

A man and a woman are smiling and looking towards the right. The man is in the foreground, wearing a dark jacket. The woman is behind him, wearing a hat. They are standing in front of a store with large glass windows. Inside the store, clothing racks are visible. The background is blurred with warm, bokeh lights, suggesting an evening setting.

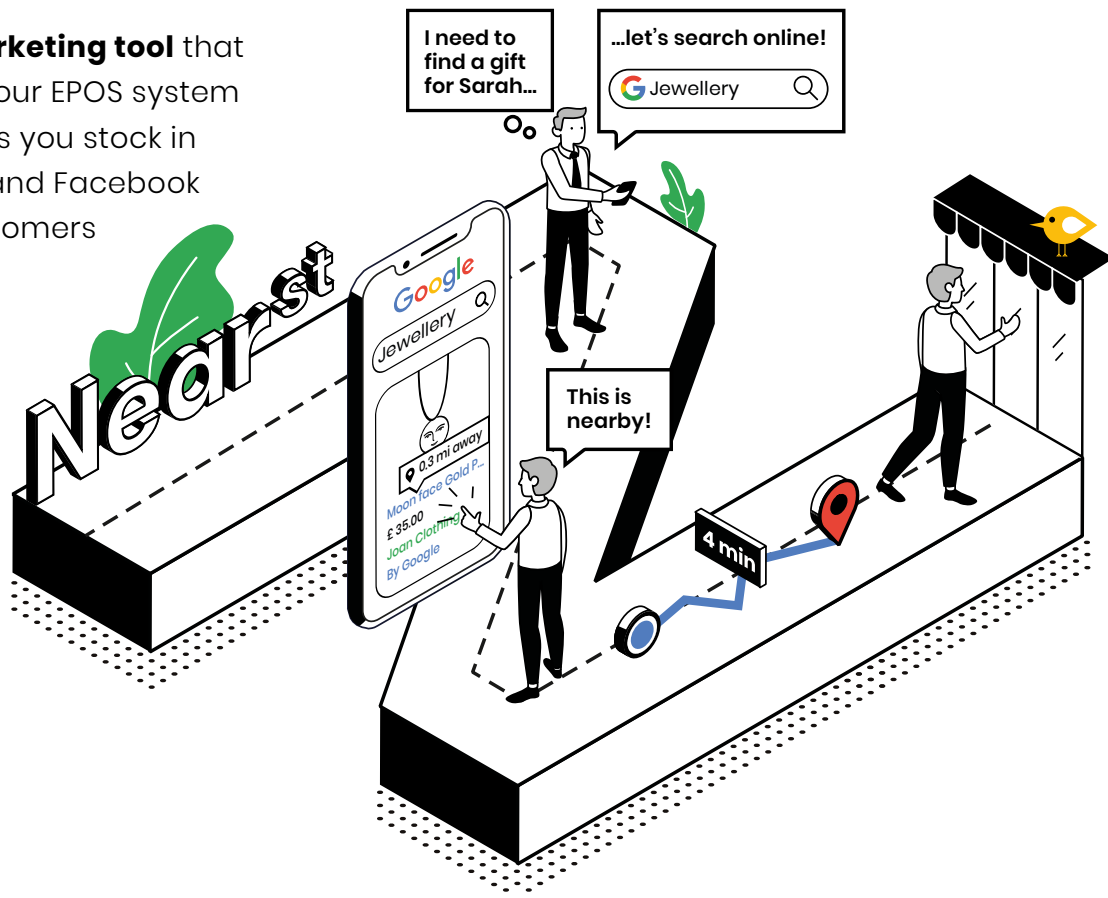
Nearst

Get online customers to buy **in-store**

GET STARTED NOW →

How we bring more shoppers to your store

NearSt is a **local marketing tool** that works directly with your EPOS system to show the products you stock in real time in Google and Facebook – bringing more customers through your door.



