



# Get Your Products Online Fast with Pointy from Google & Paladin

Charles Owen

*Chief Experience Officer*

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# Pointy from Google & Paladin Data Corporation



**Aisling O'Toole**  
Pointy from Google



**Charles Owen**  
Paladin Data Corporation

## Paladin Data Corporation – Who We Are

For over **40 years** we've focused on helping independent retail businesses run efficiently so they can maximize profits. Our hybrid retail system automates ordering, tracks inventory, and reports sales so you can focus on what's important – your customers.



### **No long-term contracts**

We believe in monthly agreements and prove our commitment to your business every day.



**Dedicated account managers** are with you from the start. We assemble your system and transfer the data.



**Automatic Updates**  
Never pay for updates. You get them all free, so you'll always be running the latest version.

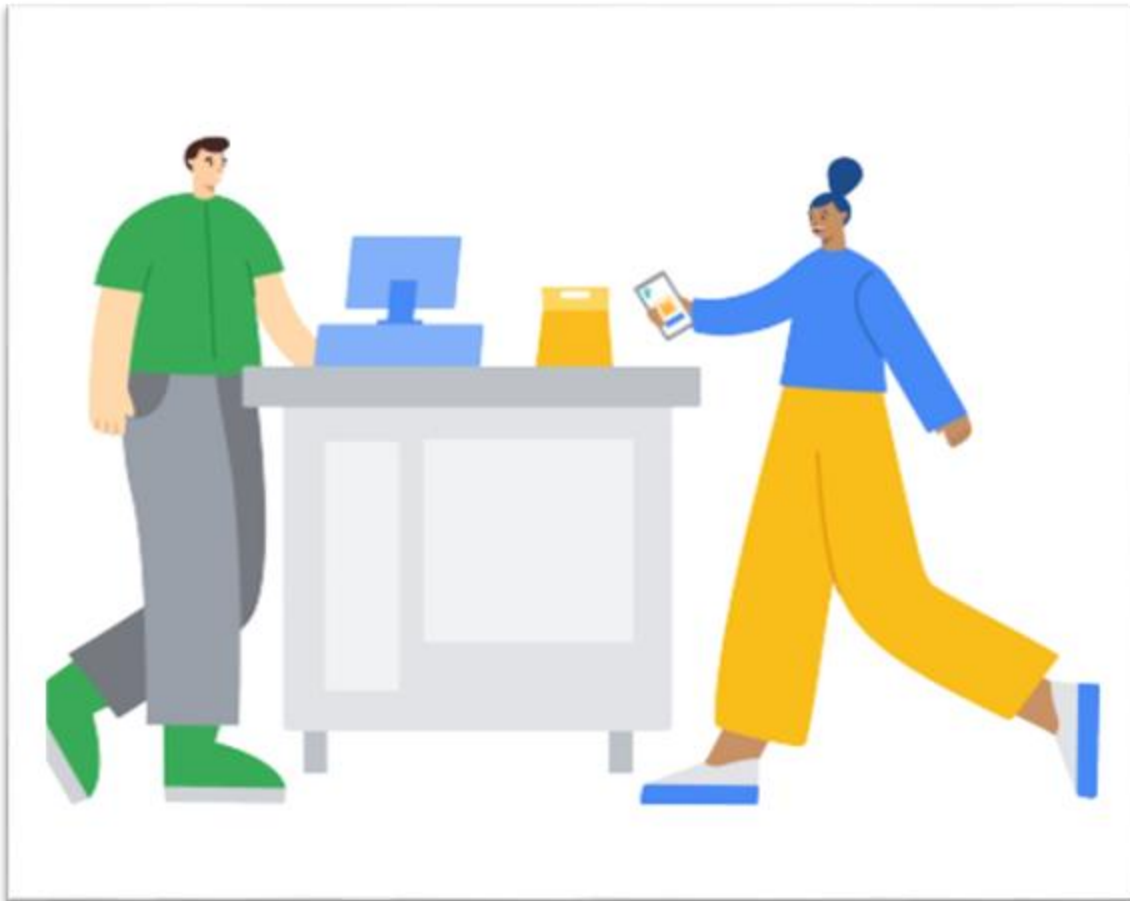


**100% USA-based support**  
Our entire support team is based in Central Oregon and we're available to assist 24/7.

## **WHAT YOU'LL LEARN**

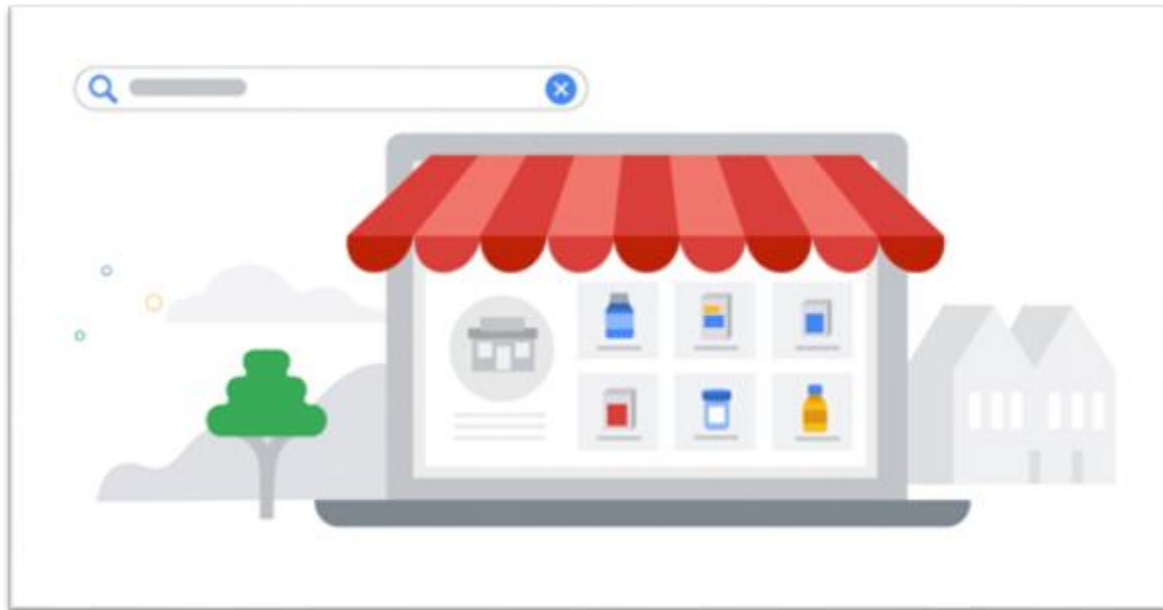
- How retail shopping has changed.
- What is Pointy from Google?
  - How it works
  - Benefits
  - Features
  - Where products will appear on Google
  - Additional features
- How Pointy and Paladin can help your store.
  - Increase online presence
  - Attract more shoppers to your store

## The Path to Purchase is Changing



- E-commerce and in-store shopping are no longer exclusive concepts.
- **90%** of shoppers search for products online before visiting a brick-and-mortar store to buy them.
- **46%** of these shoppers confirm inventory online before going to a store.

