A special supplement to Shopper Marketing

the 2017 guide to Digital Shopper Marketing

Featuring in-depth profiles from leading companies, including:

- Catalina
- Crisp
- gen.video
- HelloWorld
- Inmar
- MaxPoint
- MyWebGrocer
- PCH/Media
- PrizeLogic
- Quotient
- SavingStar
- Shelfbucks
- shopkick
- ShopLiftr
- TPG Rewards
- Valassis
- Verve Mobile
- Yieldbot
Catalina BuyerVision® Shopper takes the risk out of brand advertising, targeting consumers with personalized ad messages based on their purchase history. With mobile, online, and video ads, delivery of your brand’s messages are always delivered to the right shopper, at the right place and time. Since its launch, Catalina BuyerVision® continues to deliver superior ROAS at an average of $3.19 across desktop and mobile. Together with our all outlet in-store purchase data, measurement that goes beyond a click, and proprietary HH to device and retailer matching technology, you’ll reach your most valuable shoppers at scale and drive meaningful impact.

Expertise

- Personalized Digital Coupons and Promotions – Create an omnichannel experience that reaches shoppers with precision. Deliver up-to-the-minute offers based on a shopper’s actual purchase history as that shopper engages with a Retailer’s website, subscription email or mobile app.

- Personalized Digital Advertising – Leverage the largest media networks optimized for CPG Brands to drive awareness through integrated, omnichannel media with Catalina BuyerVision®.

- Personalized In-store Digital Media – Personally engage 260 million shoppers with highly relevant media that has an unparalleled 80% readership rate.

Key Executives

Andy Heyman, CEO
Todd Morris, President, Catalina U.S.

Contact

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ED, Corporate Marketing
ARE YOU CONFIDENT THAT YOUR SHOPPER MARKETING CAMPAIGN GENERATES TRUE ROI?

It's time to Get Catalina Confident.

Catalina’s Shopper Marketing solutions have the ability to reach 100% of in-store shoppers. We have significant scale through mobile and digital advertising, reaching up to 100 million households. And, our solutions significantly impact your results by maximizing your investment. Using in-flight optimization, we can understand the effectiveness of your campaign, generating incremental sales lift and true ROI.

Our in-store and digital solutions maximize your:
- Themed events
- Charity events
- New product launches
- Brand awareness
- In-store sampling

Catalina’s insights-driven campaign solutions are derived from the world’s largest shopper history database. Leverage our 32 years of experience, along with our strong brand and retail partnerships, to get Catalina Confident in your next Shopper Marketing campaign.

Tell us how you plan to #GetCatalinaConfident for your next Shopper Marketing campaign.
THE MOBILE SHOPPER ACTIVATION COMPANY

Crisp is the mobile shopper activation company. We give CPG and Retail brands the unrivaled ability to target, message, and activate mobile shoppers – with proven results.

We’re powered by MoCA: a revolutionary platform that pinpoints the right mobile shoppers in the right place and time; delivers data-informed ad experiences that activate them to store visits and sales; and that accurately measures success.

We’re specialists. Crisp has focused exclusively on mobile innovation since 2000, and gears its entire practice toward CPG and Retail mobile activation. Our deep vertical knowledge and mobile expertise gives us the proven ability to activate shoppers on the device they use most: their mobile phone.

CRISP MOCA TECHNOLOGY

At Crisp, we know mobile activation requires a complex set of different technologies. To reach and activate the right customers with relevant messages and great user experiences, Crisp developed a proprietary technology platform, Crisp MoCA, unparalleled in the ad tech industry.

Crisp MoCA combines hyper-local, behavioral, geo-behavioral and contextual targeting across mobile operating systems and platforms. It delivers the best user experiences with highly viewable, eye-catching, shopper-enabled ad formats. MoCA media management provides scale, brand safety, and high-performance environments; and MoCA analytics measures performance against the KPI’s that matter most, including store visitation, product sales and ad engagement.

WHO WE ARE

A pioneer, innovator and leader in mobile ad technology for more than a decade, Crisp helps brands activate customers to point of purchase experiences through mobile devices.

Crisp works closely with clients to ensure success. Our teams oversee every aspect of your Crisp program, from incorporating the right data, to building, delivering, and optimizing your mobile shopper campaign via the MoCA platform.

Crisp’s ad technology and industry-leading product, engineering and operations teams have made it the platform provider of choice for major brands and retailers. Crisp is a privately held company headquartered in New York, with offices in Chicago, Bentonville, Minneapolis, Dallas, and Singapore.

Crisp’s mobile work is focused on driving shoppers to the store. The connection they create between data targeting, user experience, integrations with retail, and optimization to sales results is driving increased sales for The Coca-Cola Company.

Summer Butler
Director Shopper Marketing, The Coca-Cola Company

AT-A-GLANCE

EXPERTISE

Mobile engineering and technology, rich and relevant user ad experiences, data-enabled targeting, media and inventory management, ad serving, analytics and campaign management; all designed and coordinated to help brands activate shoppers to point-of-purchase experiences at specific retailers through mobile devices.

INDUSTRIES SERVED

Crisp helps CPG and other manufacturers drive sales in retail categories including:

- Mass Retailers
- Grocery
- Drug
- Home Improvement
- Office & Electronics
- Department Stores
- Apparel
- Sporting Goods
- Convenience
- Dollar
- Proctor & Gamble
- The Coca-Cola Company
- Unilever
- PetSmart
- ConAgra Foods
- PepsiCo
- Kraft Foods
- The Home Depot
- The Clorox Company
- Kimberly-Clark

KEY EXECUTIVES

Jason Young, CEO
Tom Jones, CRO
Xavier Facon, CTO
Risa Crandall, SVP, Managing Director

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Get the mobile experience that drives results with MoCA™ from Crisp — the leaders in mobile shopper activation.

MoCA is the market's first end-to-end mobile platform that lets you activate shoppers to purchasing experiences with measurable results. Only Crisp MoCA combines comprehensive mobile targeting, shopper-enabled messaging, and measurement to demonstrate results against your shopper KPI’s. With MoCA, you get everything you need to drive shoppers to act, with the know-how to dominate the mobile point of purchase.

Start activating your customers now. Call 646-839-0735 or email shopper@crispmobile.com
WHO WE ARE
The gen.video platform brings best-in-class technology, amazing content and a vast network of influencers together to amplify brands stories, educate and inspire shoppers — all while driving higher sales conversion at retail.
Our unique approach to “Conversion Content” delivers authentic video to your shopper segments. Custom video is developed and amplified by our network of amazing Influencers across social media platforms and distributed to top retail websites.

