

The background features a dark green gradient with several gold coins falling from the top. The coins are in various stages of motion, some sharp and some blurred, creating a sense of dynamic movement.

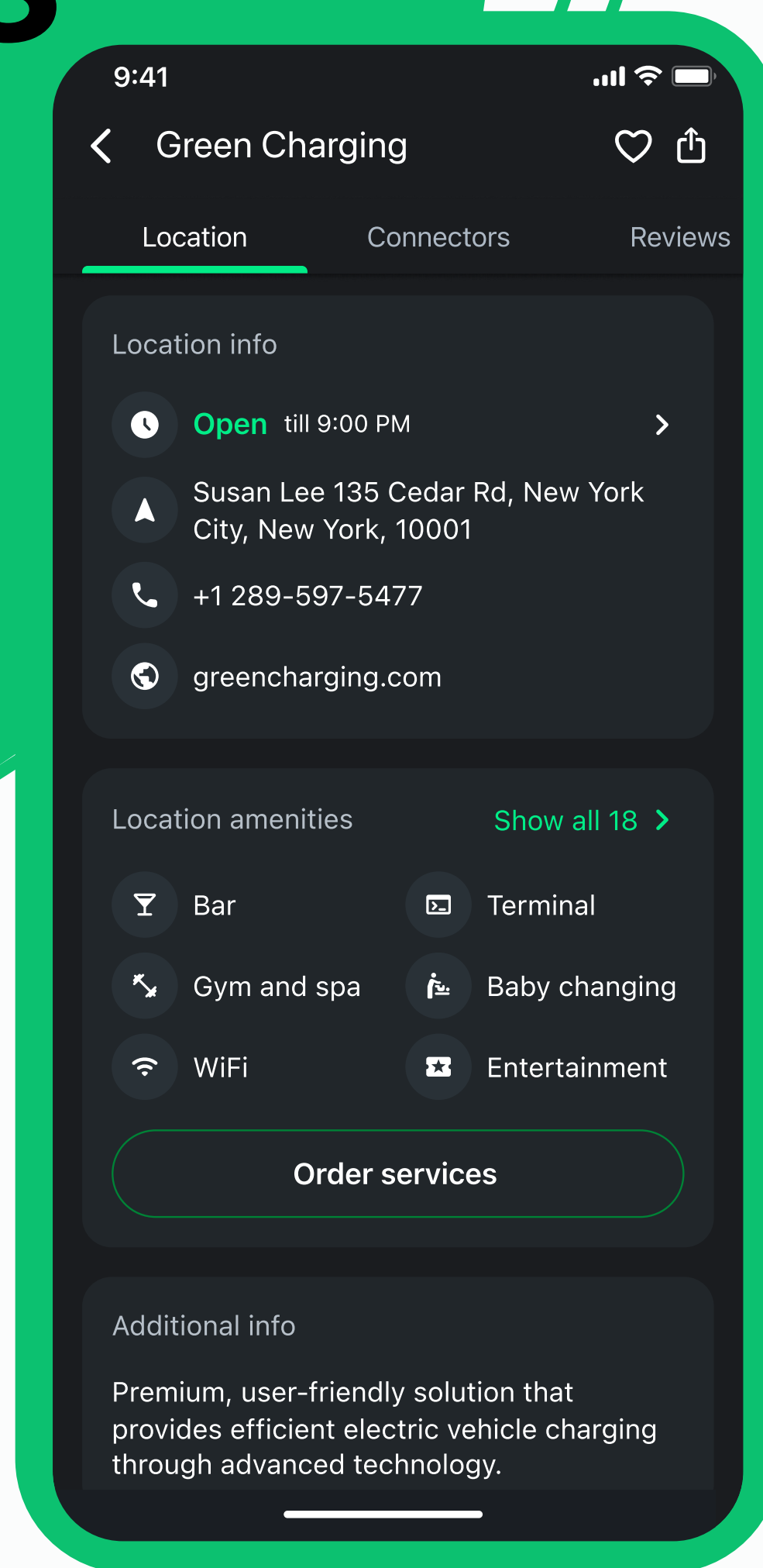
Marketing That Drives Efficiency & Profitability

Turn charging time into business time.



