



CONSUMER ACTIVATION THROUGH **DIGITAL ENGAGEMENT**
EXPLORE THE POSSIBILITIES WITH US

INDUSTRY SOLUTIONS

**HOSPITALITY – FINE-DINING – FOOD & BEVERAGE
BEER, WINE & SPIRITS – CONVENIENCE STORES**





AUTHENTIC BRAND CONNECTIONS

BRING PEOPLE AND EXPERIENCES TOGETHER

CREATE LASTING MEMORIES

DELIVER MEANINGFUL CONTENT

ESTABLISH EMOTIONAL RESONANCE

FULL OF PASSION AND ATTITUDE

GET INTO THE ACTION



WHY TEAM WITH METROCLICK?

Interactive Digital Solutions Provider | Integrator

Robust Portfolio | Secure, Enterprise Platform

Boutique Focus | Corporate Know How

Global Reach | Growth Mindset

Unapologetically Authentic



metroclick™

ELEVATE YOUR **COOLER** TO AN ADVANCED DIGITAL DEVICE

It's sleek design frames the transparent LCD display, to celebrate the digital content and the products inside the cooler. The digital content allows consumers to engage with brands and it can be updated remotely in real time for special offers.

In combination with transparent display technology this innovative digital cooler replaces the entire conventional front door glass with a transparent Digital LCD Display assembly. The transparent LCD allows for clear viewing of product through the glass, while simultaneously having the ability to run Full HD content in a "see-thru" manner in front of the product. The MetroClick Cooler is truly a turn-key solution with all required technology and hardware included.

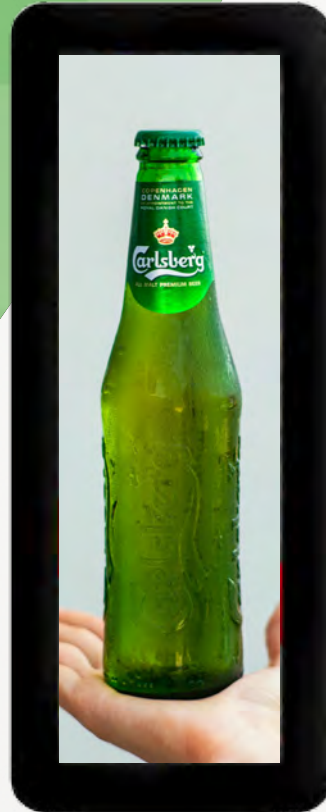
DIGITAL DOOR HANDLES

VERSATILE DISPLAY OPTIONS

Take your cooler or refrigeration doors to the next level with innovative digital door handle solutions. Available in two sleek form factors—a bar-style handle or a circular display—transforms an ordinary door into a dynamic marketing platform.

KEY FEATURES

- Motion-Triggered Content
- Display targeted ads or promotions the moment customers approach
- Upselling & Brand Promotions
- Showcase special offers, loyalty programs, or new product launches
- Manage product placements and instantly update pricing or product info
- Programmatic Ads & Dynamic Messaging
- Integrate with third-party ad networks for automated, data-driven campaigns





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CONNECT WITH YOUR GUESTS

The goal of any good restaurant is providing a great meal with a stellar experience. For QSRs, this means better food in an attractive environment. MetroClick's digital hardware is easy to use, durable, modular, and automated. We can design to match your brand. Our software can integrate with your POS, KDS, driver-based QR, and other systems to connect online ordering, supply chain, pickup, delivery, and drive thru into one seamless experience. Orders ahead can be perfectly timed and waiting for guests upon their arrival. And our CMS can provide attractive, engaging, informative, dynamic content to enhance the guest experience. With one solution you can provide personalized, accessible options that make the ordering through pickup process smoother, faster, and smarter.