WHAT WE DO
• Custom Content: Build your brand story with authentic video from the best Influencers or leverage our professional video production services to develop the right mix of content
• Amplification: Drive awareness by tapping into our network’s social reach for key merchandising periods across YouTube, Instagram, Facebook and Twitter with built in traffic drivers to retail
• In-Store Activations: Encourage in store traffic from online activity with brand ambassador programs
• Retail Distribution: Enhance ecommerce product pages with videos on Amazon, Walmart, Target, Walgreens, Best Buy and other retail sites
• Consulting Services: Situation assessments and develop content strategies to support retail and social media efforts
• Analytics: Full tracking and reporting of content distribution and performance including, viewership, engagement, CTR and conversion data

AT-A-GLANCE

EXPERTISE
Industry leaders in bridging the gap between social and commerce. By focusing on the intersection of influencer marketing, video and retail, gen.video supports Shopper Marketing, Ecommerce, Digital Media, PR agencies with social content proven to lift sales 20-30%.
Our programs:
• Drive more awareness and retail traffic
• Greater engagement and sales conversion
• Build buzz for shopper marketing programs
• Add value to shoppers
• Make brands and retailers more relevant
• Have better ROIs

TESTIMONIAL
“We believe gen.video is one of the most effective and efficient influencer marketing platforms. Their ability to provide branded video content at scale that supports the broader digital ecosystem and overall marketing strategy.”
Kimberly–Clark Corporation
David Parker, Global Content Technology Lead

INDUSTRIES SERVED
• Consumer Packaged Goods
• Food/Beverage
• Consumer Electronics
• Beauty
• Health & Wellness
• Toys & Games
• Pet Care
• Baby Products
• Home Goods
• DIY
• Travel

THE POWER OF INFLUENCER MARKETING
Done right, Influencer marketing and video content is proven to drive awareness, retail traffic and sales conversion. We help brands, agencies and Retailers plan and execute through the funnel with trusted sources that shoppers want:
• Amazon reports 209% more traffic to Amazon from Social vs. prior year
• 58% of YouTube-watching moms search for videos about a product before making a purchase
• 92% of consumers trust recommendations from individuals (even if they don’t know them) more than brands
• YouTube is the third most trafficked platform (behind Retail and Brand Websites) that consumers use as part of their shopping journey
• More and more data is coming out quantifying impact on sales conversion

MAJOR CLIENTS
• P&G
• Kimberly-Clark Corporation
• HP
• LG
• Acer
• Johnson & Johnson
• Reckitt Benckiser
• Serta
• Sears
• Hallmark
• Spinmaster
• Amazon

KEY EXECUTIVES
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Jessica Thorpe, President
Jason Katz, CMO

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INFLUENCE IS A DOMINO EFFECT

WHEN AMAZING CONTENT INSPIRES SHOPPING

For more information, please contact: jason@gen.video or visit www.gen.video
GIVE SHOPPERS REASONS TO SPEND TIME WITH YOUR BRAND

One of the most effective (and fun!) ways to drive traffic, inspire purchase, and build brand affinity is a digital engagement hub. Reward shoppers for purchases, playing games, interacting with branded content, and much more – with highly measurable results.

PROMOTIONS
Use gamification tactics like sweepstakes and contests, or trivia and instant win games to motivate behavior.

LOYALTY
The compelling combination of engagement- and purchased-based tactics results in a more active consumer base.

MESSAGING
Create a 1-to-1 relationship using email, text, MMS, and LBS with special offers, promotions, and service alerts.

ANALYTICS
Leverage rich, data-driven insights to deliver greater value as your program evolves.

11 MINUTES average time per visit

Our Nathan’s Ticket to Fun promotional content hub saw huge results for our brand – consumers have spent an average of 11 minutes per visit with us. Where else can you get that kind of engagement? Looking forward to future iterations of this campaign moving forward.

AT-A-GLANCE

WHO WE ARE
A powerhouse of 400 experts, with 4 times more experience, HelloWorld is the fast lane to real business results. From a promotion in 5 days to massive-scale custom campaigns, our marketing solutions change the way brands interact with consumers.

EXPERTISE
Motivate the behaviors you want to drive. Use promotions to spark interest, engagement- and purchase-based loyalty tactics to build a stronger brand following, messaging to keep your brand top of mind, and analytics for rich, data-driven insights.

PRODUCTS & SERVICES
- Sweepstakes, Games & Contests
- Loyalty Programs
- Purchase Validation
- CRM, Messaging & App Engagement
- Strategy, Creative & Custom Analytics
- Legal Services & Prize Fulfillment

MAJOR CLIENTS
- Anheuser-Busch
- Clorox
- Coca-Cola
- Johnson & Johnson
- Kraft
- Nathan’s Famous
- Procter & Gamble
- Schwan’s Consumer Foods
- Starbucks

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HelloWorld guides you with exclusive tools and digital strategies to grow your business.

**Your boss will be impressed. Promise.**

- **eBook: 6 Shopper Marketing Trends**
  The shopping experience has changed. Retailers and brand manufacturers must now create unforgettable experiences in a consumer’s journey.

  Before your next incentive campaign, learn the value of rewards and prizes as it relates to motivating consumers.

- **Whitepaper: Engagement Score**
  What is the impact of consumer engagement? See how higher levels can dramatically impact purchase and loyalty.
With an expansive, nationwide digital promotion network, Inmar enables brands to activate shoppers on a national, regional or retailer-specific basis. Through Inmar’s innovative technology and proprietary platforms, brands can directly engage millions of shoppers online and via mobile channels with personalized, sales-driving offers. Inmar’s load-to-card and print-at-home promotion solutions provide marketers with flexible, customizable options for propelling shoppers to action while optimizing promotion spend.

**AT-A-GLANCE**

**WHO WE ARE**

We are an industry innovator with more than 36 years’ experience providing clients with actionable shopper insights, advanced campaign analytics and comprehensive, data-driven promotion solutions that enable superior shopper engagement both pre-shop and in-store.

**EXPERTISE**

We are experts at helping brands and retailers grow share and drive revenue by enabling true 1:1 shopper engagement that delivers targeted, equity-building content matched with motivating promotional offers.

