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# PayPoint launches PayPoint Engage with a focus on FMCG partnerships

**Welwyn Garden City, 6 June 2023:** PayPoint has announced the rollout of PayPoint Engage, a new proposition that allows FMCG brands to partner with a network of 40,000 convenience stores, to boost product sales and drive additional footfall and spend for retailers.

PayPoint Engage offers FMCG brands the ability to drive consumer spend, create digital interactions, push NPD and increase sales and distribution. PayPoint's unique digital vouchers can be delivered in seconds via SMS or email, giving consumers a frictionless and simple means of engaging with brands and products in 40,000 convenience stores across the country.

Initially trialed late last year to help retailers increase footfall in the face of the cost-of-living crisis, PayPoint Engage has already partnered with market leading names, including the world's largest drinks and snack brands.

**Anthony Sappor, Retail Proposition & Partnerships Director at PayPoint, said:** "We're excited about all the possibilities PayPoint Engage brings. Given the pressure on household incomes, the ability of our platform to deliver value to consumers in the convenience sector is hugely beneficial for all parties.

"Brands and suppliers now have access to a solution that is simple, measurable, creative and covers the sector. Meanwhile, our retailer partners are given additional tools and campaigns to engage and incentivise consumers."

Brands, partners or retailers wishing to find out more on PayPoint Engage can click [here](#).