TRANSPARENT SCREENS

REAL-TIME CONTENT

MetroClick has created a software platform to manage and distribute digital advertising for touchscreen and non-touchscreen displays. Advertising displays can be used as a stand alone product or integrated into any other application



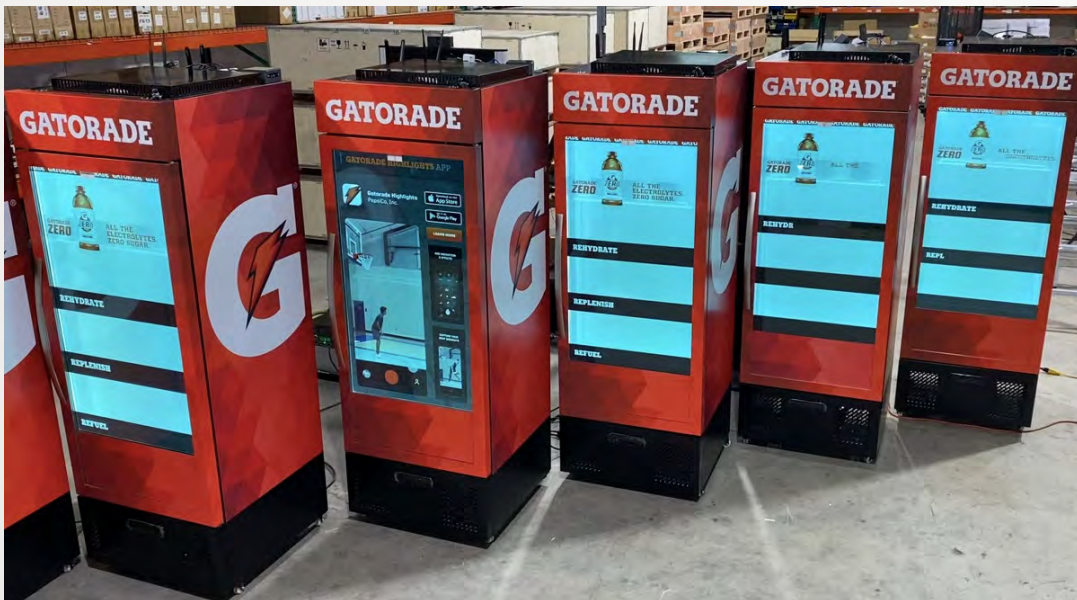
The partnership between **Gatorade** and **MetroClick** focuses on increasing brand awareness and driving product sales through innovative digital signage solutions in retail environments. Here's how MetroClick contributes to Gatorade's marketing strategy:

Gatorade's Objective:

Gatorade, a leading sports drink brand, aims to enhance its presence and visibility in retail settings, particularly in drug stores, by creating engaging and interactive displays that attract customers and boost sales. To achieve this, Gatorade partnered with MetroClick to deploy digital coolers that serve both functional and promotional purposes.

MetroClick's Role:

MetroClick, a technology company specializing in interactive digital signage, developed **freestanding coolers** with built-in digital displays that are strategically placed in various retail drug stores. These coolers not only store Gatorade products but also play a key role in promoting the brand through dynamic content.



How MetroClick is Helping Gatorade:

- **Freestanding Coolers with Digital Displays:**
MetroClick provided Gatorade with custom-designed, freestanding coolers that feature integrated digital screens. These coolers are positioned in high-traffic areas of retail drug stores, ensuring maximum visibility to customers.
- **Engaging Digital Content:**
The coolers feature digital displays that showcase Gatorade's branding, advertisements, and promotions. By showing dynamic and engaging content, such as videos of athletes, hydration facts, and product highlights, the coolers draw customers' attention and encourage impulse purchases.
- **Strategic Placement in Drug Stores:**
The placement of these coolers in prominent locations within drug stores, such as near the checkout counters or in beverage aisles, ensures high visibility. Customers are more likely to engage with the brand as they browse or wait, making Gatorade top-of-mind for a quick hydration purchase.
- **Increased Brand Awareness:**
The digital signage enhances the in-store shopping experience and keeps Gatorade's branding fresh and relevant in consumers' minds. The eye-catching displays reinforce brand messaging and create a strong visual presence in the retail environment.
- **Real-Time Promotional Updates:**
MetroClick's technology allows for real-time updates to the content displayed on the coolers. This enables Gatorade to quickly adjust the messaging, such as promoting limited-time offers, seasonal products, or new flavors, ensuring that the content remains relevant to the shoppers.
- **500% Sales Increase:**
After the deployment of these digital coolers, the retail drug stores experienced a 500% increase in Gatorade sales within the first few months. This remarkable boost is attributed to the strategic placement and the interactive, attention-grabbing nature of the coolers, which drive customer engagement and impulse purchases.