**PRODUCTS & SERVICES**

Inmar has the most robust promotions platform in the marketplace – representing a single, strategic resource for brands and retailers to create, execute, and assess holistic, omni-channel promotions. Our offerings include:

- Digital Promotions
- Shopper Analytics
- Retail Analytics
- Rebates
- Trade Promotions
- Influencer Promotions
- Coupon Processing and Settlement

**KEY EXECUTIVES**

Roy Simrell, President and Chief Client Officer, Inmar
John Ross, President, Promotion Network, Inmar
Bill Sussman, President, Collective Bias and SVP, Inmar
Jim Hertel, Senior Vice-President, Willard Bishop, an Inmar Analytics company

**CONTACT**

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**ENGAGE SHOPPERS. PERSONALIZE PROMOTIONS.**

Inmar’s ability to match content to audience based on actual purchase behavior gives brands and retailers a competitive advantage in a marketplace where shoppers demand relevant, personalized engagement. Leveraging Inmar’s shopper research, advanced analytics and access to POS transaction data for millions of households, brands and retailers can gain a deeper understanding of shopper behavior and use it to develop optimized campaigns and offers that drive results.

**INFLUENCE SHOPPERS. SHAPE THE PATH-TO-PURCHASE.**

The organic content and authentic voice of the Collective Bias influencer community is the kind of messaging that today’s shoppers embrace. The immersive experiences created by Collective Bias’s content-rich campaigns inform and affect consumer decisions all along the path-to-purchase. With the option to connect promotions to these campaigns, marketers have a turnkey strategy for advancing brand objectives at every stage of the shopper journey.

**ACTIVATE SHOPPERS. DRIVE SALES.**

With an expansive, nationwide digital promotion network, Inmar enables brands to activate shoppers on a national, regional or retailer-specific basis. Through Inmar’s innovative technology and proprietary platforms, brands can directly engage millions of shoppers online and via mobile channels with personalized, sales-driving offers. Inmar’s load-to-card and print-at-home promotion solutions provide marketers with flexible, customizable options for propelling shoppers to action while optimizing promotion spend.
Create engagement. Influence decisions. Drive sales.

With Inmar’s acquisition of Collective Bias, brands now have an incredible resource for creating comprehensive shopper marketing that leverages content-rich connections to motivate shoppers, move product and grow share.

By pairing the power of promotions with the impact of consumer endorsement, Inmar and CollectiveBias are enabling marketers to engage, influence and activate shoppers at unmatched scale. And to realize data-driven connections between promotion-enhanced influencer marketing and in-store sales.

Contact Inmar today to learn more about connecting influence, incentives and incremental sales.

solutions@inmar.com • (866) 440-6917 • www.inmar.com
WE LIVE AT THE INTERSECTION OF THE DIGITAL & PHYSICAL WORLDS

MaxPoint empowers brands and retailers to understand the consumer journey by providing a complete, real-time view of consumers and their purchase behavior. We power our growing suite of media and audience, customer engagement, and customer experience solutions with location science and deep knowledge of all activity at the neighborhood and household levels—from what consumers intend to purchase and how far they are willing to travel to buy, to how loyal they are and how they respond to in-store and out-of-store marketing.

WE PROVIDE BRANDS WITH A COMPLETE VIEW

Everything MaxPoint does is backed by more than a decade of consumer intelligence and insights. Our Digital Zip® technology powers every business effort by enriching programs using online and offline knowledge of every neighborhood in the country—giving you a complete view of consumer, place, and purchase.

AT-A-GLANCE

WHO WE ARE
MaxPoint is a marketing technology company that generates hyperlocal intelligence to optimize brand and retail performance. We provide a platform for brands to connect the digital world with the physical world through media and audience, customer engagement, and customer experience solutions.

EXPERTISE
MaxPoint’s products provide an always-on view into your shoppers’ purchase behavior, create demand among your most important consumers, and evaluate every dollar you invest in media and trade programs.

PRODUCTS & SERVICES
- **Media & Audience Solutions**—Identify your ideal shopper audience near specific retail locations, reach them with your strategic messaging, and evaluate the results with MaxPoint’s measurement products.
- **Customer Engagement Solutions**—Bring your consumer lists to life with Customer Catalyst™, enriching your CRM data with deep insights and enabling activation across all of your online and offline marketing.
- **Customer Experience Solutions**—Quantify and improve the retail shopping experience with in-store sensors and analytics from PathPoint.

MAJOR CLIENTS
MaxPoint has worked with 19 of the top 20 leading national advertisers and each of the top 10 advertising agencies in the United States as ranked in 2015 by Advertising Age.

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Every consumer has a story. We know it best.

With more than 10 years of proprietary location-based intelligence, MaxPoint has a complete view of consumer, place, and purchase. We have the page open to your consumer's story—the places they visit, the purchases they make—and we've written you into the narrative.

MEDIA AND AUDIENCE  CUSTOMER ENGAGEMENT  CUSTOMER EXPERIENCE

maxpoint.com
WE HAVE THE DATA TO HELP YOU REACH THE RIGHT GROCERY SHOPPING AUDIENCE AT THE SCALE YOU NEED

There’s an unprecedented opportunity when you partner with MWG. Because we build and run digital channels for grocers, and we see the digital footprint shoppers leave behind, we can target shoppers wherever they are on the Internet and drive them to a grocer’s digital property. When advertising is based on an individual’s intent and purchase data, it is contextual, personalized and measurable, and leads to online and in-store sales lift. Leverage our targeted, contextual advertising network to reach your shoppers while they are in shopping mode.

- Target shoppers wherever they are on the Internet, and drive them to grocers’ websites.
- Leverage real-time data and actionable insights to inform media spend and reach the most relevant shoppers.
- Engage and activate shoppers at the digital shelf to reach them at the critical point of decision.
- Target high-value shoppers on a variety of channels and digital touchpoints including: websites, mobile, social, email, and video.
- Tie ad views to in-store and online sales with transactional 1st party data.
- Provide campaign effectiveness and competitive insights by category and UPC.
- Leverage actionable insights to improve future campaigns.

WHO WE ARE

MWG is the leading provider of digital grocery technology and services, driving connections between shoppers, grocers and brands. Our full suite of shopper marketing services is supported by a comprehensive technology platform; while our data provides valuable insights on purchase trends and behavior.

EXPERTISE

With MWG’s network, you can reach the industry’s most valuable shoppers-multichannel shoppers-and target based on demographics, geography and purchase intent. Reach a shopper at the point of decision and quantify the results.

