

# Optimizing Pickup Pod Placement Boosts Engagement

Pickup Pods protect thousands of food deliveries every week. We have learned that precise unit placement in the lobby has a significant impact on adoption and engagement. When deciding where to install your Pickup Pod, Minnow recommends you choose a unit location that is:

- ★ **Visible upon entering your main lobby entrance.**

This increases the chances delivery drivers see and use the Pod. It also reminds tenants to use it when they enter or exit the building.

- ★ **Near the front desk.**

This allows staff to monitor the unit easily, keeping trips to the Pod short in time and distance.

- ★ **Positioned so staff can see the Pod from the front desk.**

Staff should be able to point to the Pod. If they have to leave the front lobby area, it can create a security risk.

## Case Study

At The Factory office building in NYC, the Pod was installed 50 yards behind the front desk (A). We recommended moving it next to the front desk (B). The adjustment resulted in a **30% increase in weekly orders going to the Pod**. Optimizing pod placement makes a big difference!

