



## Ad Margin Digital Signage



### Overview

Zonal's Ad Margin digital signage system provides you with all the tools you need to increase sales, by delivering high-value dynamic advertising across your venue.

Create engaging content for marketing campaigns with images, videos or web animations and stream them to your venues automatically, saving time wasted on manual workarounds.

With the ability to tailor your promotional campaigns to specific locations, environments and even time of the day, our digital signage solution is perfect for any size business. Cost-effective compared with printed point of sale materials, digital signage showcases your promotional messaging while giving you optimal flexibility to amend prices, promotions and creative on the fly.

AdMargin is available on the i700 POS terminal and integrates with Zonal's EPoS solution, so you can promote digital price lists and menus that are automatically updated in real-time based on your unique pricing model.

### Features

- » Available on the i700 POS terminal
- » Integrated with Zonal's EPoS system
- » Web-based platform
- » Enterprise level management controls
- » Secure off-site storage for content and pricing
- » Windows, Linux and Android compatible
- » Sophisticated playlist controls
- » Merge rich media content with live data
- » Create playlists of content and schedule them as required
- » Clients connect via secure HTTP to the Ad Margin site
- » Supports images, videos and HTML5 and CSS3 animations
- » Adaptive to location, required behaviour, hardware and screen size





## Benefits

-  Easy campaign management
-  Deliver high value, dynamic advertising
-  Increased point-of-sale presence
-  Sophisticated scheduling per site
-  Enhances your brand, promotions and product placement
-  Store and manage campaigns in one central place
-  Advanced price and value injection mean posters can be automatically based on values for different sites
-  Significant time savings, freeing your staff to focus on other tasks

Digital menu boards can deliver an uplift in sales of **5%**

Source: Maler



## Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.

Contact us today

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# Zonal

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