

Retail Radio

Let Retail Radio put your customers in the buying mood! Build a customized radio station to *upsell and promote products, provide entertainment, and enhance your store's ambiance.*



**Click the speaker
to hear what you can do with Retail Radio in your store!**

(Or visit www.retailradio.biz/rrvids/videos.html)

Increase Sales

- Messages run several times an hour to promote sales and incentives
- Focus your message to move products with the highest return

Enhance Company Image

- Play music by today's hottest stars
- Enhance the customer shopping experience
- No canned music - play your own professional radio station in your store

Create Competitive Advantage

- Highlight your company's public relation contributions
- Emphasize job opportunities to people in your stores
- Unlike the radio, you'll be sure your customers don't hear competitor's ads
- Use audio for 'on-hold' phone system



iQ Preferred Partner



For more information or to enable Retail Radio contact iQmetrix Value-Added Products
1.888.472.6985 • valueadd@iQmetrix.com

Retail Radio

Did you know...

- 80% of purchase decisions are made while customers are in store?
- 41% of people asked said 'yes' to purchasing a product that they hadn't planned to buy after hearing an announcement in the store?
- Playing unlicensed music can lead to fines up to \$150,000?

	Retail Radio	Satellite	Radio	CD/iPod
Ability to Play Store Status	✓	★★		
Create Custom Messages	✓	★★		
Create True Radio Feel	✓	★★		
Local Ability to Broadcast	✓		✓	
Match Music with Customer	✓	★★		
Paid for Music Licensing	✓	✓★		
Possible Funding by Mfg	✓	★★		
Reliable Audio	✓		✓	✓
Sensor for Appropriate Content	✓			✓
Void of Competitors Ads	✓	✓		✓

★ With the paid for retail subscription
 ★★ Unless your company has it's own frequency

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