Where Charging Meets Business Strategy

Profitability Starts with Smarter Tools



CPOs aren't just managing stations - they're managing ROI.

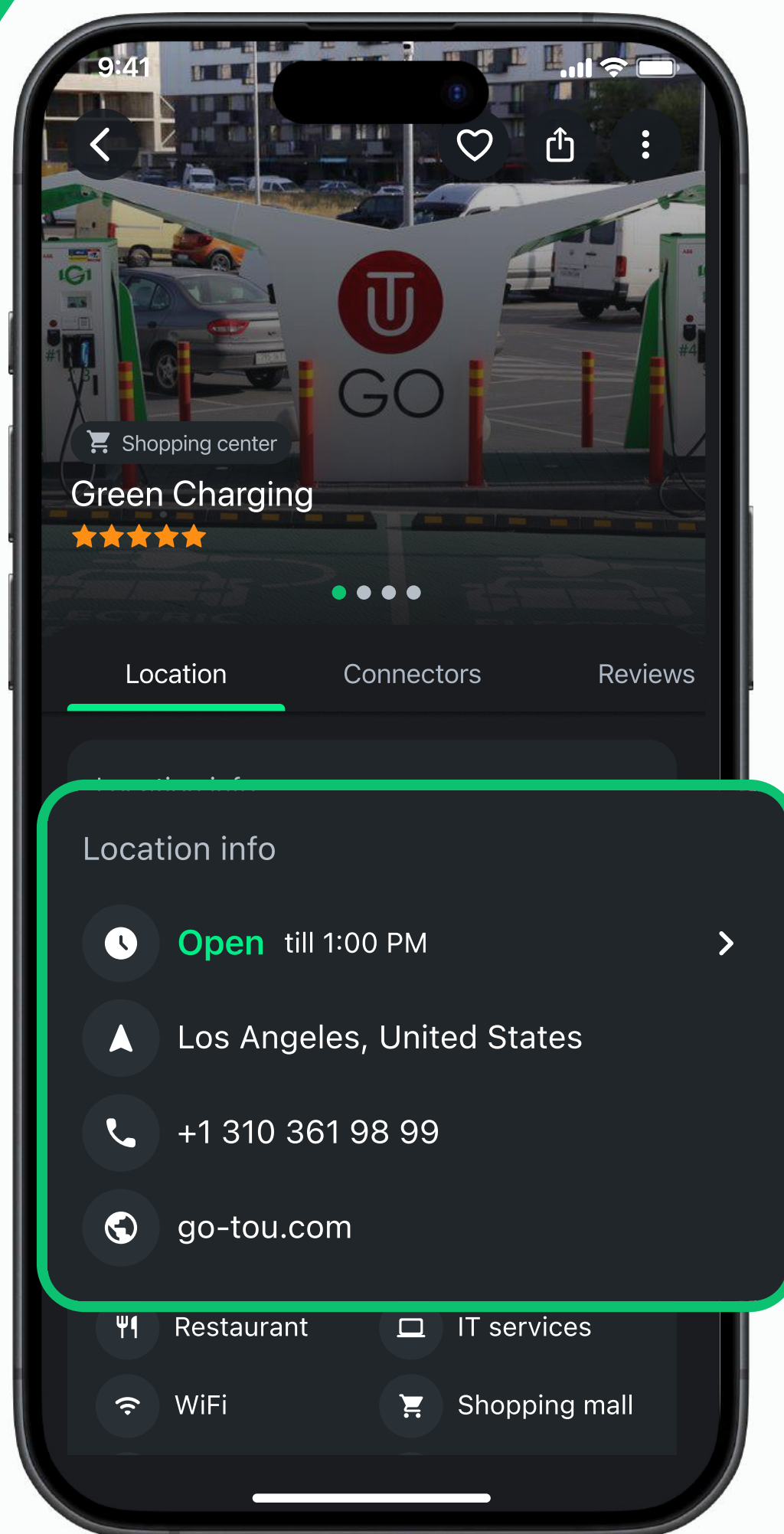
GO TO-U turns your network into a performance engine with marketing features that:

- Drive more traffic to your locations
- Increase engagement and loyalty
- Unlock upsell and cross-sell revenue
- Enhance the charging experience to retain top-tier EV drivers