- Target shoppers anywhere in context with dynamic, data-infused creative.
- Personalize at the store, price, and item/SKU level.
- Achieve local marketing at scale, by leveraging our direct relationships with grocers.
- Engage and activate shoppers at the digital shelf to reach them at the critical point of decision.
- Target high-value shoppers on a variety of channels and digital touchpoints including: websites, mobile, social, email, and video.

MAJOR CLIENTS

- Safeway
- Albertson’s
- ShopRite
- Harris Teeter
- Giant Eagle
- General Mills
- PepsiCo
- Proctor & Gamble
- Mondelez
- McCormick

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TOGETHER

Closer than connected

MWG is at the very center of the eGrocery ecosystem. Bringing together grocers, CPG brands and consumers, we don’t just connect – we make the experience seamless.

Join other leading CPG brands in leveraging MWG’s Digital Experience Platform to engage today’s consumers with unparalleled accuracy. Our data science, enhanced targeting capabilities and 17-year grocery heritage will enable you to put your brand in front of online grocery shoppers in purchase mode.

Learn more at mywebgrocer.com
YOU THINK YOU KNOW. BUT YOU HAVE NO IDEA.

An American household brand name for over 60 years, Publishers Clearing House may be best known for our surprise sweepstakes prizes. You might think that’s all we are.

But PCH is more than just big checks.

As a publisher and a retailer, PCH combines first-party identity and purchase data from our customers to offer deep insights about what motivates shoppers. For years, we’ve used this data to fuel our rapid growth. Now—for the first time ever—we’re making it available to marketers, too.

ESCAPE THE WALLED GARDENS

If you’re like most marketers today, a substantial portion of your incremental digital ad budget likely goes to giants like Google, Facebook, and Amazon—because they work.

What if there were a way for you to escape the walled gardens and still get the performance you’ve come to expect?

Now there is. PCH/Media is one of the few other companies that has the same type of comprehensive data on people’s identities and buying habits—without the wall. We offer these insights to help brands, agencies, and retailers diversify their digital partner portfolios, without sacrificing data quality or performance.

THE DATA SWEET SPOT

At the heart of PCH/Media’s digital solutions lies our first-party data set. It’s a powerful combination of identity and purchase data that’s collected from our highly engaged customer base—and it will make your campaigns more accurate and effective than ever before.

- **Identity data:** With data that’s based on real member registrations—not just cookies—you’ll experience the revenue-boosting effects of true people-based marketing.

- **Purchase data:** We know who people are, and we know what they buy. We turn our own first-party purchase data into valuable insights that persuade people to purchase your products.

AT-A-GLANCE

WHO WE ARE

PCH/Media is the digital advertising arm of Publishers Clearing House, a premium digital entertainment and shopping destination. We offer creative media and targeting solutions to help brands, agencies, and retailers identify the right audiences and persuade them to buy.

EXPERTISE

With nearly $1 billion in annual product sales, PCH doesn’t just talk about shopper marketing—we actually live it. PCH’s robust first-party data set and 60+ years of direct marketing experience help you impact the shopper journey across digital channels.

INDUSTRIES SERVED

- Apparel & Jewelry
- Beauty & Cosmetics
- Consumer Packaged Goods
- Health & Fitness
- Home & Garden
- Pet
- Toys

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WE ARE HOME TO
100 MILLION AMERICANS

PERSUADE THEM TO PURCHASE
ONLINE AND IN STORES

PCH/Media is one of just a few companies that can deliver true people-based marketing through a direct relationship with our customers. That means we don’t just find your audience—we get them to buy your products.

Learn more at media.pch.com
DIGITAL PROMOTIONS & INCENTIVIZED ENGAGEMENT

CPG & RETAIL IS OUR SWEETSPOT

- Sweepstakes & Instant Wins
- User Generated Contests
- Real-time Giveaways (Fire Drills)
- Loyalty (short, medium, long-term)
- Loyalty Card Integration
- Collect to Get/Gift with Purchase
- Code-Based
- AAPI Integrations – 3rd Party apps, mobile apps, websites – experience working across dozens of options
- Proprietary Receipt Recognition
- Custom Games
- Digital Rebates
- eCommerce
- Trivia & Gamification
- Hashtag Promotions/Social Aggregation
- SMS Text-Based Solutions

OUR COMMITMENT TO EXCELLENCE

Our mission is to be the most trusted and innovative partner in the creation of results-driven promotions designed for the Omni-channel digital world. We earn the trust of our clients every day.

AT-A-GLANCE

WHO WE ARE

PrizeLogic is the largest independent promotion marketing technology company. Trusted by many Fortune 100 companies, our stress-tested promotions engine offers a wide range of options for sweepstakes, instant wins, user-generated contests, loyalty programs, custom games, social aggregation tools, and ecommerce.

INDUSTRIES SERVED

- CPG
- Retail
- QSR & Casual Dine
- Entertainment
- Financial
- Automotive

MAJOR CLIENTS

- Pepsi
- Frito Lay
- Samsung
- Capital One
- Disney
- General Mills
- MillerCoors
- Subway
- 7-Eleven
- eBay

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WE MAKE CONSUMERS FEEL LOVED.

AND YOUR LIFE EASIER.

Partnering with a promotions company that truly does it all, all in-house, has real advantages. Like being able to discuss strategy, creative, development, validation, redemption, legal and fulfillment all on a single call. Let us show you how easy showing consumers the love can be.

WE LAUNCH THE WORLD'S BIGGEST PROMOTIONS.
GO PURE DIGITAL AND MAKE SALES HAPPEN

Quotient is bringing the multi-billion dollar offline promotions industry into the digital world. Our personalized media and promotions help you reach high-value shoppers more efficiently via the digital channels they’re already using. Whether your goal is to boost foot traffic, increase shopper spend, or build your online audience, our solutions can help by moving volume and driving conversion. We make sales happen.

THE QUOTIENT DIFFERENCE – SCALE, PLATFORM & AUDIENCE

Our specialty is helping brands pinpoint and find digital shoppers wherever they are and shrink the path between when they see ads and promotions and when they visit the store. Using proprietary purchase intent data and the scale of our retail network, we help brands drive sales at our key retail partners by engaging shoppers throughout their shopping journey and in every micro-moment in between. And our Coupons.com mobile app allows brands to influence on-the-go shoppers.

