



Promote Your Products Online With Pointy



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WHAT YOU'LL LEARN

- Introduction to Pointy
- What is the integration with Pointy?
 - Benefits
 - Features
- Pointy demonstration
- How to sign up: pointy.com/paladin
 - Setup
 - Cost



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The customer's path to purchase has changed

More and more people are beginning their purchase journey online.



What shoppers expect from local retailers online

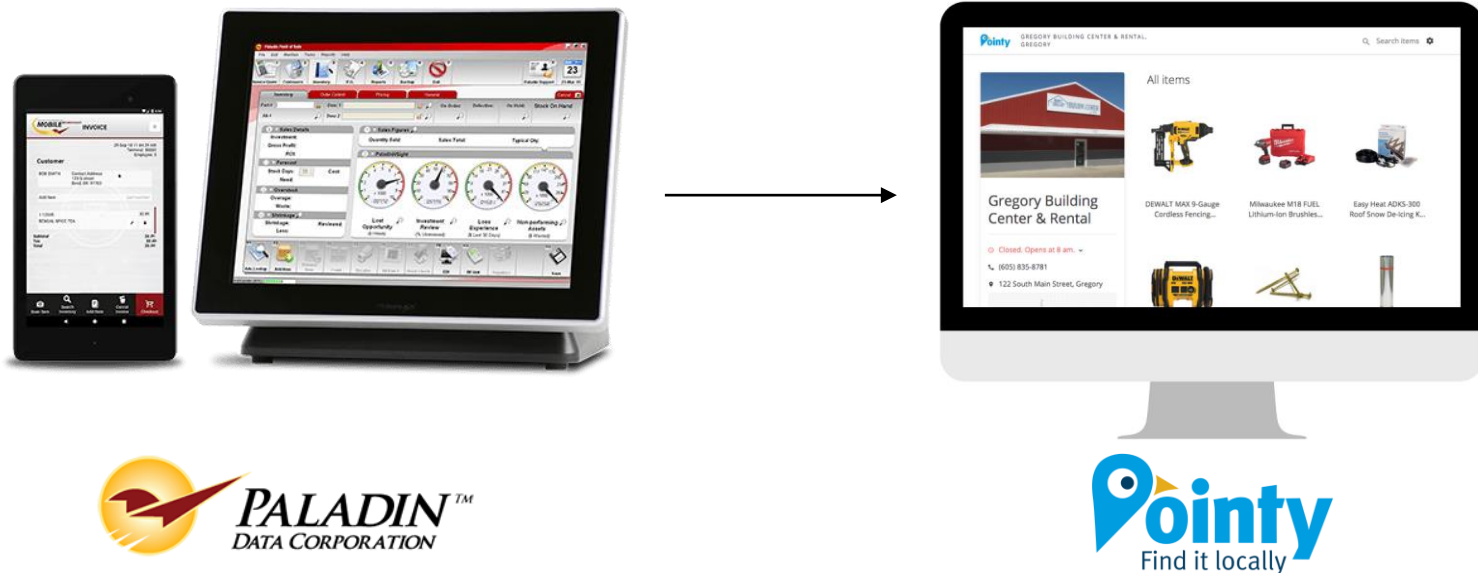
According to a **Global Retail Insights Survey** by **Google** (March 2019):

- **36%** of online searchers wish retailers would do a better job of sharing product inventory information.
- Furthermore, **45%** said that they go to the store instead of buying online when they want something quickly.

Pointy has digitized over 3 million products (and counting...) to help satisfy these online customer demands on retailers.



The integration with Pointy



- Pointy and Paladin communicate via a custom API (application programming interface).
- Pointy receives SKU information from your inventory and finds a name and image to match each product.
- Pointy then adds each of these products to your Pointy Page and optimizes them to appear in local Google searches.
- Sales and inventory data is sent from Paladin to Pointy daily and your new products are updated automatically on your Pointy page.

Pointy features & benefits

CORE POINTY SERVICE

[Pointy page](#)

[Google search optimization](#)

[Real-time analytics in the retailer dashboard](#)

[See What's In Store](#)

PREMIUM FEATURES


Pointy Product Ads (pay per click)


Pointy Pricing Insights (monthly fee)




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Husky Contractor Clean-Up Bags - 42...



Hitachi NR83A5 Round Head Plastic Collate...



Skil Saw Worm Drive Saw - 7 1/4 in



Grip Rite P3stgd Star T-25 Bugle Head Coate...



Southwire Non-Metallic Building Wire - 12...



Moen Single Handle Kitchen Faucet with...



How much does Pointy cost?

**CORE POINTY SERVICE -
FREE FOR PALADIN CLIENTS
(NORMALLY \$899)**

[Pointy page](#)

[Google search optimization](#)

[Real-time analytics in the retailer dashboard](#)

[See What's In Store](#)

**PREMIUM FEATURES -
\$100 FREE CREDIT FOR PALADIN
CLIENTS**

Pointy Product Ads (pay per click)

Pointy Pricing Insights (monthly fee)

How do I install Pointy?



Step 1

Go to pointy.com/paladin.



Step 2

Enter your business details.



Step 3

Your Pointy page is created!



Step 4

Once everything is set up by Paladin and Pointy, you'll get a verification email to access your Pointy page!

For more info: pointy.com/paladin

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Questions?



Check out our [Winter 2019-2020 Release Guide](#) on the Help Portal.

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Stay relevant in retail:
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