



**DER KUNDE VON MORGEN BRAUCHT
MEHR ALS PAY@PUMP**

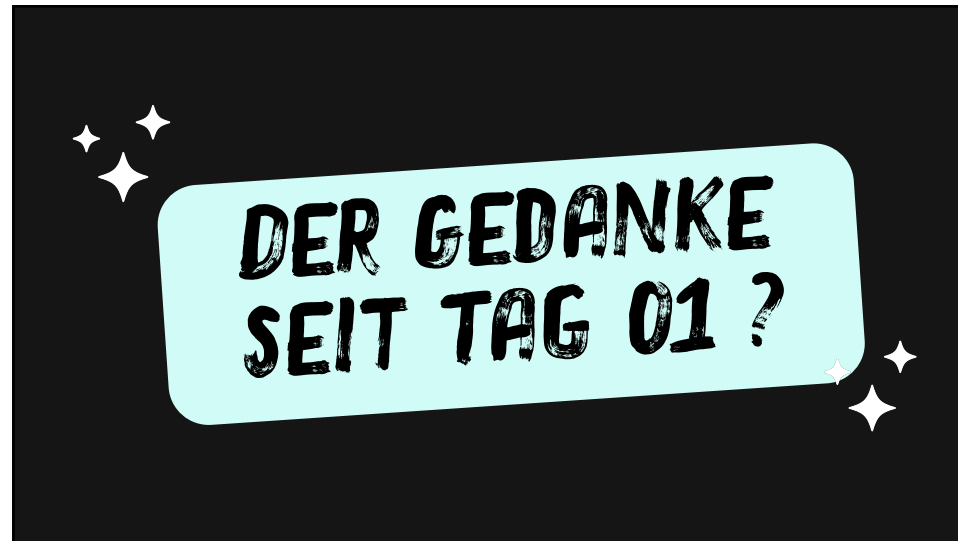
n Δff: ¥ €T 1\$*

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UNSERE MISSION 2020:

Tanken 🚛 ➔ Bezahlen 💳 ➔ Losfahren 🚀

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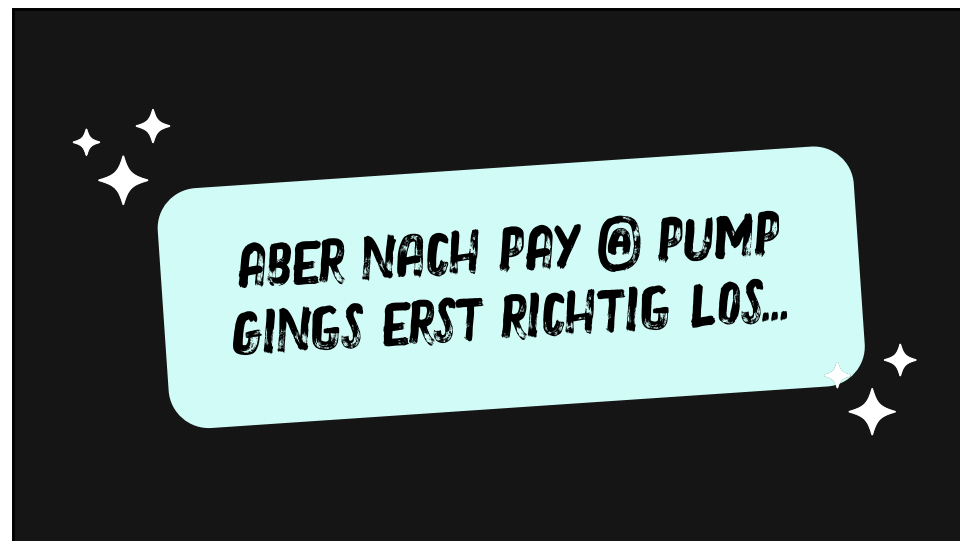
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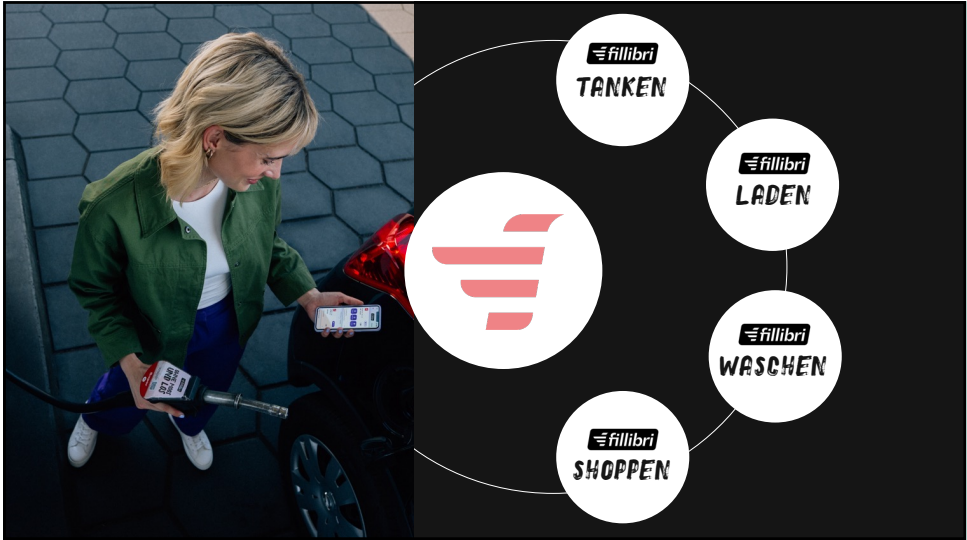
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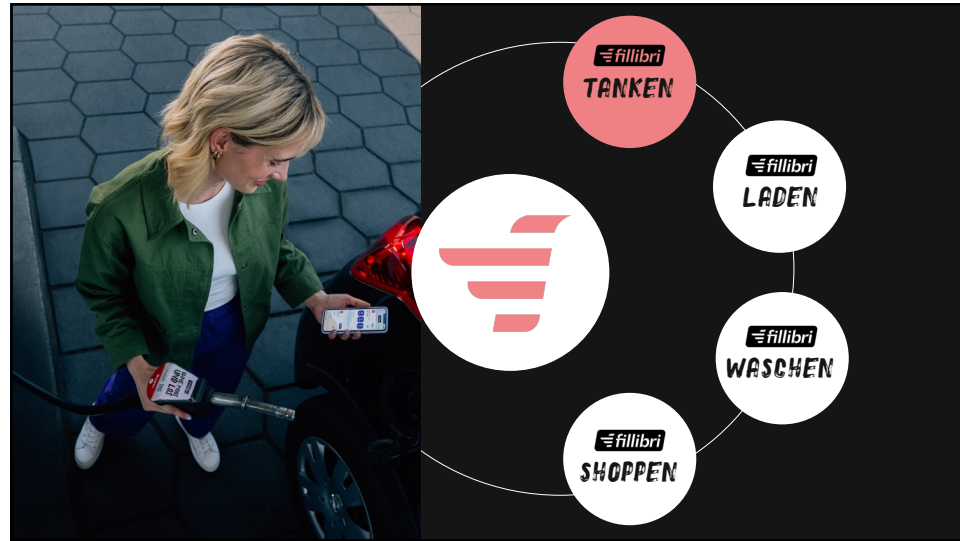