NOTHING COMPARES TO DIGITAL PROMOTIONS’ EFFICIENCY

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<thead>
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<th>Digital</th>
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<td>% of Distributions</td>
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Source: 2016 Inmar Shopper Behavior Study

GAIN SCALE WITH OUR HIGH-VALUE AUDIENCE

- **25%** More trips made annually than the average shopper (87 trips – 1.67 trips/week)
- **40%** More spent on groceries annually than the average shopper
- **54%** Plan to shop within two days
- **6X** Increase in purchase intent after seeing media on Coupons.com (vs. industry average)

Source: ComScore Media Metrix Multi-Platform Total Unique Coupons.com Website Visitors/Viewers, October 2016

AT-A-GLANCE

WHO WE ARE

Quotient’s leading digital marketing platform helps brands and retailers engage with consumers and drive sales through delivering data-driven, personalized promotions and media to consumers. Our network includes Coupons.com, our mobile applications, and our thousands of publisher partners.

EXPERTISE

Quotient connects brands and retailers to high-value shoppers. With our 24 million unique monthly visitors and retailer network covering 73% of total market dollar sales, you reach an audience who spends more and shops more.

PRODUCTS & SERVICES

Quotient’s suite of digital shopper marketing solutions includes:
- Mobile Cash-Back Rewards
- Targeted Shopper Offers
- Display Media & Site Sponsorships
- Audience Xtend® Shopper
- Data Analytics Based On POS & Research

INDUSTRIES SERVED

- Specialty & Franchise Retail
- Restaurant
- Entertainment
- Financial Services
- Consumer Packaged Goods
- Advertising Agencies
- Grocery, Drug, Dollar, Club & Mass Retail Chains
- Specialty & Franchise Retail
- Restaurant
- Entertainment
- Financial Services

MAJOR CLIENTS

- Procter & Gamble
- Clorox
- General Mills
- Kellogg’s
- Kraft
- Albertsons Companies
- Target
- Dollar General
- Winn-Dixie
- Walgreens

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Your customers’ habits. At our fingertips.

We make sales happen.
Intelligently reaching millions of shoppers every day.
Network of more than 60,000 stores.
Digital grocery coupons. Targeted media.
Unmatched shopper data.

Quotient.com
MOBILE & WEB LOYALTY PROMOTIONS – REVOLUTIONIZING THE INDUSTRY

SavingStar’s paperless promotions enable today’s tech-savvy shoppers to redeem single and multi-transaction offers without the hassle of clipping or printing paper coupons. Our unique One or Many promotions encourage loyalty by rewarding shoppers for multiple-item purchases over one or many shopping trips at one or many retailers, for example, “Save $5 when you spend $25 over two months on Frito-Lay products.” One or Many typically increases sales 100-200%+ during the course of a multi-month promotion and 10-50% in the months following. Shoppers are only rewarded after reaching the required purchase threshold, resulting in a cost-per-unit-moved lower than alternative promotions such as printable or FSI. According to our clients, One or Many promotions have the best ROI in the industry. With our Boost feature, CPGs can now incentivize engagement by rewarding shoppers who buy specific products, watch a brand’s video, or share their email address.

UNPARALLELLED ANALYTICS – CREATE THE RIGHT OFFER & MEASURE IMPACT

SavingStar has a unique, household-level view of what consumers purchase across retailers they shop – down to the UPC level. By analyzing actual shopping behavior from our industry-leading digital grocery network, SavingStar will design the right offer to drive sales and loyalty for your brand both during and after the promotion. When the promotion ends, we’ll issue a full report on its success, including pre and post promotion share shifts, overall category shifts, new buyers, items purchased, and more.

EXCLUSIVE SHOPPER INSIGHTS

CPGs use SavingStar to enhance their CRM with actionable insights and personalized communications based on shoppers’ purchases. SavingStar is uniquely positioned to help connect what you know about your shoppers with what we know they are purchasing so you can communicate 1-to-1.

WHITE-LABEL LOYALTY SOLUTIONS

SavingStar’s exclusive technology can be white-labeled for large brands looking to modernize their loyalty marketing with digital solutions that are easier for shoppers to use and less costly than traditional programs such as on-pack codes. Join Kellogg’s, Huggies, and more!

WHO WE ARE

SavingStar is the leading provider of mobile promotions and digital loyalty/CRM programs that reward for brand purchases. SavingStar grocery offers – both single and multi-transaction – are redeemable nationwide through linked loyalty cards and receipt submission.

EXPERTISE

SavingStar customizes digital promotions to drive brand loyalty, with industry-leading analytics and shopper insights. Through our national network of 100+ loyalty card-linked grocery retailers and 35+ receipt scan retailers, SavingStar crafts mobile promotions and loyalty programs that deliver best-in-class ROI.

INDUSTRIES SERVED

• CPGs
• Retailers (supermarkets, drug, mass, club, dollar and convenience stores)

PRODUCTS & SERVICES

• Paperless, National CPG Promotions – Reach millions of shoppers through SavingStar’s network. Industry-leading analytics inform offer design and highlight lift, category shift, share of requirements gains, and more.
• One or Many – Exclusive offers redeemable over one or many shopping trips at one or many retailers, proven to increase sales during and after your promotion with exceptional ROI
• Branded Experience – Mobile-optimized offers, custom designed for your brand
• Shopper Insights – Exclusive data to enhance your CRM and personalize your marketing
• White-Label – Your own customizable, digital loyalty program (without on-pack codes)

MAJOR CLIENTS

• Frito-Lay
• General Mills
• Kellogg
• Unilever
• Kraft Heinz
• Henkel
• L’Oréal
• Georgia Pacific

KEY EXECUTIVES

David Rochon, CEO
Michael Libenson, President
Tom Murray, EVP, Sales
Per Jensen, VP, Analytics & Insights

CONTACT

Tom Murray, EVP, Sales
800.618.3893 ext. 986
info@savingstar.com
MOBILE PROMOTIONS & LOYALTY PROGRAMS
EXCLUSIVE SHOPPER INSIGHTS
POWERED BY THE BEST DATA IN THE INDUSTRY

THE SAVINGSTAR DIFFERENCE

One or Many
Digital offers redeemable over one or many shopping trips
Increase loyalty during and after your promotion
Branded Experience
Mobile-optimized offers, custom designed for your brand
Shopper Insights
Enhance your CRM with actionable insights
Personalize your marketing
White-Label
Join Kellogg's, Huggies, and more
Build your own loyalty program without on-pack codes

DRIVE SALES IN 2017. CONTACT US TODAY.
info@savingstar.com  800.618.3893 ext. 986
**THE OPPORTUNITY**

Fifteen years ago website analytics were unheard of yet today every website is measured and managed with digital intelligence. With Shelfbucks technology, the same holds true for in-store merchandising. Continuously measure and improve digital performance, as well as engage shoppers at the point of purchase. Soon, it will be strategically unthinkable to produce in-store merchandising without built-in digital intelligence.