1

EXPAND YOUR CUSTOMER BASE

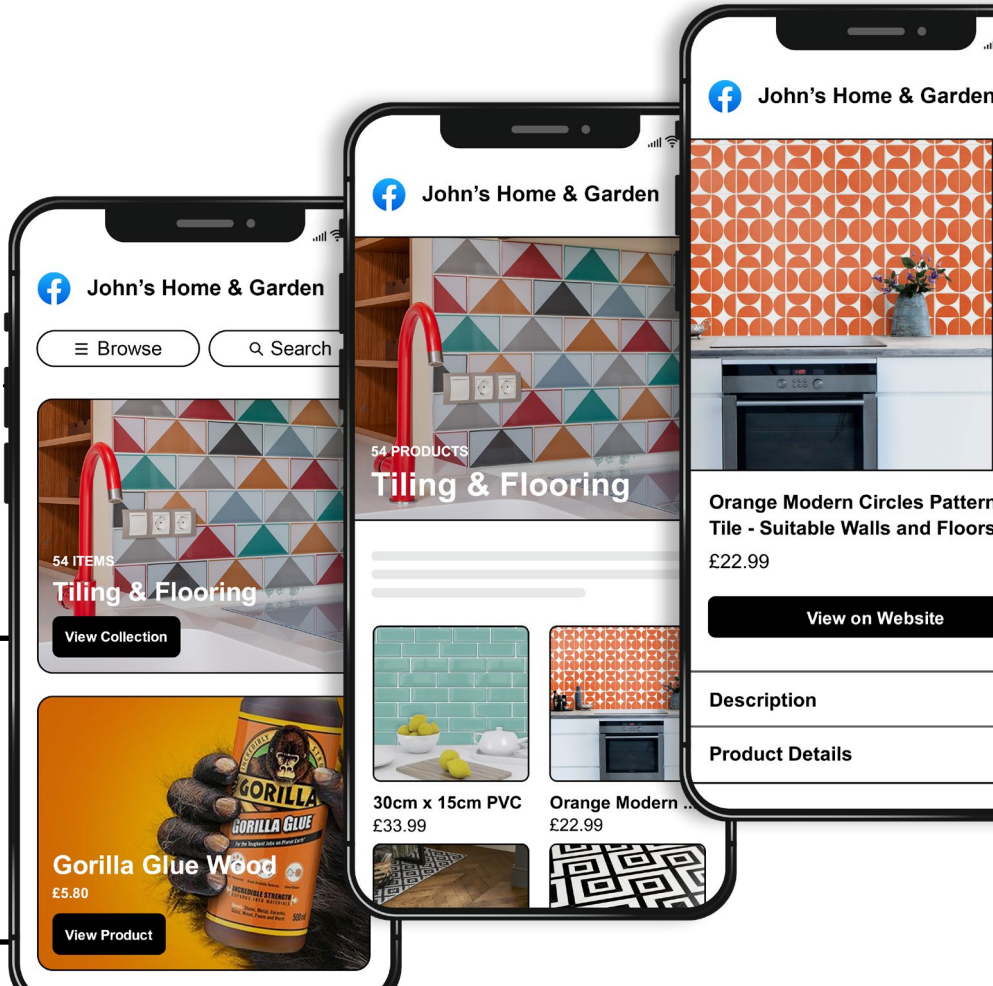
Facebook Shops

Automatically show the products in your EPOS system in **Facebook Shops**, helping you reach more local customers.

See NearSt in action →

We had younger people coming into the shop asking for things that were on the back shelf! They were overjoyed they found what they were looking for. NearSt is getting new customers in which is what we want.

PHILLIP, ILMINSTER HOME HARDWARE



2**INCREASE IN-STORE SALES**

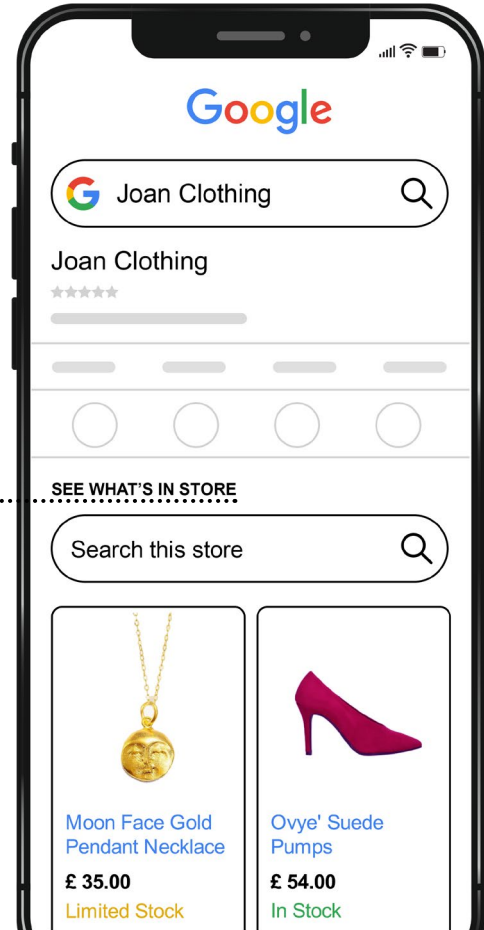
Google See What's In Store

Make it easier for shoppers to buy in-store by **showing them what you stock**, directly on your Google Business Profile. No website needed – NearSt sources all the information from your EPOS.

