



Aisleworx begins rollout of grocery store zone targeting for advertisers

Press Release

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Grapevine, Texas ~ In-aisle technology company Aisleworx, announced today the rollout of new technology that will allow brands to advertise in different zones at grocery retail. Brands can now tactically target different areas of the grocery store to maximize messaging impact.

Doug Bartlett, CEO had this to say, “We know that 76% of purchase decisions are made in-aisle, which is exactly where we are.” He added, “We know of no other technology that can deliver campaigns across and targeted by different areas of grocery for maximum impact.”

With real-time HD screens, Aisleworx carts deliver 250,000 impressions per week per store. The company is on path to grow its footprint significantly in 2024 with the addition of new retail and CPG partners as it builds out the largest digital in-aisle media network in the US.

“We have seen sales lift well into the double digits with our platform and are looking forward to proving the benefits to more and more brands,” said CEO Doug Bartlett. He added, “Our carts ensure children are safer in store, while putting brand messages right at the exact point of the purchase decision.”

About Aisleworx

Aisleworx’s breakthrough media & technology solutions give brands & retailers the power to reach, understand, & influence shoppers in ways nobody else can, where nobody else can. Our innovative Digicarts make shoppers happier & bottom lines healthier by keeping kids safe & entertained, making the shopping experience more enjoyable for all. Our Digicarts reach more shoppers than the major TV networks combined.

We’re in the aisles, where decisions are made.

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