## Google Searches Support Local Businesses

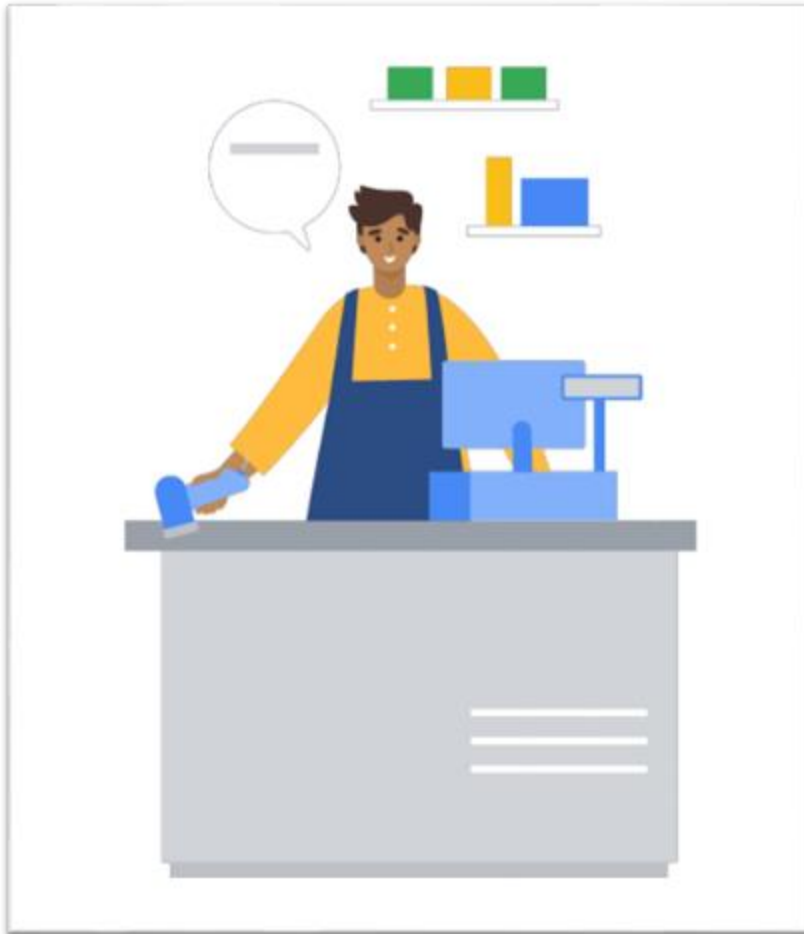


Last year\*, Google searches for "support local businesses" grew by

**20,000%**

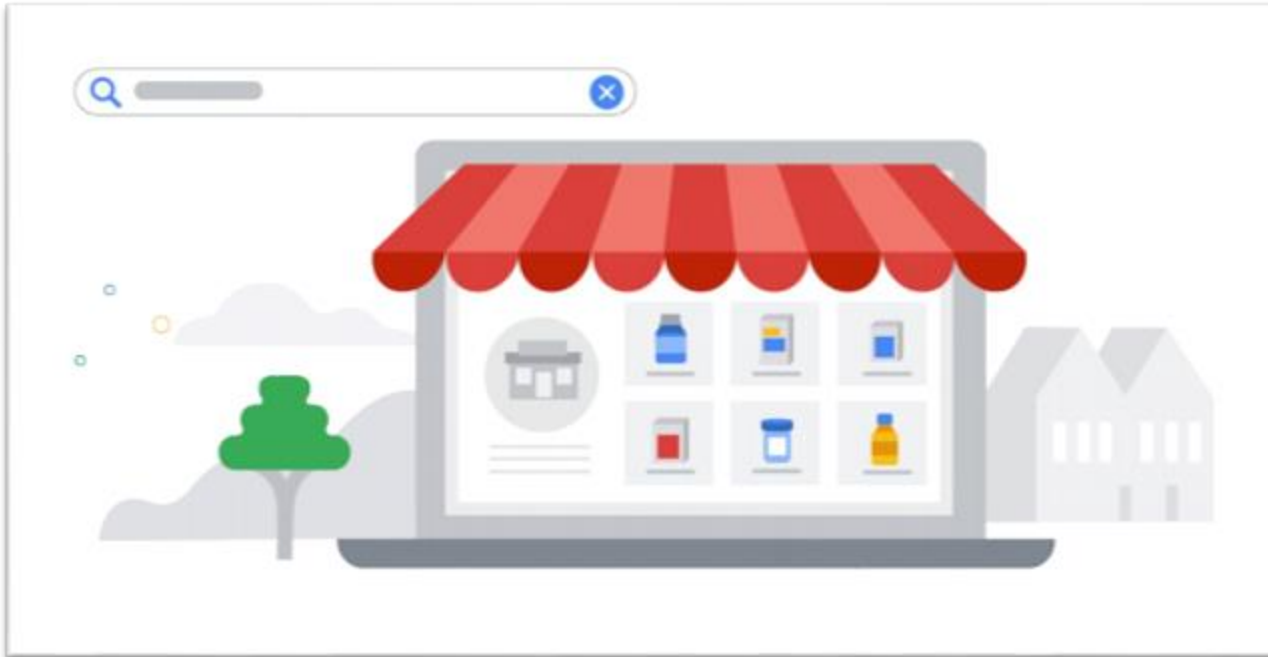
Source: Think with Google. "Be ready for 5 shifts in shopping behavior this holiday season", 2020

## E-commerce has Changed In-Store Shopping



- Most often large e-commerce and big-box companies get their products displayed on searches.
- Most independent retailers don't list their products online and are invisible to local shoppers searching for stores to buy products near them.

## Pointy from Google Levels the Online Playing Field



- Pointy provides a way for independent businesses to show their in-store products on Google searches.
- This integration with Pointy makes this service available FREE to Paladin clients.



## How Pointy & Paladin Attracts More Customers



### **Sell your products**

Activate the Pointy integration and sell your products the same as you do every other day.