**OUR SOLUTION**

The Shelfbucks Solution has two independent, powerful platforms that enable retailers, CPGs and POP Suppliers to plan, monitor and improve in-store merchandising. **Merchandising Measurement** tracks and enhances the entire merchandising life cycle by: providing daily insights on execution and sales lift, targeting proper programs and stores and identifying supply chain issues. **Mobile Engagement** digitally engages shoppers at the point-of-purchase by: connecting digital experiences to in-store merchandising, digitally providing features, benefits, tips, offers and videos, and measuring in-store mobile analytics and conversions.

**DISPLAY EXECUTION STUDY - IMPACT VARIES BY DISPLAY TYPE, CATEGORY AND STORE LOCATION**

In a major national retailer, execution and impact varied by many factors including the category, display type and the store location. Executing the most successful displays in the best stores would deliver up to an incremental $7 million in revenue.

**CASE STUDY | Major National Retailer**

<table>
<thead>
<tr>
<th>Display Type</th>
<th>Overall Execution</th>
<th>Increase in Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allergy End Cap</td>
<td>50%</td>
<td>45</td>
</tr>
<tr>
<td>Cosmetics End Stand</td>
<td>50%</td>
<td>25</td>
</tr>
<tr>
<td>Cosmetics Counter Unit</td>
<td>50%</td>
<td>13</td>
</tr>
<tr>
<td>Crackers Power Wing</td>
<td>50%</td>
<td>30</td>
</tr>
<tr>
<td>Personal Care End Cap</td>
<td>50%</td>
<td>20</td>
</tr>
</tbody>
</table>

**CERTIFIED PARTNERS**

The Shelfbucks Platform is brought to you by our industry leading certified partners. **Contact us to become a certified partner today.**

- Menasha
- Green Bay Packaging
- WestRock
- In-Store Innovation
- Great Northern
- TimBar
- In-Store
- Diamond Display
- The Royal Group
- Group
- Harding Display
- Design Productions

**AT-A-GLANCE**

**WHO WE ARE**

Shelfbucks is the #1 in-store merchandising optimization and mobile media platform.

**KEY EXECUTIVES**

Erik McMillan, CEO
Will Phillips, EVP, Sales and Customer Success
Gia Cyrier, Senior Director of Client Services
Catherine Lindner, Chief Merchant

**PRODUCTS & SERVICES**

- **Merchandising Measurement**
  - Receive daily insights on execution and sales lift
  - Target proper programs and stores
  - Understand Merchandising Return on Investment
- **Mobile Engagement**
  - Connect Digital Experiences to In-Store Merchandising
  - Digitally Provide Features, Benefits, Tips, Offers and Videos
  - Measure In-Store Mobile Analytics and Conversions

**CONTACT**

Erik McMillan, CEO
cemcmillan@shelfbucks.com
Will Phillips, EVP of Sales and Customer Success
wphillips@shelfbucks.com
No more guessing.
Improve your in-store marketing ROI with the #1 in-store merchandising optimization platform.

Activate daily merchandising analytics and alerts to measure and improve your campaigns at retail.

Know where your displays are every day.
- % in supply chain
- % in backroom
- % on sales floor
- % recycled
- % never executed

Measure display performance.
- average days on floor
- % sales lift
- top-selling SKUs
- top-performing stores

Track percent of displays on the sales floor.
- by campaign
- by day
- by retail store

shelfbucks.com
512-782-4200
sales@shelfbucks.com

Shelfbucks
OUR CAPABILITIES
Shopkick is the #1 leader in mobile shopping app engagement and in-store action.

OUR PHILOSOPHY
We create an ecosystem of consumers, brands, and retailers that drives value and insights for each.

WHAT MAKES US DIFFERENT
For millions of users, shopkick creates a fun and rewarding shopping experience that is fueled by kicks, shopkick’s virtual currency that rewards shoppers for doing all the things they normally do, like browsing content and watching videos, walking into stores, picking products up off the shelf and making purchases.

What started as a test has now become an integral part of our marketing plans. Shopkick programs never fail to deliver the desired shoppers and results. Shopkick works! They are very much a valued marketing partner to us.

American Greetings
Jan Schroeder
Marketing and Retail Promotion

AT-A-GLANCE

WHO WE ARE
Shopkick is the leading shopping rewards app that connects people with brands and drives in-store action. Unlike any other digital or mobile marketing platform, shopkick validates the 1:1 connection between consumer engagement and in-store action & purchase.

INDUSTRIES SERVED
• Retail
• Grocery

EXAMPLE PARTNERS
• Procter & Gamble
• Coty
• American Greetings
• Clorox
• Barilla
• Purina
• Kellogg’s

• Brand Marketing
• Shopper Marketing

• Georgia Pacific
• GlaxoSmithKline
• Constellation Brands
• Starbucks
• Hallmark
• Hormel
• Red Bull

PRODUCTS & SERVICES
Shopkick delivers the following value to Brands and Retailers:
• Connection with consumers across the path to purchase, from home to in store
• Engagement, conversion and loyalty through a powerful rewards system called kicks
• Rich video experience proven to grow purchase rates by 2X
• Products in the hands of shoppers at the shelf
• Location and shopper level attribution data
• Validated purchase and closed loop solution through receipt submissions
• Conversion rates 5X higher than other online and mobile marketing platforms
• Behavioral and psychographic consumer insights
• Pay-for-performance model, you only pay for consumer actions

KEY EXECUTIVES
Bill Demas, CEO
Kari King, Vice President of National Brand Sales
Mariam Dombrovskaja, Vice President of Retail
Mike Scriven, Head of Customer Success

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Mariam Dombrovskaja, Vice President of Retail
mariam@shopkick.com
Coco Jones, Head of Marketing & PR
coco@shopkick.com
INTRODUCING
shopkick grocery

Our newest feature, built to reward everyday shopping and drive in-store conversion.