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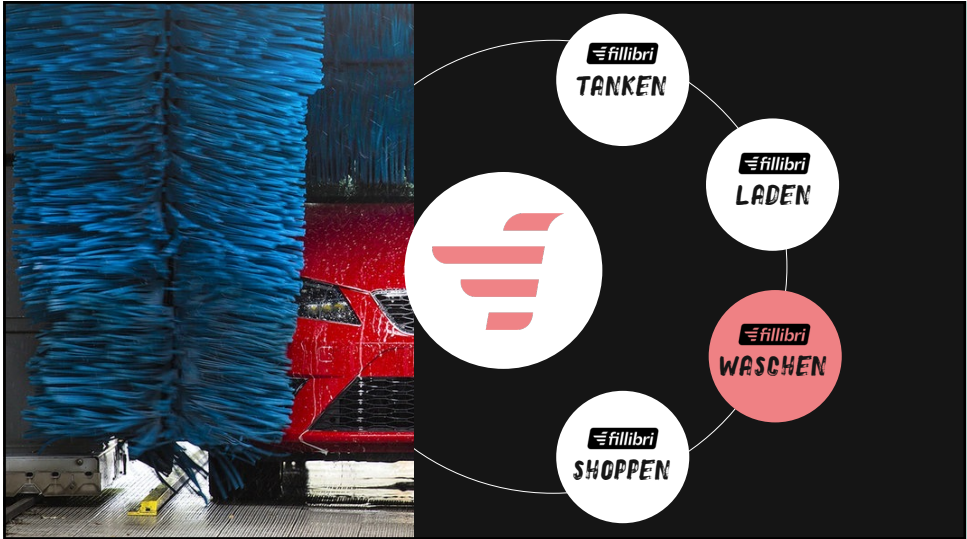
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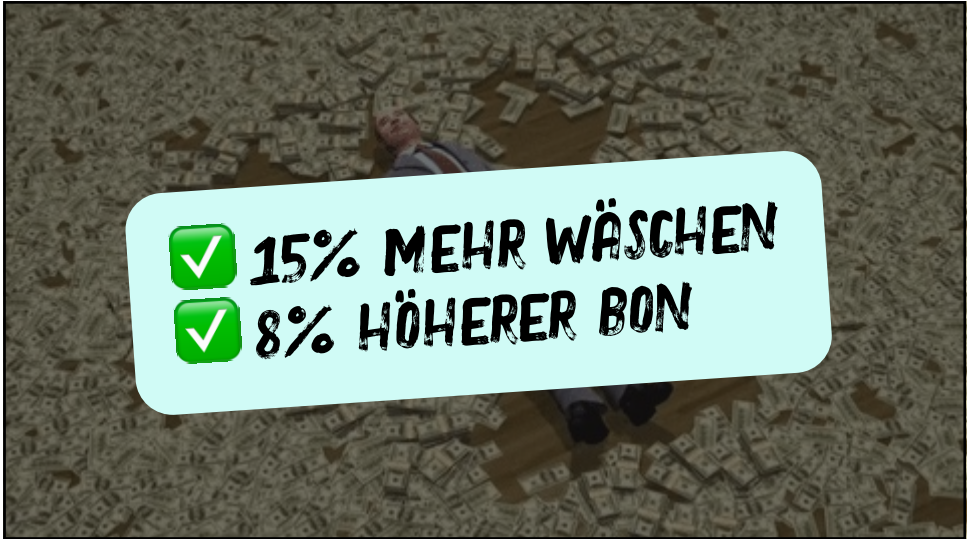
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15

