

The GSTV Amplify Retail Network

Partner with GSTV and AMPLIFY the marketing return on your omni-channel brand plans. Engage our attentive consumers at the right time as they are primed to spend promptly across convenience, big box, grocery, drug and more.

Leverage Our National Digital Video Network



205 Markets








104 Million Monthly Unique Viewers



28,000 Locations

Connect Your Brand with Our Consumers

-  **79%** enjoy watching the broadcast while fueling up
-  **81%** of GSTV viewers will spend money today
-  **+2.1x** higher ad recall than ads on social media
-  On the go - visit c-stores as a part of consumer journey
-  Spends up to **+4X more** across top retailers just after fueling up

Source: Audience Insights Study, 2021; Screen Force/Amplify Intelligence, 2020; Mastercard Advisors, analysis of fuel customer spend vs. Non-fuel customer spend in the 0-3 hours following a gas transaction made between 6am-12am. Data represents full year 2017.



GSTV Amplify Retail Network Is Built On Two Pillars



C-store Retailers

Drive immediate purchase

Connect your brand with GSTV's consumer as they shop across our largest centralized network of C-store retailers

Visits fuel retailers weekly



94% of consumers notice promotions at the pump



62% of GSTV viewers visit the C-store after fueling



Top Retailers

Boost purchase intent

Influence buying decisions by engaging GSTV consumers within the last mile of their shopper journey

Immediately following a fuel transaction consumers spend more across top retailers:



+3.9X
BIG BOX



+2.4X
GROCERY



+2.2X
DRUG

Source: NACS Stat of The Industry Report, 2020 data; 2021 Audience Insights Study; Mastercard Advisors, analysis of fuel customer spend vs. non-fuel customer spend in the 0-3 hours following a gas transaction made between 6am-12am (data represents full year 2017).

3-Ways to Partner with GSTV

A Full Sight, Sound, And Motion National Video Network

01 Video Placements

Create a data-driven, direct media plan or seamlessly integrate with one of our PMP, Open Exchange, or Programmatic Direct Partners

02 Seasonal Programs

Design a turnkey program built to help your brand own a key seasonally relevant period

03 Custom Programs

Design a fully customized program unique to your brand. Tailor contextually relevant creative and layer extensions for added reach, frequency or action