



## **Aisleworx transforms shopper journey with safe shopping and free groceries**

*For Immediate Release*

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Grapevine, Texas ~ Grocery technology company Aisleworx, announced today the rollout of new social media program called *Better Shopper Journeys*, where shoppers can submit testimonials of their shopping experience with Aisleworx Digicarts. Digicarts transform the grocery shopping experience by keeping kids safe and entertained with educational content streaming inside the cart. With real-time HD screens, Aisleworx carts deliver 250,000 impressions per week per store. Brands can tactically target different areas of the grocery store including the product aisle to maximize messaging impact.

Doug Bartlett, CEO had this to say, "We make grocery shopping safe and fun." He added, "our *Better Shopper Journeys* social program is a really fun way to get shoppers involved." "We believe in the power of testimonials and the strength of social media, and we invite all our patrons to participate in this fun campaign." Aisleworx 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.

To enter, shoppers should scan the QR code on any Digicart and follow the directions on how to submit their video testimonial. Then post your video on your preferred social media platform, tagging Aisleworx with the hashtag #OwnTheAislesWithAisleworx. Our team will be monitoring the entries, and one lucky winner will be selected every month to receive a free basket of groceries. Bartlett added, "This campaign is our way of saying Thank You to our customers. We're excited to hear your stories, so get creative, and send us your videos." Terms and conditions apply so read the fine print on the website.

For more information, please visit [aisleworx.com](https://aisleworx.com).

### **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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