

Aisle7 IN-STORE™

CUSTOMIZED WELLNESS-DRIVEN SHOPPER MARKETING



Aisle7 IN-STORE™ focuses on the wellness topics that matter most to your shoppers. Featuring science-based, credible recommendations on the products you carry, shoppers can make decisions with confidence.

Built on a highly flexible, customizable, and extensible platform, Aisle7 IN-STORE addresses the needs of today's information-seeking consumers.

Aisle7 IN-STORE:

- Enhances the shopping experience
- Improves the effectiveness of store staff
- Inspires loyalty
- Drives purchases

AISLE7
FRESH IDEAS FOR WELLNESS MARKETING

VISIT // Aisle7.net

CALL // 800.659.7630

Optimized for Retailers

Aisle7 *IN-STORE* offers unique solutions for:

- Natural Product Retailers
- Supermarkets
- Drugstores

Each solution contains relevant content, shopping tools, features, and services to drive sales by helping shoppers find what they're looking for.

SHOPPING GUIDES



HEALTHNOTES®

Reliable, consumer-friendly guide to self-care, including health conditions, vitamins and herbs, and drug-nutrient interactions; also available in Spanish



DIETNOTES™

Provides shoppers with ideas and tools, like pre-built shopping lists, to help try new diets, fitness plans, or simply learn how to eat healthier



MEDNOTES™

A complete guide to prescription and OTC medicines, including patient education handouts and drug-drug interactions



FOODNOTES®

A comprehensive guide to meal planning including recipes, special diets like food allergies, simple prep tips and recommended pairings with wines, sides, and cheeses



SHOPPING TOOLS

Aisle7 *IN-STORE* integrates simple actionable shopping tools to help drive confident purchase decisions:



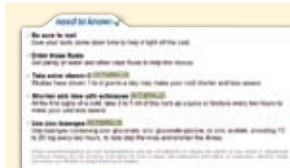
Feature Articles

Rotating seasonal features that adhere to a retailer marketing calendar, with great tips, ideas, and recommendations for shoppers



Supplement Product Ratings

Credible, consumer-friendly rating systems for supplement effectiveness, safety, and more



Cross-Sell

Every page of every article features new product ideas and cross-sell recommendations to increase basket size



Shopping Lists

Easy-to-build and pre-built lists make it easy for shoppers to take action and make purchases

DYNAMIC HOME SCREENS CHANGE TO REFLECT DEPARTMENT AND SEASON, WITH ROTATING FEATURES AND RECIPES



DEMAND FOR IN-STORE WELLNESS INFORMATION

Increasingly, consumers are looking for information to help them make product decisions in-store, particularly in the complex health and wellness category. With over 20 years experience in the supplement industry, our Aisle7 *IN-STORE* solution provides retailers an opportunity to help drive sales and loyalty through product recommendations in our credible, science-based third-party literature.

Our high standards ensure we're providing you and your shoppers with reliable information while following guidelines in compliance with DSHEA.

Aisle7 provides a unique solution for retailers. It relies on leading experts in their fields to present valuable health and wellness information. The Aisle7 program is a balanced, credible and extremely practical tool to help consumers make educated choices.

Dr. Michael Murray
CHAIRMAN, DR. MURRAY NATURAL LIVING, INC.

INDUSTRY-LEADING HARDWARE SOLUTIONS

Aisle7 touchscreen hardware solutions, along with our highly flexible platform, offer unlimited options to deliver information to your shoppers with the most impact and effectiveness for your store.



RUGGED AND PORTABLE TOUCHSCREEN TABLET

ENABLES STAFF TO ANSWER QUESTIONS ANYWHERE



FULLY INTEGRATED TOUCHSCREEN KIOSK

IDEAL FOR NON-STAFFED DEPARTMENTS



IMPACTFUL IN-AISLE TOUCHSCREEN MONITORS

PERFECT FOR HIGH-TRAFFIC AREAS

Aisle7 *IN-STORE* Extended Options

Aisle7 can further customize your solution to your brand and marketing efforts; provide targeted content, offers, and promotions; and integrate with other programs in your store. The following are just a sampling of our extended options:

AISLE7 BRAND™

- Integration of retailer branding on the software and hardware, including logos and custom wellness branding; custom hardware designs also available
- Integration of retailer content, including recipe collections and marketing campaigns
- Custom marketing calendar integration



AISLE7 PROMOTE™

- Contextual promotions and offers placed throughout Aisle7 *IN-STORE*
- Ideal for promotion of private label brands, new product launches, or strategic vendor programs



AISLE7 LOCATE™

- Fully integrated product locator system
- Quickly identifies placement of products both from within Aisle7 content or at shopper request



AISLE7 SCAN™

- Scan thousands of items and receive matching recipes, product information, health benefits, cross-sell ideas, and relevant offers
- Simple price check for any product in the store



Aisle 7 helps customers and staff find the information they need, while building loyalty, satisfaction and sales growth.

Michael Sansolo

RETAIL FOOD INDUSTRY CONSULTANT, FORMER SVP OF THE FOOD MARKETING INSTITUTE (FMI), AISLE7 BOARD MEMBER

To discuss how Aisle7 *IN-STORE* can optimize your wellness and shopper marketing programs, contact us today for a personalized demonstration.

AISLE7

VISIT // Aisle7.net

WRITE // SalesTeam@Aisle7.net

CALL // 800.659.7630