

Pointy attracts local customers to your brick and mortar store by showcasing your products on Google

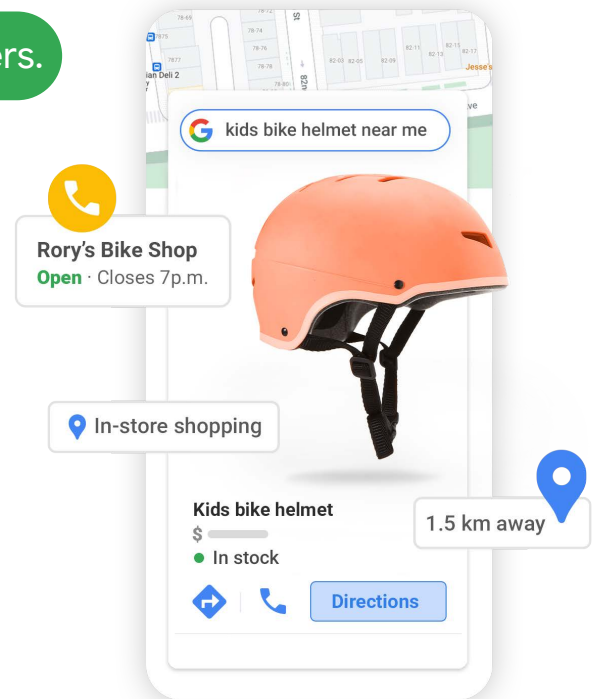
Pointy is free to download for AIM Active-e users.

Why show products on Google?

64% of consumers say they are currently buying the majority of items needed in a store.*

72% agree they are more likely to shop in stores where they can check if a product is in stock. **

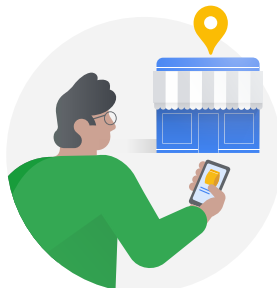
46% confirm inventory online before going to a store.***



How Pointy works



Install Pointy & scan your products as usual



Products appear on Google automatically



Help shoppers find you

Sources:

*Source: Google commissioned IPSOS tracker, 2022 / ** Google/IPSOS, Google Shopping Omni, Nov 30th - Dec 3rd, 2021/ ***Think with Google 2019.

Benefits of Pointy



Easy setup

AIM retailers can connect to Pointy by installing the service directly onto your POS. In-house Support is available if needed.



Create an online presence

Retailers can create a robust online presence, showing live inventory, stock status, opening hours, contact details, and more.



Useful data

Access easy-to-understand data in the retailer dashboard that details how shoppers are finding your store, top products, and how ads are performing.



Built for local retailers

Pointy is a non-ecommerce solution for local retailers to help you get your products on Google and drive footfall to your store.



Easy-to-use ads

Pointy also has a premium ads feature called local inventory ads. This is an easy way for you to promote all your products to people who are searching for products near them.

Pointy comes with
\$100
to try out its ads

Who can use Pointy

Pointy will be a great fit if you:

- ▶ Have a brick and mortar store.
- ▶ Scan manufacturer barcodes.
- ▶ Are located in the US, Canada, the UK and Ireland.

How to get Pointy

- ▶ Visit tritechretail.com/topic/pointy
- ▶ Click get started and follow the instructions to install the app. Inventory data is sent to Pointy as products start appearing on Google.



Having an online presence is huge. It has definitely helped with bringing new people to the store. They've looked up a product or part 'near me' and they have found us.

Amanda Beck, Beck Paint Hardware
On Pointy since: 2018



Help Center

www.support.google.com/pointy

Website

www.pointy.withgoogle.com

Contact

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