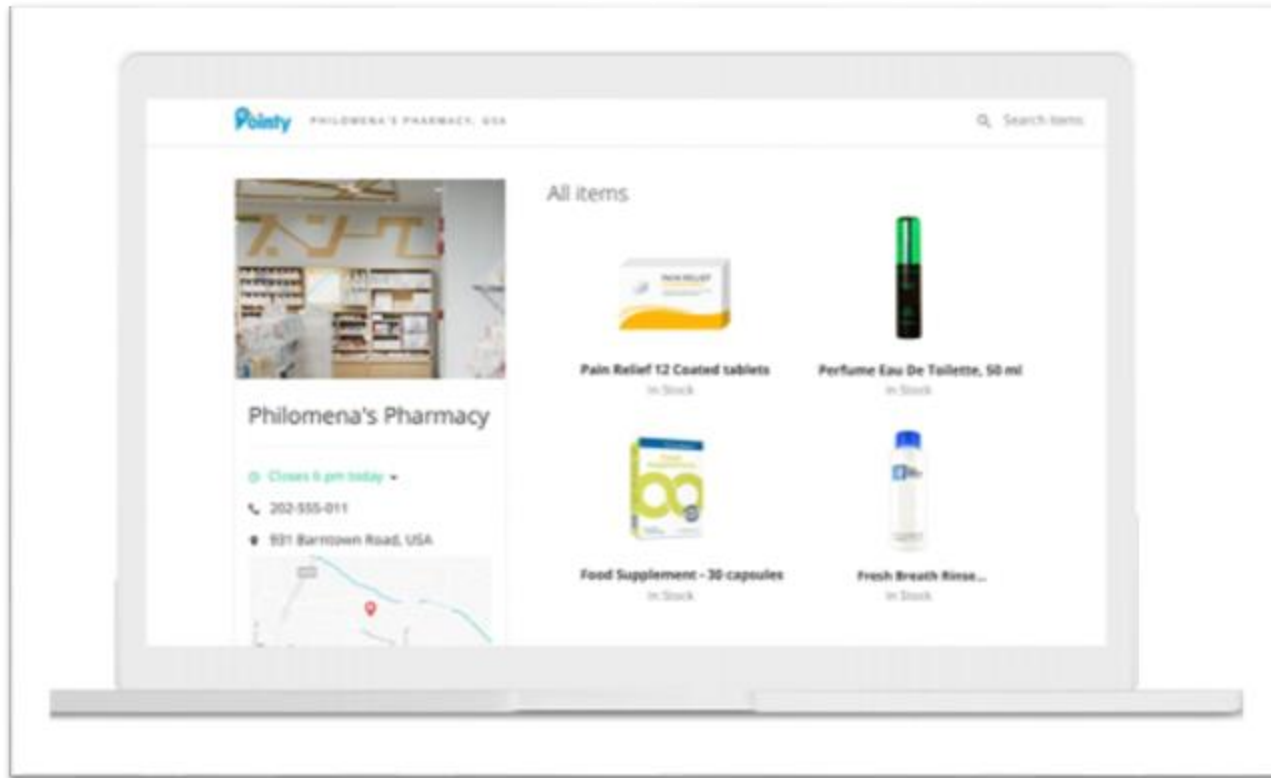
### **Display products on Google**

As you sell them, your products will be added to your Business Profile, no data entry needed.

### **Help shoppers find you**

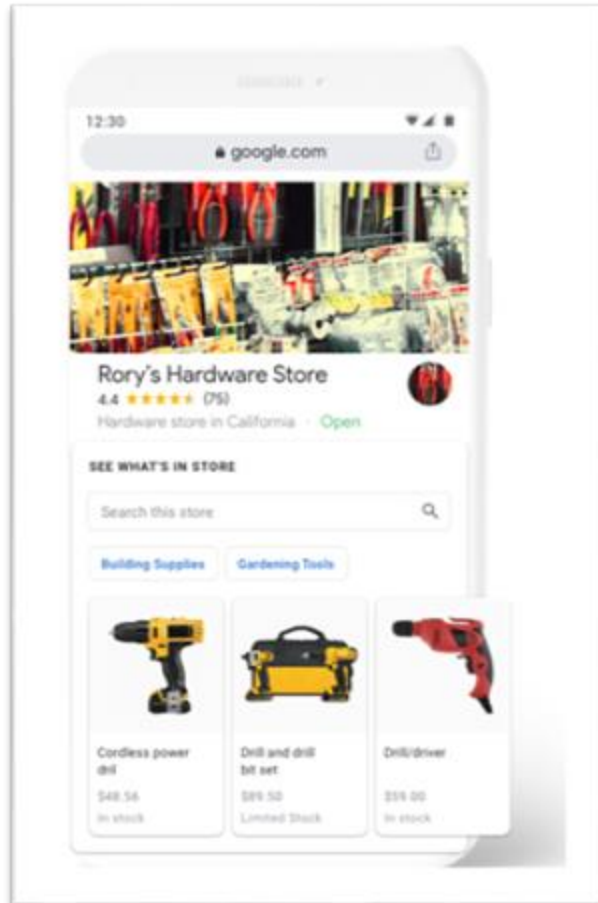
People nearby can see what you have to offer when they search for your business or the products you sell.