Make Your Location Stand Out

Photo Banners,
Location Services &
Links



Help EV drivers choose your location:

- Add custom photo banners to your charging spot
- Use location services to make your site easily discoverable
- Add site links for menus, booking, or shop services
- Stand out on the map - before the driver even plugs in




Key Touchpoints - Marketing Power

Be Where Drivers Are - Every Step of the Journey


Location Screen:

Add "Important" blocks to highlight services, discounts, or site info

 Make a reservation from 9 AM - 12 PM and get a discount on coffee at "Good afternoon"

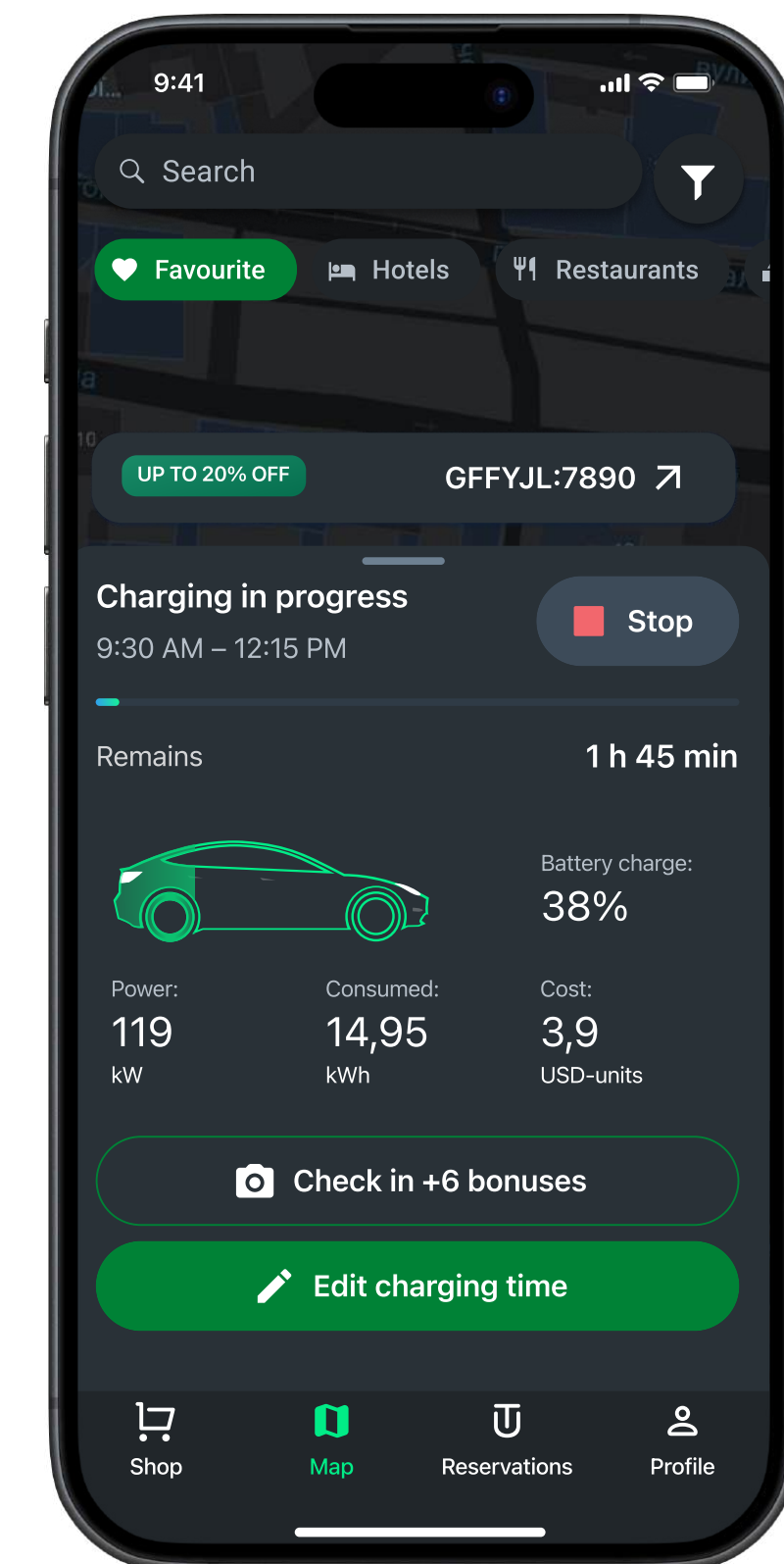
After Reservation:

