

Post-Sale Advertisements on the Portal TI®

- Create your own text or video advertisement
- Great for promoting wash features, loyalty programs or other services
- Cross-market with your c-store, lube shop or partnering business

Items to Remember:

- These videos only play when the wash is in use. They do not play after every wash purchase.
- The video plays one time. The last frame of the video will remain on the screen until the wash is ready. So think about making the last frame eye catching.
- The video plays in the lower right hand corner of the Portal screen.



Video Advertisement Example

The Portal TI is a sophisticated and intelligent automated customer service system with multiple advertising opportunities.

One of its marketing features is the ability to show customers a post-sale advertisement. If there's downtime while the customer is waiting for the wash to become available, show a post-sale video or text advertisement. Use that opportunity to cross-market with the convenience store, to showcase other services available at your wash and/or promote gift card purchases.

A simple ad can quickly communicate with the captive customer while they wait for their wash.



Text Advertisement Examples

The site owner has three options for loading a post sale ad, which is displayed when the wash is in use.

1. Create a Microsoft PowerPoint presentation and convert to MPG format
2. Create a Video in MPG format in 320x240 resolution (MPEG-1 format)
3. Enter text only to display as an ad

Create MS PowerPoint

To create a video using MS PowerPoint, you must first create any type of slide show in PowerPoint. You may use a combination of text, graphics, images, etc. Once the document is completed, convert the presentation to a video. To do this, an additional software program is needed, such as "PPT To Video Scout for Windows 98/Me/2000/XP". Using the conversion software, you will convert the PowerPoint presentation to an MPEG file. Once completed, you will then proceed to the instructions for uploading the video.

Note: There are a variety of different PPT to video conversion software options ranging in price from \$50 to \$500. The conversion process only takes a few minutes.

Follow the steps below to upload and play a video.

To Upload a Video to the Portal

1. Download the video to your PC.
2. Log in to the Portal.
3. From the Portal TI Management System screen, click Transfer Files -> Video Ads -> Send to Portal.
4. To upload the files, click Browse and find where you saved the video file. Click Open and then click Upload File. The video file will appear in the Save as: box.
5. A box showing that the upload was successful will appear. Close the box.
6. Click Exit twice to return to the main Portal TI Management System screen.

To Select that Video to Play as your Current Post Sale Advertisement

1. Click on Setup -> User Interface -> Post Sale Ads
2. In the Post Sale Video, Primary drop down box, select the correct video to use.
3. If you've also uploaded a Spanish (or second language video) select that video from the Post Sale Video, 2nd drop down box.
4. Skip to steps below for Previewing and Scheduling the Ads.

To Enter a Text Ad

1. Click on Setup -> User Interface -> Post Sale Ads
2. In the Post Sale Advertisement Text, Primary box, enter the advertisement text for the primary language.
3. If you'd also like to display a Spanish (or second language) ad, enter the advertisement text in the Post Sale Advertisement Text, 2nd box.

Previewing and Scheduling the Ads

1. Click the Video Schedule button to display the Post Sale Video Schedule. Select the dates and times you want to display the Post Sale Ad videos by clicking the buttons to the right of the text fields, or enter the times and dates manually. (For example, if you'd like the video to play throughout 2007, enter 01/01/07 in the From Date field and 12/31/07 in the To Date field.)
2. Click the boxes for the days of the week that you'd like the ad to run. Click OK.
3. Click the Preview Video button to check the videos. After previewing the videos, you will return to the Post Sale Advertisement screen.
4. Click OK to return to the User Interface Management screen.
5. Click Exit twice to return to the Main Portal TI Management System screen.

Note: If both video and text advertisements are selected, then only the video will play.

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