## Where Your Products Can Appear – Pointy Page



- When products are sold through Paladin and uploaded, they appear on the store's Pointy Page.
- This online storefront requires no upkeep.
- Pointy is an easy way to display products on Google searches.

## Where Your Products Can Appear – Business Profile

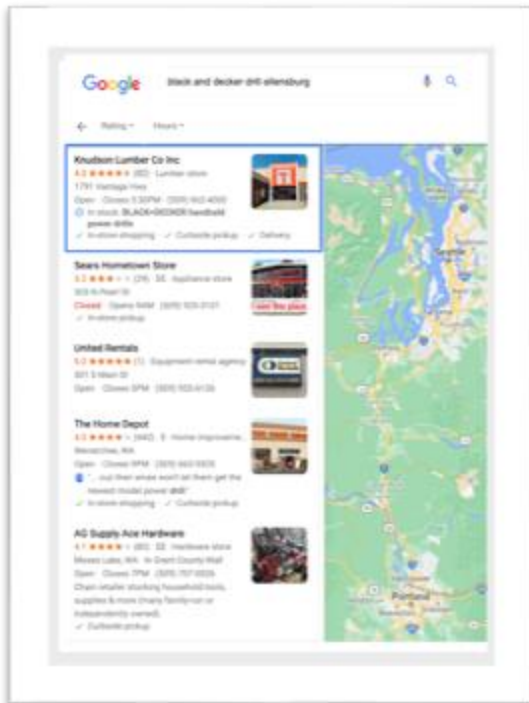


- Products sold through Paladin are also added to your Business Profile on Google.
- Stores without Google My Business accounts can get started by visiting [google.com/business](https://google.com/business)