A photograph of a car wash with a large, light blue speech bubble overlay. The text inside the bubble reads: 'WASCHEN? ERFOLGREICHES UP- UND CROSS-SELLING ✓'. The background shows the blue brushes of the car wash.

16



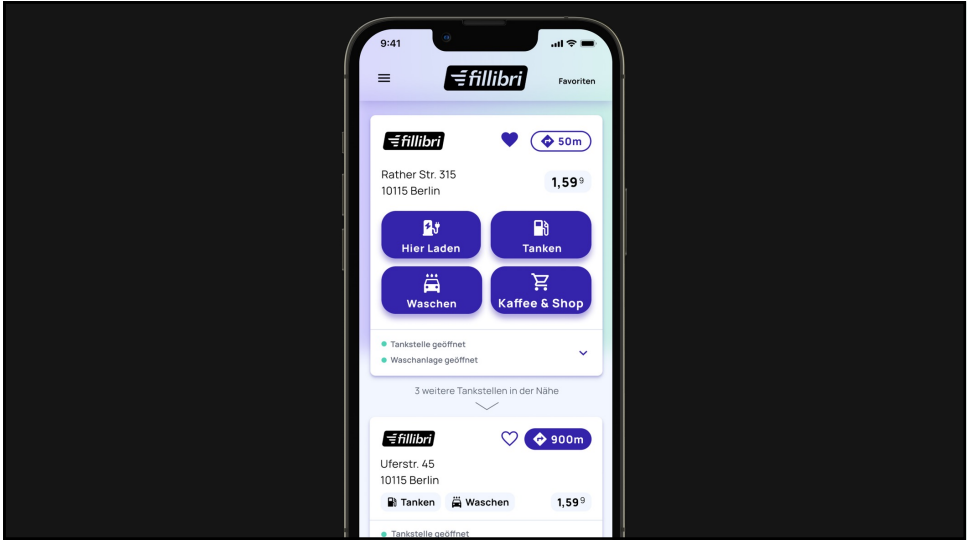
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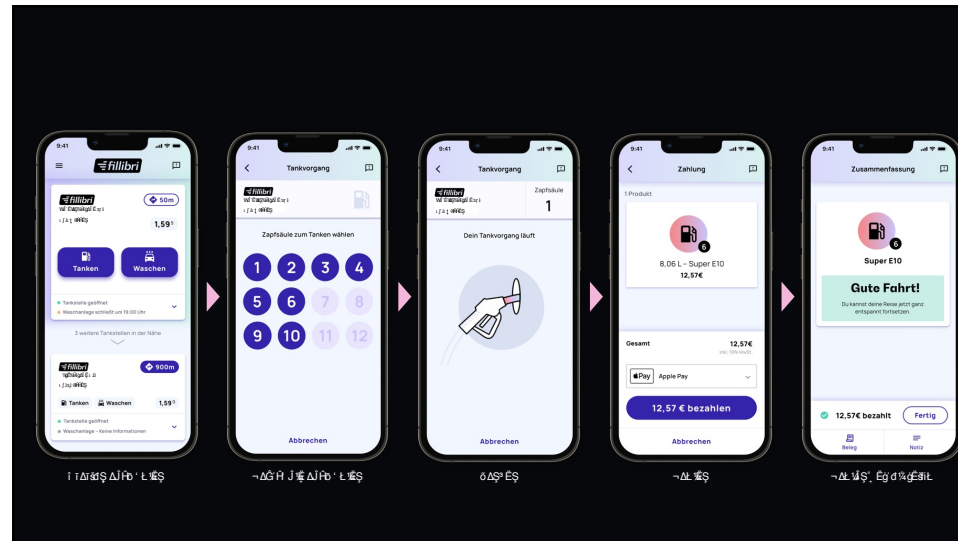
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22

HOL DIR DIE TOP-WÄSCHE*
Einfach mit Sparkassen-Card in der fillibri App zahlen!

nur **7,50 €***

Sham Scior
© SHAM THE SHEEP AND SHAM'S IMAGE GMBH

Hier fillibri App downloaden

fillibri

Top-Wäsche = Gültige Wäsche *Nur mit AppIn-Garanten möglich

The advertisement features a cartoon sheep character with a black face and white wool, giving a thumbs up. A red price tag with white text indicates a price of 7,50 €. A QR code and the fillibri logo are also present. The background is light blue with a white brushstroke effect behind the sheep.

23

**🤝 WIR SIND AUCH
WHITE-LABELING LÖSUNG**

✓ TANKEN
✓ WASCHEN
✓ SHOPPEN
✓ LADEN

APP / SAAS

The advertisement shows a man in a car looking at a smartphone. The background is a dark blue car interior. The text is overlaid on white banners.

25



26

A self-checkout terminal screen displaying a shopping list. The list includes:

- Super E10 30,00€ (Zielabgabe: 1, Menge: 10,32 Liter, Literpreis: 2,91€)
- Waschprogramm Lotuspflege 6,99€ (Entfernen: 1)
- Orangensaft 2,99€ (Entfernen: 1)

The total amount is 39,98 €. Below the total, there is an Apple Pay logo and a button that says "39,98 € bezahlen".

👁️ SELF-CHECKOUT ABSEITS DER APP!

- ✓ EFFEKTIVES UPSELLING
- ✓ PERSONALENTLASTUNG
- ✓ PUSH DES SHOPGESCHÄFTS

27