Kick rewards drive engagement with your products.

Pre-shop browsing gets your products on the list. In-store actions get them in the basket.

Contact us at Partners@shopkick.com to help you drive sales in grocery.

THE AVERAGE SHOPKICK USER

ENGAGES 2.5 HRS/MO WITH APP

VIEWS 100 PRODUCTS PER SESSION

SHOPS 2X/WK IN-STORE

CONVERTS AT 17% ON AVERAGE

SPENDS $59.12 PER TRIP
DIGITAL SHOPPER MARKETING, SIMPLIFIED.

ShopLiftr provides the easiest way to increase digital campaign engagement and drive in-store sales. By combining the technology and the content brands require to make the biggest impact, we empower CPGs to create effective omni-channel experiences, eliminating the complexity of other solutions.

WHAT WE DO

Trade Promotion Amplification
Increase impressions by extending the reach of your promotions and capturing a passive audience.

Media Integration
Maintain a seamless brand experience from online to in-store.

Hyper-local Engagement
Delight your shoppers with deal content that inspires and drives them to their local stores.

Programmatic Creative
Scale your creative process by dynamically rendering hyper-relevant ads in real-time that speak to your shopper.

Take a quick survey for a chance to win
$100 Amazon gift card
myshopliftr.com/survey
Inspire your shoppers— wherever they are.

CPG’s, retailers and their agencies leverage ShopLiftr to create omni-channel experiences that dynamically link their online content to in-store promotions in order to increase engagement and lift sales.

On Sale
Swiss Cheese
$3.59
2.2 miles away
Local Supermarket
526 Main St, New York, NY

www.myshopliftr.com • info@myshopliftr.com
ENGAGE Transact

Tap mobile phone to packaging or in-store signage

Receive

Prizes Loyalty Points Content

Geographically customized content + tracking

Tap

Receipt validation

Buy the promoted product(s) at participating store

Snap and send a picture of your receipt

Get your reward or loyalty points

At-a-Glance

Who We Are

TPG Rewards, Inc. is a consumer promotions agency offering a broad repertoire of reward programs designed to bolster brand awareness, drive trial & repeat purchase, grow topline sales and build long-term loyalty for some of the world’s most beloved brands.

Expertise

In addition to offering custom-designed consumer promotional reward programs, TPG is the originator of digital receipt validation. With this patent-pending technology, TPG Rewards is the only agency to offer near-instantaneous purchase validation and virtual reward distribution.

Our newest fitness rewards platform tracks consumer activity via a wide range of wearable devices and apps.

Major Clients

- Aimia
- Epsilon
- Geometry Global
- HelloWorld
- IN Marketing Services
- Maritz
- TracyLocke
- General Mills
- Johnson & Johnson
- Kellogg’s
- Mars
- PepsiCo
- Procter & Gamble
- Unilever

Key Executives

John Galinos, Chief Executive Officer
Neil Solomon, Partner
George Patilis, Partner
Ed Hepner, Partner
Kalin Mintchev, Partner

Contact

John Galinos
CEO
212-907-7101
jgalinos@tpgny.com

Buy, Snap, Get is a registered trademark of TPG Rewards.
TRACK

- Register
- Apps
- Wearable devices
- Be active
- Get rewarded

FITNESS

REWARD

- Snap and send a picture of your receipt
- Prizes loyalties
- Content + tracking
- Geographically customized content

REWARDS

- TPGREWARDS.COM
- 29 Broadway, Suite 1400, New York, NY. 10006
- TPGREWARDS.COM
ACTIVATE SHOPPERS WITH DIGITAL + PRINT SHOPPER MARKETING CAMPAIGNS

Consumers are always on the go and getting them to engage with your brand while being bombarded by other noise is tough. We understand. How can you reach them and make sure your brand stays relevant? Let us help. The key is to follow a holistic view of a shopper's path to purchase through our intelligent media delivery.

At Valassis Digital, we offer multi-channel media solutions that drive not only online engagement but also offline sales. When paired with our print capabilities we have a unique ability to connect and activate consumers wherever they plan, shop, buy and share. By infusing digital behavioral data with offline proprietary and syndicated data, we are able to more powerfully guide insightful recommendations. Only we connect the appropriate online and offline data intelligence, infuse it pre-, during and post-campaign to create relevant, cross-channel media plans and continually improve performance for you. We're unique and proven.

WHO WE ARE
Valassis Digital is a division of Valassis, a leader in consumer activation providing influence along the path to purchase via our unique Intelligent Media Delivery Network: mail, newspaper, digital and in-store. We provide digital solutions that drive online engagement and offline sales.

EXPERTISE
Valassis Digital precisely targets its clients’ most valuable shoppers, offering unparalleled reach and scale by integrating online and offline data combined with powerful insights.

PRODUCTS & SERVICES
• Valassis Apio™: Superior Targeting Capability
• Display Advertising
• Dynamic Mobile Ads
• Email Marketing
• Digital Coupons
• Location-Based Mobile Offers
• Audible Offers

INDUSTRIES SERVED
• CPG
• Grocery/Drug/Mass
• Specialty Retail
• Specialty Services

CONTACT
Chris Saroka, Vice President of Digital Sales
203.225.9405
SarokaC@valassis.com
How can you activate more shoppers anywhere?

Use intelligent media delivery

By infusing the appropriate data, Valassis is uniquely able to identify and influence the same consumer at home or away with integrated print and digital campaigns. The result? Drives stronger activation throughout the day — on a local or national scale.

Activate anywhere. Ask Chris Saroka, VP Digital Sales, for proof.

203.225.9405 | sarokac@valassis.com

See case study at valassis.com/p2p-2017
OUR CAPABILITIES

Location Intelligence
- 1st party verified high quality data thru SDK, Server to Server, Beacon signals
- Patented location verification and cleansing, household to device matching, exchange scoring
- Location data native on the device with real-time scale
- Premium media partners with desirable audiences

Consumer Insights
- Audience Options
- Proprietary Verve Segments
- CRM activation; Safe Haven
- 3rd party options
- Campaign Analytics and Dashboard
- Attribution (foot traffic, sales)
- Location data visualization
- Beacons for in-store insights

Great Creative Matters
- Data-informed content that compels, engages, and dovetails contextually with what a consumer is doing at that moment
- Personalization and customization for today’s omnichannel consumers
- Full range of mobile ad creative including Native and Video

Technology
- First-to-market patented location-powered mobile marketing platform
- Complete scaled solution to Plan, Design, Launch and Measure effective location mobile advertising campaigns
- Passionate commitment to first-mover innovation and rapid deployment of dynamic new solutions (e.g. AR, IoT)

THE VERVE MISSION
Verve connects advertisers to consumers, leveraging our mobile technology platform, location intelligence, and continuous optimization to deliver memorable consumer experiences and successful business outcomes.