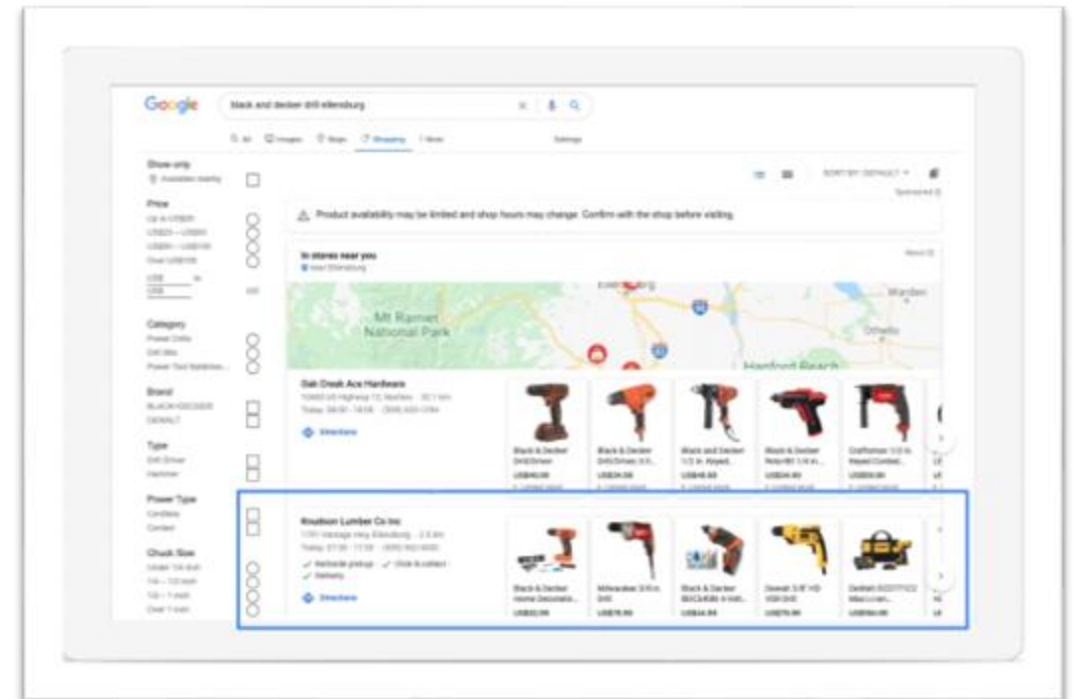
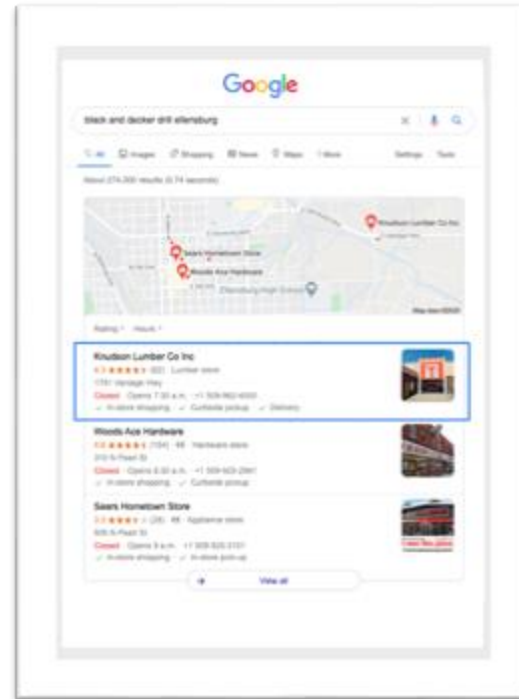
# Other Places Your Products Can Appear



Google Maps



Google Shopping



## How Paladin Integrates with Pointy

- Each night, Paladin sends the day's sales data and an inventory snapshot to Pointy.
- This daily refresh ensures your product data – retail prices and inventory – is up to date and accurate online.
- **No extra steps. Automatically updates.**



# Pointy with Paladin vs. Pointy as a Standalone



## Paladin integration

- Free for clients
- Automatic feed between Paladin and Pointy
- Automatically eligible for **See What's in Store**

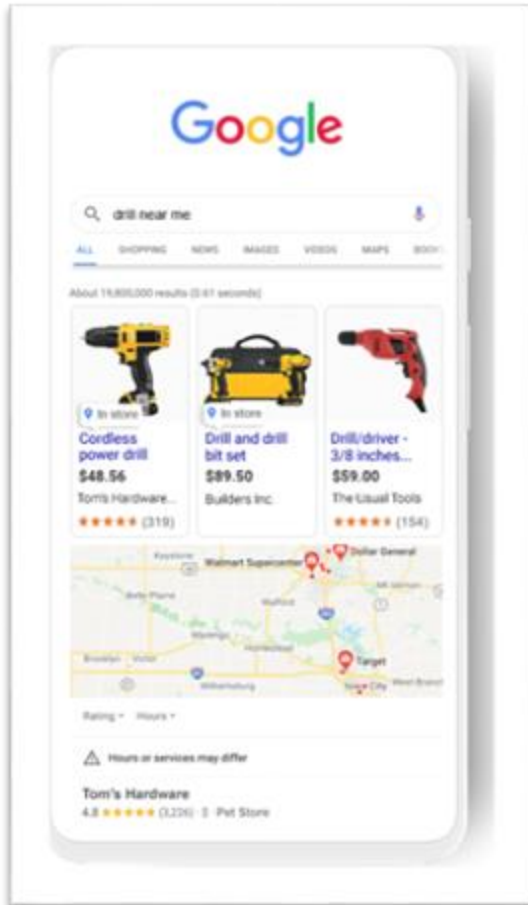


## Pointy box only

- \$79
- Relies on cell signal for connection
- Requires manual file upload for **See What's in Store**