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Key Takeaways:

- **Innovative Product Display:**
The freestanding coolers, equipped with digital signage, serve as both a functional product display and a promotional tool, helping Gatorade stand out in crowded retail environments.
- **Sales Impact:**
The 500% sales increase demonstrates the effectiveness of MetroClick's coolers in influencing customer behavior and driving brand loyalty.
- **Flexible Content:**
The ability to update content in real-time allows Gatorade to maintain a fresh and dynamic marketing approach, adapting to different campaigns and customer preferences.

In summary, MetroClick's deployment of freestanding coolers in drug stores has been instrumental in raising Gatorade's brand awareness and driving significant sales growth. The interactive digital displays and strategic store placements have created a strong presence for Gatorade, making it a standout choice for consumers in retail environments.



The partnership between **PRIME Hydration** and **MetroClick** focuses on boosting brand awareness through the strategic placement of digital signage solutions. Here's a detailed explanation of the collaboration and how MetroClick is contributing to this effort:

PRIME Hydration's Objective:

PRIME Hydration is a beverage company co-founded by popular influencers Logan Paul and KSI. The brand aims to capitalize on its large online following to promote its hydration drinks. Their goal is to increase brand visibility and awareness, particularly within the digital and streaming communities.

MetroClick's Role:

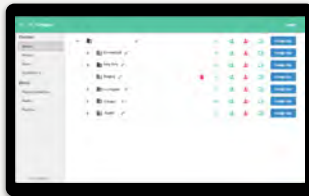
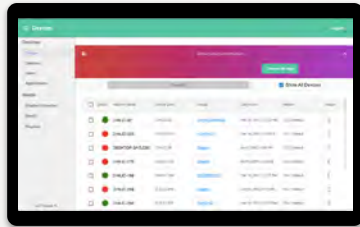
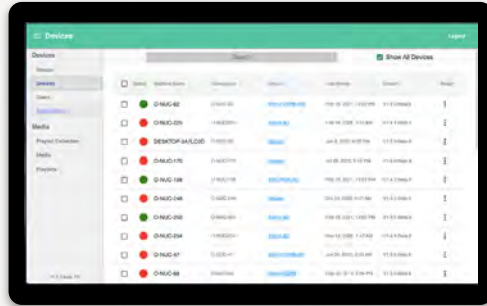
In this partnership, MetroClick provides innovative Countertop Cooler digital displays that are strategically placed behind popular content creators during their online streams to maximize brand exposure.



How MetroClick is Helping PRIME Hydration

- **Countertop Coolers:**
MetroClick has developed countertop coolers equipped with digital displays. These coolers are designed to hold and showcase PRIME Hydration drinks while simultaneously displaying digital content to captivate viewers' attention.
- **Strategic Placement Behind Content Creators:**
These countertop coolers are placed behind popular content creators during their streaming sessions. This strategic placement ensures that the PRIME Hydration brand is consistently visible to the audience during streams, which can significantly boost brand recognition among viewers.
- **Engaging Digital Content:**
The digital displays on the coolers can show engaging content such as branded videos, animations, and promotional messages. This dynamic content captures viewers' attention and reinforces the branding message, making the product more memorable.

METROCLICK MANAGER



KEY FEATURES

- Configure and manage all of your displays from a single, client-specific, secure web-portal. This ensures that your digital network is secure and scalable to meet your needs.
- MetroClick Manager (MCM) allows you to easily group and assign your devices to manage everything from your entire signage portfolio to store specific signage to each individual display. This allows you to easily segment and specify content across your entire network.
- Up-to-the-minute reporting accessible through the MCM dashboard allows you to have the tools necessary to monitor the health and status of your network.
- Manage your organization through our user administration console. Through the use of business rules and tiered levels of user access, you have the ability with MCM to tailor your system to your organization.

THANK YOU

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