WHAT MAKES US DIFFERENT
At Verve, we are all about Movement Science, delivering positive consumer experiences by extracting business value from location intelligence and a commitment to innovation and invention.

As a fully integrated extension of brand’s overall enterprise marketing technology ecosystem, the Verve Velocity platform powers greater operational agility, desired audience connections, and elevated campaign performance at scale. The Verve Velocity platform seamlessly adds a robust mobile component into a marketer’s overall media mix strategy.

AT-A-GLANCE

WHO WE ARE
Verve powers mobile advertising through movement science. We pioneered the location-based mobile category in 2005 when we introduced the first-of-a-kind patented mobile marketing platform. Leveraging our location intelligence, imaginative creative, and innovative insights, we develop and execute mobile advertising strategies for the world’s top brands and those serving small businesses.

PRODUCTS & SERVICES
- Complete location-powered mobile advertising platform
- 1st party location data sets at scale
- Premium publisher inventory
- Imaginative, relevant, and non intrusive, creative ad units
- Mobile programmatic solution
- Comprehensive insights & analytics

INDUSTRIES SERVED
- Consumer Packaged Goods
- Retail
- Auto
- Quick Serve Restaurants
Verve also works with Healthcare, Financial Services, and Political Interests.

KEY EXECUTIVES
Tom Kenney, President and CEO
Kevin Arrix, CRO
Julie Bernard, CMO

CONTACT
Kevin Arrix, CRO
kevin.arrix@vervemobile.com
LOCATION INTELLIGENCE + IMAGINATIVE CREATIVE = COMPELLING ENGAGEMENT
REACH ACTIVE SHOPPERS

Active intent is the most valuable data to understand shopper needs. Brands can realize in-store sales lift and experience deeper shopper engagement by using Yieldbot’s real-time targeting to reach active shoppers ready to buy.

MOTIVATE SHOPPERS TO YOUR BRAND

Consumer choices are made based on context and messaging. Find your consumers in trusted content environments and connect with relevant, motivating messaging. Achieve deeper brand engagement to increase sales at point of purchase.

MEASURE SALES SUCCESS

At Yieldbot we only sell guaranteed engagement with your brand. We work with leading 3rd party measurement firms to ensure your media is driving drive sales-lift, new customers and incremental spends.

YIELDBOT AND MEDIAVEST | SPARK PARTNER TO DELIVER SIGNIFICANT RETURN-ON-AD-SPEND FOR HEINEKEN®

Yieldbot has proven to be a best-in-class digital shopper marketing solution in delivering measurable retail sales lift.

Jasen Kelly
VP, Director of Shopper Marketing
Mediavest | Spark

Yieldbot-vFinal.indd   1
0x0   12/7/16   1:25 PM

AT-A-GLANCE

WHO WE ARE
Yieldbot delivers in-store sales lift for shopper marketers by capturing the active intent of consumers as they navigate premium content and matching their experiences with specific and actionable messages.

EXPERTISE
Yieldbot connects brands with motivated shoppers to drive sales lift as they navigate premium media across mobile and desktop.

INDUSTRIES SERVED
- CPG
- Entertainment
- Finance
- Lifestyle

MAJOR CLIENTS
- Clorox
- Heineken
- Quaker
- Pharma OTC
- Pharma Rx
- Retail
- SC Johnson
- Tyson
- Unilever

KEY EXECUTIVES
Jonathan Mendez, CEO and Founder
Rich Shea, CTO and Co-Founder
Chris Copeland, President
Mark Maninno, CRO

CONTACT
General: shopper@yieldbot.com
The Leader in Digital-to-Store Sales Lift

Identify Active Shoppers

Motivate Shoppers to Your Brand

Measure In-Store Sales Lift

Plan Your Year with Yieldbot at shopper.yieldbot.com

shopper@yieldbot.com
SPOTLIGHT: ‘SHOPPER MARKETING’ SPECIAL REPORTS

The writers and editors of Shopper Marketing supplement monthly feature articles, reports and campaign stories with a variety of bonus content. Some of the content is produced in collaboration with sponsors. Among the special reports …

ANNUAL WHO’S WHO

- Who’s Who in Merchandising, February 2017
- Who’s Who in Shopper Marketing Agencies, April 2017
- Who’s Who in Digital Shopper Marketing, June 2017
- Who’s Who in Shopper Marketing, August 2017
- Women of Excellence, November 2017
- Who’s Who in E-Commerce, December 2017

REPRESENTATIVE SPECIAL REPORTS

- Grocery Shopping, the Millennial Way, February 2016
- Social Status and Conversion, March 2016
- Drones Prepare for Liftoff, April 2016
- Understanding E-Commerce’s Evolution, May 2016
- Shopper Marketing Effies, June 2016
- Healthy Food Shoppers, June 2016
- Anywhere Commerce, August 2016
- Modern Shoppers, October 2016
- Design of the Times Winners, October 2016
REPRESENTATIVE WALL CHARTS, ETC.

- Retailer Receptivity, April 2016
- Digital Shopper Marketing Landscape, July 2016
- Precision in Conversion Marketing, July 2016
- P-O-P Trends Survey, August 2016
- Digital Collaboration Playbook, September 2016

ANNUAL SURVEYS

- Trends Report, January/March 2017

WHITE PAPERS

- Decision Science, June 2016
- Impulsivity, September 2016

EXPERTS THAT DRIVE EDITORIAL EXCELLENCE

Each member of the Shopper Marketing editorial staff is steeped in experience serving the industry. Month after month, they deliver editorial excellence and unprecedented access to shopper marketing thought-leaders.

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Don’t miss these other Industry Guides appearing only in Shopper Marketing magazine in 2017.

P-O-P Design & Manufacturing
February 2017

Digital Incentive Platforms
May 2017

Shopper Marketing Agencies
August 2017

Shopper Marketing Teams
September 2017

Retail & Shopper Insights
November 2017

Contact Albert Guffanti at the Path to Purchase Institute at aguffanti@p2pi.org or (973) 607-1301 for more information.