# Additional Services from Pointy

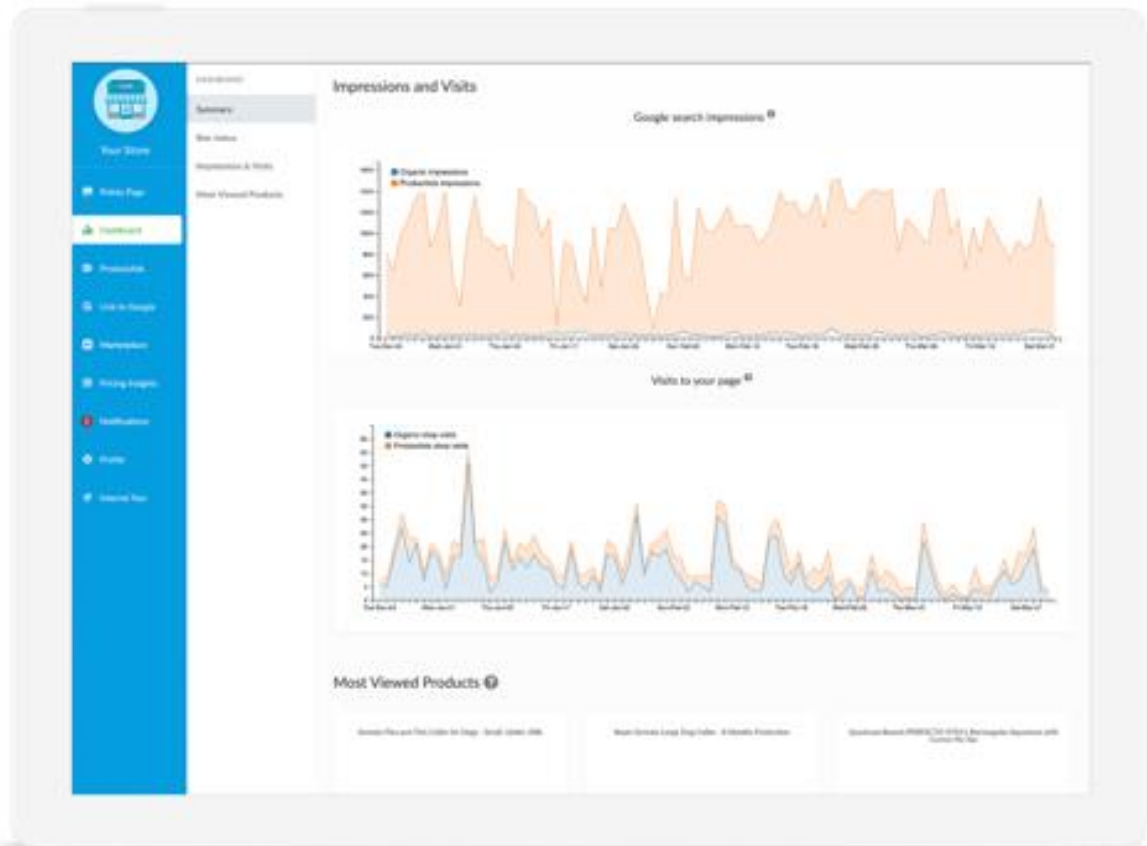
## Product Ads



- You can attract nearby shoppers to your store by running highly relevant product ads called Local Inventory Ads.
- With a simple two-click setup, just set your radius and budget to create ads for your entire product catalog.