See NearSt in action →

I'd say we're up about 25% since we've taken NearSt on and it's clear that we are in a time where people really are trying to shop more locally, it's really made a difference.

CLAIRE, TUTBURY PRESENT COMPANY



3

ACCESS POWERFUL MARKETING TOOLS

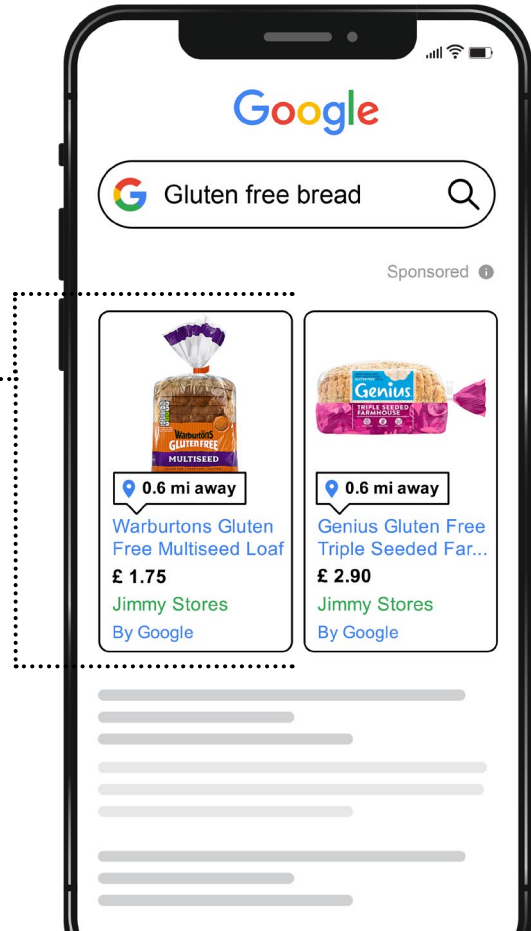
Google Local Inventory Ads

Promote your products to local shoppers with advanced local marketing tools, such as **Google Local Inventory Ads** – continuously run and optimised for you by our Google-certified experts.

See NearSt in action →

NearSt offers a new way of shopping by showing our products live in Google. We were looking to boost footfall as the nature of how people shop is ever changing.

JAMES, WHITES CALVER SPAR



4

MAKE BETTER STOCK DECISIONS

Local insights

Learn **what local shoppers are searching for** and spot emerging industry trends before your competition. So you can invest in products you know will sell.

See NearSt in action →

NearSt is like a telescope into our inventory - the insights we've been provided with have also helped us to understand what people are looking for online.

CLIVE, GREAT OAK BOOKSHOP



Popular Search Terms ②

Search term	Clicks	Views
russian vodka	4	88
tic tac	2	14
toffee	2	22
co operative cheese	2	21
lucozade	2	71
cereal	2	80

Product views

60,624

Top 20 popular products

YOUR INVENTORY & FORBICO - LAST SEVEN DAYS

Product	Last week
1. A Pukka Organic Peppercorn Tea Top product for 4 weeks	6
2. Y Goronzy - 6 Blackcurrent Sechale	1
3. Y Kinder Mail Surprise Easter Egg 150g	2
4. A Blue Dragon Spring Roll Whoppers 134 G	20
Triple Pack	3
Kit of Soda 600g Top product for 4 weeks	10

More sales in weeks

On average, shops see 30-50 new customers in the first month of using NearSt.

DAN ED HOMEWARE

Through working with NearSt, we were able to put products in front of the customers' eyes without much workload on our part.

92,235

times seen
in local search

120

estimated footfall
in 4 weeks





Access powerful marketing tools to promote you store online

GET STARTED NOW →