significant attention directly at the shelf and have been shown to drive impulse purchases.



“With networked Permaplay LCD bars, it’s easier than ever for retailers to transform their POS into a digital, sales-driven, and engaging retail environment. We provide customized, transparent POS media marketing plans tailored to individual requirements – with no obligation. And best of all, implementation requires no additional staff or in-house logistics,” says Werner Vogt. Permaplay Digital Solutions is the ideal partner for helping retailers capitalize on the strengthening economic recovery and drive higher sales at the point of sale.

For further information and a quote, please contact: **Permaplay Media Solutions GmbH**
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