Share more info, deals, and promotions before the visit

 Discount -20% for coffee at "Good afternoon" with a coupon: GO TO-U

Order Services:

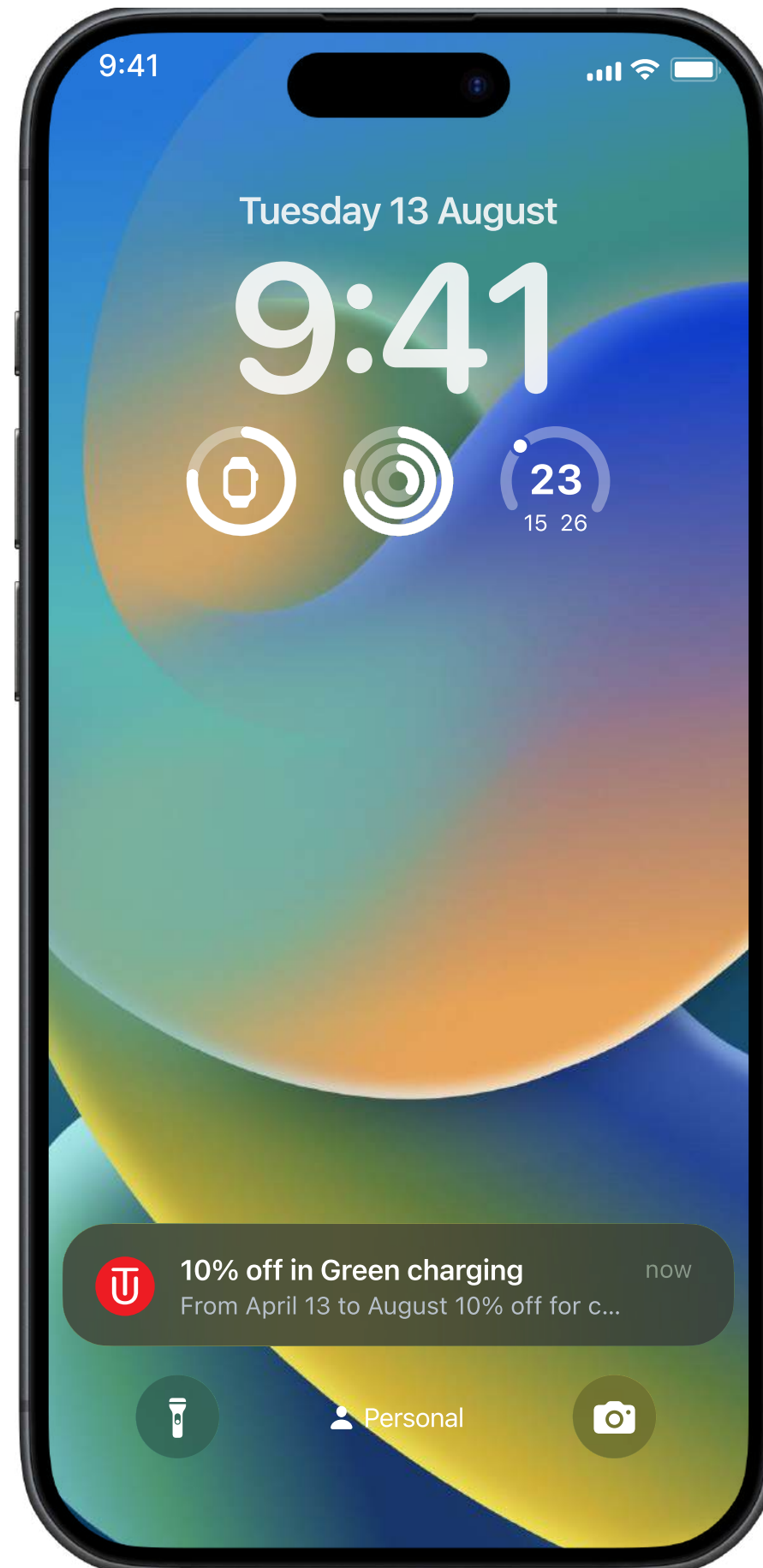
Drivers can book car wash, café, coworking, etc. while they charge



