

Brand interaction at transaction points

Primedia Unlimited subsidiary X/procure has extended its offering for selling advertising on ordering systems to include advertising options at both dispensing and point of sale systems. X/procure has also added 700 pharmacies to its network, enabling advertisers to reach even more pharmacy staff. "Pharmacists play a key role in determining what product is advised to the consumer - essentially, they are the final step between the advertiser's product and the community," explains Deon Lewis, MD of X/procure.

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