



Revenue Stackers

Revenue generation is vital. Without it, growth slows and the ability to invest or adapt to changing customer or industry requirements becomes significantly harder. At Parkingeye, we understand every available asset at a business's disposal needs to be used to its absolute best to give chance for success. Below are just a few of the ways effective car park management through us can support your bottom line.



Paid Parking

Providing a range of paid parking options for your site can enhance your customer experience, modernise your car park, boost revenue and improve payment compliance. We provide more payment options than ever before, through Evology Pay, including 'Park&Pay', 'Pay24' and 'Autopay' to enhance the customer journey on-site.



Pre-booking & Permits

We provide you with the relevant occupancy data, via ParkIQ, that provides help with assessing surplus spaces and capacity levels. This space can then be offered to motorists looking for parking in the area who would otherwise not use your site. Alternatively permits can be sold to generate additional revenue, whether that's offering discounted parking to your staff or selling permits to nearby businesses.



EV Charging

Adding EV chargers to your site improves brand visibility, drawing more eyes and potential customers to your business. Additionally, the revenue from EV charging can be substantial and you are in control of the mark-up, with flexibility to offer dynamic pricing. Plus, this is all ongoing revenue – as long as your EV chargers are in the ground, they will be making you money.



Revenue Share

Our ANPR solutions offer incredibly favourable revenue share terms, which can vary based upon any investment in capex from yourselves. Adding efficient 24/7 protection to your site increases the effectiveness of your car park, whilst ensuring payment compliance and giving you additional revenue from anyone who misuses your site.



Bay Management

Our patented Bay Enforcement solution uses a monitoring bollard to protect crucial spaces and vulnerable customers on your site. Anyone who misuses your EV, blue badge, or parent & toddler bays is given a parking charge, based on your agreed revenue share you are then given direct revenue from this. Additionally, this solution can be used to streamline your Click & Collect process, improving space turnover and reducing admin, whilst driving valuable revenue.



Additional Services

We always want to work with you to drive footfall and boost revenue and we have a further range of products to support your bottom line. We can provide on-site **car valeting** to give your customers a helpful service whilst ensuring you achieve a monthly rental income or we can install **parcel lockers** to drive additional footfall, whilst giving an annual licence fee to your business. Additionally, things like kiosks and payment screens on site can be used to sell **advertising space** which in turn generates extra revenue without impacting the cost of parking to visitors using your site.

Deliver extra revenue for your business with a brand you can trust

Your car park, when turned to your advantage, can be a powerful asset, a difference-maker that helps a business to generate maximum revenue by providing additional opportunities to support your bottom line. Whether you are looking to implement paid parking or add other solutions to generate revenue from your car park, at Parkingeye we use our experience as one of the UK's largest car park operators to help you make your car park work harder and smarter.

Take a look at how to stack our services to provide that vital boost to your business's revenue.



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Parkingeye

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To transform the way you approach parking, get in touch.

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