

PayPoint tackles shopper footfall conversion challenge

10 November 2022, Welwyn Garden City: As operating costs and inflation continue to create pressure on FMCG brands and independent retailers, PayPoint is doubling down on its value proposition initiatives to boost sales and add further value for partners across its network of 28,000 independent retailers in the UK.

Retailer case study

In order to supercharge footfall and increase the chances of its conversion into sales for retailer partners, PayPoint's brand partner proposition is focussed on providing its sites with opportunities to boost footfall in a number of ways. One such initiative is promotional campaigns accessible via receipt adverts and digital vouchers. The latter are provided via QR codes printed on till receipts which, when placed directly into the hands of consumers, have already been a significant success with retailers.

As both brands and retailers benefit from FMCG brand partnerships, the focus on bespoke promotions allows PayPoint retailers to compete in an increasingly turbulent market and adapt to the latest consumer purchasing trends.

Here, two PayPoint retailers discuss the impact of a recent promotion with Coca-Cola, and the benefits of promotional receipts.

Khurram Shehzad, owner of Royal News, Solihull said: "Like many businesses, our top priority right now is managing soaring costs, especially on our energy bills. PayPoint promotions like the one with Coca-Cola are a major help in keeping customers coming back and attracting new footfall to the shop. We definitely receive extra value and revenue off the back of those big brand partnerships and at the moment they're more important than ever."

lynkaran Thevarasa, owner of Brynmawr Stores, Gwent said "PayPoint's bespoke promotional offers really help drive additional spend in our store. The collaboration with a variety of big brands and support driving footfall is a big reason for why we partner with them. It creates a tangible add in value beyond the tech and we're looking forward to future promotions over the rest of 2022."

Steve Marks, Wholesale & Convenience Associate Director, Coca-Cola Europacific Partners GB, said: "The convenience channel is hugely important to our business and we're continually looking for ways to extend our support. PayPoint shares our commitment to driving footfall and spend within independent convenience stores so it has been encouraging to see what we can achieve by partnering to deliver this promotion. We look forward to implementing further collaborations in the future."

Anthony Sappor, Head of Retail Proposition & Partnerships at PayPoint, said: “It’s never been more important for retailers and brands to get maximum value from networks offering sales access to consumers. PayPoint’s 28,000 strong network of independent UK retailers offers brands access to the entire sector, regardless of their buying groups, existing networks or owned tech. This positions us uniquely to bring retailers and brands together, providing value to retailer partners and consumers, while supporting brands looking for tangible results and efficiently.”

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