Keep Them Engaged

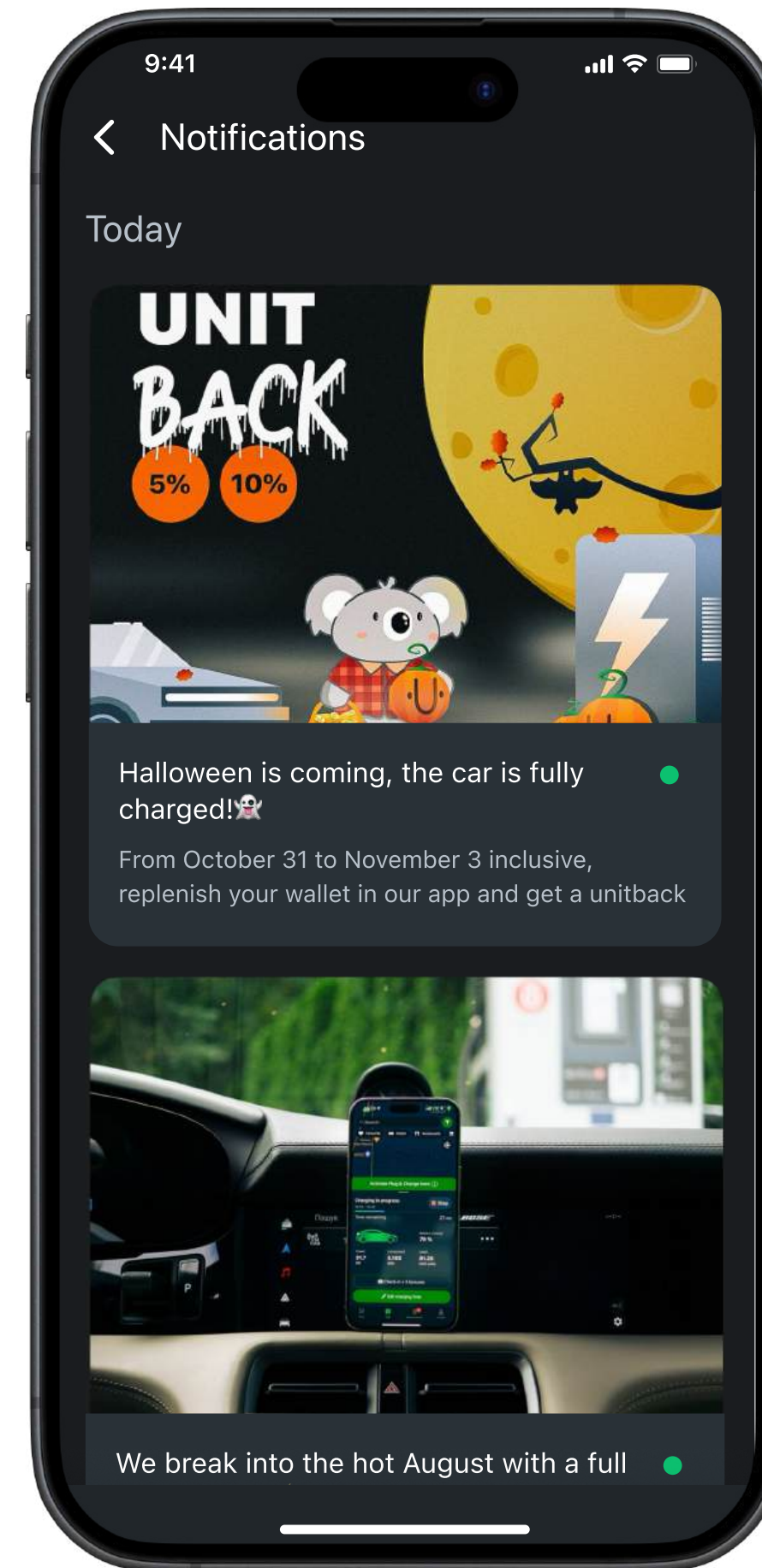
Notifications that Work for You

Engage users before, during, and after each session:



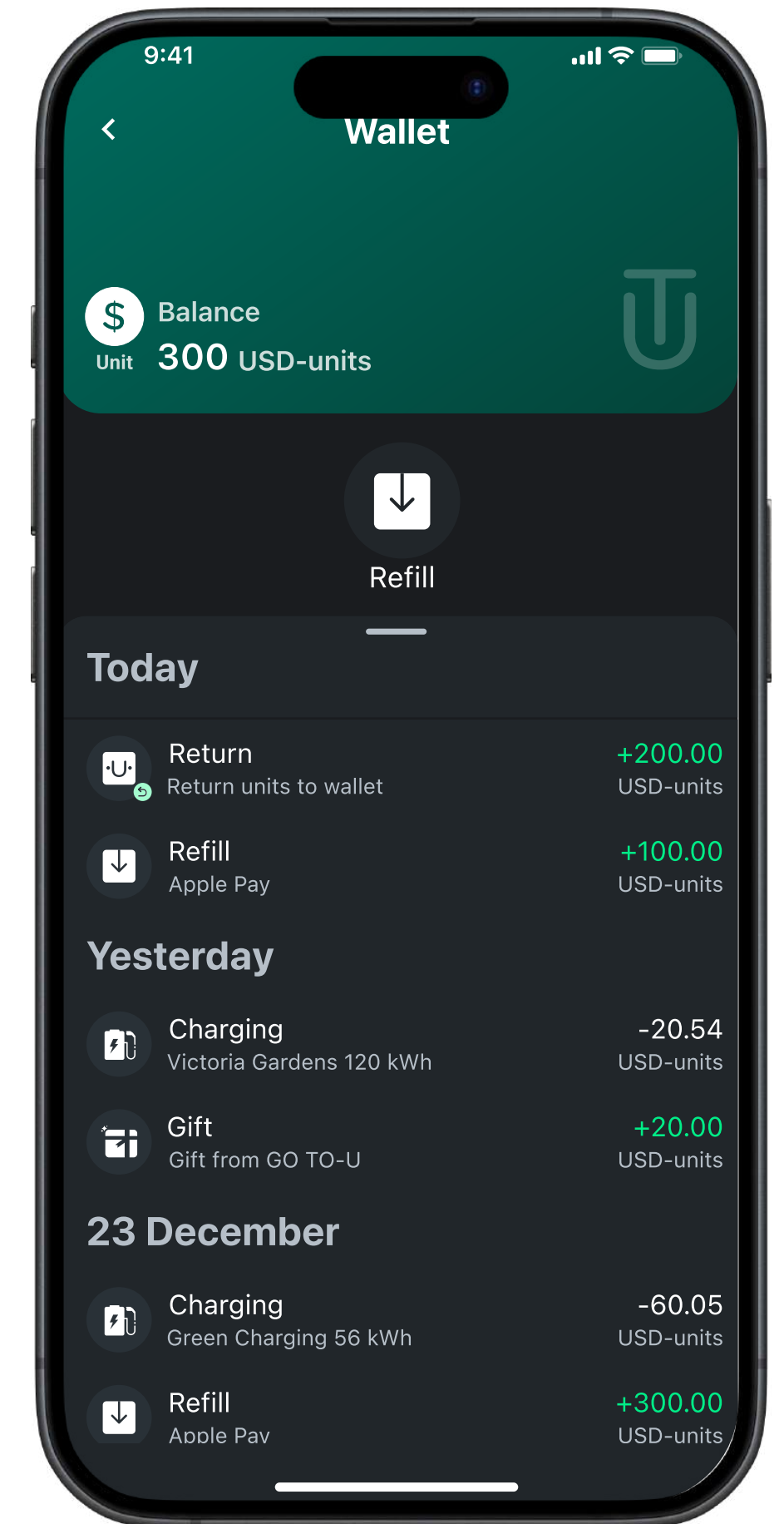
Push Notifications:

Promote services, share updates, or deliver timely offers



Notification Center:

A branded feed with all your promotions in one place



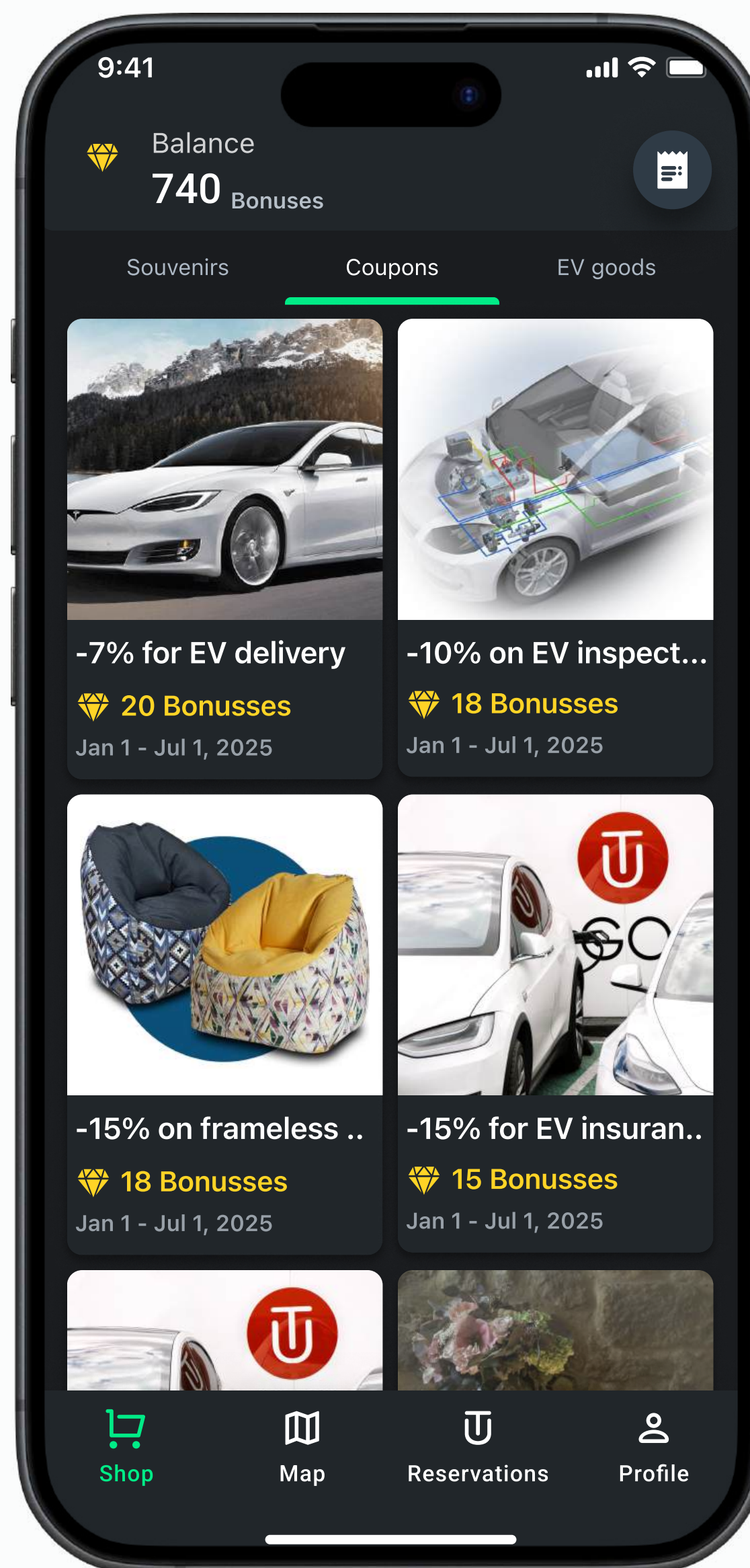
Unitback Integration:

Seamlessly deliver perks or cashback after visits



Cross-Selling Made Easy

Turn Charging into a Shopping Experience



Add coupons and discounts directly into the shop section

Promote add-on services — from food to car detailing

Turn each driver into a customer of your wider business ecosystem



Ready to Power Up Your ROI?

Let's build a smarter, more
profitable network together.

Book a demo



contact@go-tou.com