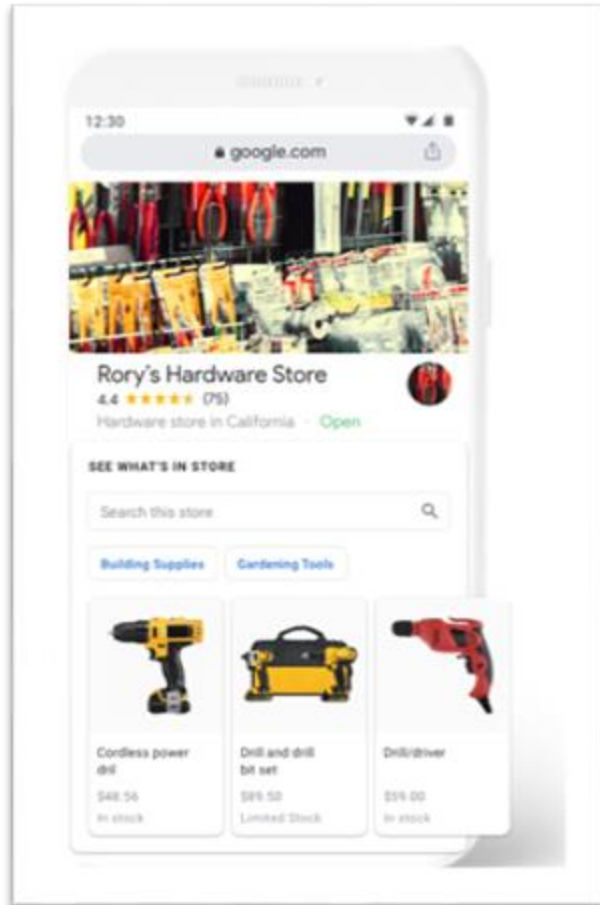
# Retailer Dashboard



The retailer dashboard displays information like:

- Most popular products
- Searches that led to your store

## How Pointy and Paladin can Help Business

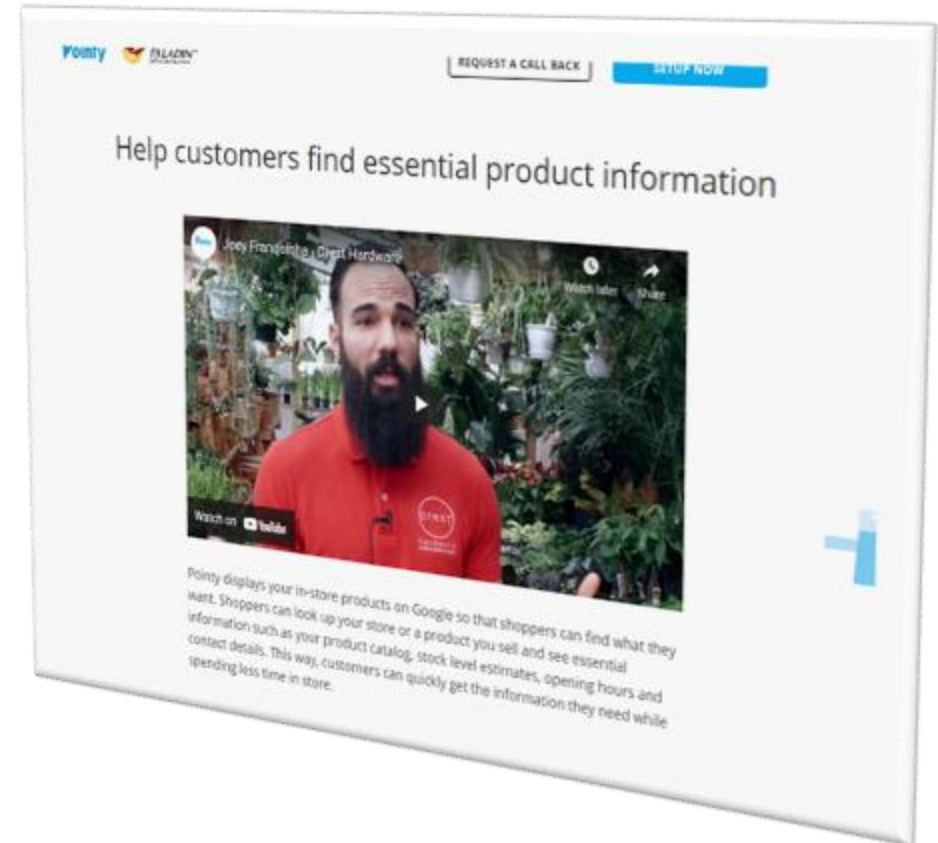


- Placing your products on local Google searches will:
  - Help bring more shoppers to your store
  - Increase your store's digital presence
- Pointy is not an e-commerce solution. It works to complement your website and market your brick-and-mortar store and its products.

## Get Started Today with the Paladin Integration

Paladin clients sign up at  
[go.pointy.com/paladin](https://go.pointy.com/paladin)  
It's free!

Or learn more about  
Paladin at  
[choosepaladin.com](https://choosepaladin.com)



## Learn More

To learn more, see the following resources:

- [Overview: Pointy Integration](#)
- [Pointy Page](#)
- [Success Story with Buck Electric Ace Hardware](#)

A recording of this webinar will be available at [portal.paladinpos.com/webinars](https://portal.paladinpos.com/webinars).

Q+A

Next Webinar:  
*Protect Your Profits with Paladin*  
**April 20 @ 9am PT**

Register: [portal.paladinpos.com/webinars](https://portal.paladinpos.com/webinars)



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