



Increase footfall, brand awareness and basket spend

Schedule your media using the web-browser application

An ideal solution to increase customer engagement

Iocaste also integrates with our outdoor payment terminals to increase engagement with fuel customers.

Iocaste - Media Management

With 63% of people reporting that digital signage catches their attention and a 31% increase in sales volume following the introduction of digital media, this is the ideal solution for a business seeking to increase sales and customer engagement.

Our Media Management Solution gives you the functionality and flexibility to run your promotions, advertising and campaigns at different times of the day, in different areas of the shop to meet your needs.

Run from a cloud-based web application the system is easy to use and intuitive.

Increase Revenue

Digital media can significantly increase your footfall, brand awareness and basket spend. As people engage with your promotions both within your store and store-front you can heavily influence shopper missions while making your customers feel welcome and establishing your brand.

Save Time and Money

You are able to schedule your media using the

web-browser from anywhere, saving you time and money by not relying on static point of sale material which is time-consuming to put up and take down. You will also be able to promote different products on your design schedule, coordinating it with other marketing activities or across a variety of stores, at a click of a button.

Distinguish Trends

Utilise your standard Back Office reporting to help you to analyse sales and how they are influenced by your media.

"With basket spend up, I'm happy to give HTEC's media screens a glowing recommendation."

Peter Singh, Londis Leeds