the 2015 guide to Digital Shopper Marketing

Featuring in-depth profiles from leading companies, including:

- Catalina
- CoOptions Shopper Marketing
- Coupons.com Inc.
- Crisp Media
- Digimarc Corp.
- HelloWorld Inc.
- ibotta
- Inmar
- Key Ring
- MaxPoint
- MyWebGrocer
- OwnerIQ Inc.
- PowerReviews
- RevTrax
- Shelfbucks
- TPG Rewards
- Verve Mobile
- Yieldbot
Catalina helps brands and retailers target the right consumers based on their purchasing preferences by leveraging our omnichannel media network together with 2 years of purchase history on over 260 million consumers.

Consumers prefer our personalized advertising and promotional messages because they’re relevant and specific to their needs and wants. As a result, our exposure rate to your targeted audience is much higher compared to demographics-based targeting, resulting in improved awareness and increased brand equity.

With Catalina, brands and retailers minimize purchase subsidization and reach only the right audiences resulting in increased ROI/ROAS and greater value for their media dollar through:

- **Deeper Consumer Insight** – We identify highly loyal consumers, as well as those who may be at risk, and those who represent the best opportunity for you to grow your brand.
- **Unrivaled Scale** – We reach up to 260 million shoppers in-store, and millions more online via the largest CPG omnichannel media network in the U.S.
- **Unmatched Mass Personalization** – We target consumers based on their transaction behavior or their purchase history.
- **Closed Loop Measurement** – We deliver insight into the impact and effectiveness of our media programs based on in-store sales, enabling you to know the true benefit to your brand.

**RECENT CATALINA INNOVATIONS**

With Catalina’s recent acquisition of Cellfire, the leading provider of load-to-card digital coupons in the CPG market, our retail and brand partners can achieve the scale they are seeking, seamlessly delivering content across all channels and screens.

Catalina’s My Favorite Deals™ helps retailers drive next week’s shopping trip with personalized circulars for each shopper, featuring items relevant for each customer from their upcoming circular with 0.5-1.5% top line sales lift to promoted IDs.

Catalina BuyerVision® targets consumers based on their purchases and affinity for a particular brand or category—the very same consumers most important for growing your franchise. Purchase-based ad targeting delivers a high return on spend (ROAS) and minimizes the waste associated with demographics-based advertising.

Catalina Category Marketing (CCM) is now omnichannel, going cross-screen—in-store, mobile, online and video. CCM promotional campaigns can drive up to 60% incremental sales for promoted items at 2-5x more efficiency than Free Standing Inserts or other mass advertising.
Every consumer has their own unique set of buying behaviors, or BuyerGraphics™. It’s our insights into a shopper’s purchase behavior that enable Catalina to personalize the consumer’s path-to-purchase through mobile, online and in-store networks by leveraging the evolving purchase history of more than three-fourths of American shoppers.

Identify Once, Engage Anywhere

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Engaging the Selective Shopper Study

Visit www.catalinamarketing.com/engagingreport to download your copy of the study and discover how Catalina can help retailers and brands understand shoppers and engage them across multiple channels, inside and outside of the store. Or call 1-877-210-1917 to learn how you can start influencing your customer’s path-to-purchase and drive lift and loyalty for your brand.

@catalina

CATALINA®
Personalized Digital Media
SOCIAL SHOPPER ACTIVATION THAT MOVES AT THE SPEED OF YOUR BUSINESS

The consumer media landscape continues to evolve at a lightning pace with exploding advances in digital consumer technologies, consumer access and social channels, often outpacing the shopper marketing industry’s ability to keep up. Until now...

Introducing CoOptions Social Shopper Activation, powered by Sverve, a breakthrough set of technologies and services that give retailers, brands and agencies a fast and accurate wormhole into the heart of the social influencer community and their millions of loyal social followers.

OUR PHILOSOPHY

We believe that the company to which you entrust your social shopper activations and budgets should be one that “walks the digital walk.” That’s why the Sverve Community, in which our 20,000 active influencers live, was built. It’s not only the place where we connect with our influencers and manage client projects, it’s also the place that they engage and collaborate with one another—sharing content, endorsing one another, learning together in Sverve’s own webinars, and collaborating on campaigns. Think of the Sverve community as a hybrid of LinkedIn, Pinterest and Facebook capabilities, just for our influencers.

WHAT MAKES US DIFFERENT

In addition to our unique influencer social network, we offer clients:

**Speed to Market.** Because we are technology based, we are able to execute custom sponsored content programs in days vs. weeks; many of our turnkey automated solutions, in minutes. Technology also allows us to streamline campaign management and pass on cost efficiencies to clients.

**Breadth of Options.** Our technology platforms offer clients choices, from authentic sponsored influencer content, to turnkey Twitter, Pinterest, YouTube and other platforms. Mixing and matching tactics and channels based on objectives and targeting, allow us to help clients have clear visibility of options and optimize budgets and results. We power in-store shopper activations for new product launches, live demos and store events, usage solutions and occasions, in-store promotions; and online shopper activations digital couponing, online offers, brand usage/recipes, contests, sweeps and traffic drive to brand site and social assets.

**Real-Time Campaign Access & Analytics.** This is where the rubber meets the road. The Sverve technology allows everything on a campaign to happen and flow through one platform, from influencer targeting and selection, communication, content review, payments and real-time analytics. Our user-friendly dashboard provides you access to live campaign performance and every piece of the content created by influencers.

"In today’s fragmented media environment we’ve been challenged to find cost-effective ways of engaging our target consumers and growing our brand. Sverve provides exactly what we need to build awareness, generate trial and attract new users. The integrity of their platform as a ‘real’ and accessible social network, combined with a mix-and-match choice of tactics, and real-time analytics, offers outstanding control over campaigns."

Michael Servie, VP Sales & Marketing, Spartan Foods

WHO WE ARE

CoOptions Social, powered by Sverve, is the most advanced social shopper engagement technology platform in the industry. Our unique value proposition combines our proprietary social network of 20,000 active influencers, with robust technology platform that facilitates instant campaign setup, accurate targeting, and real-time analytics portal.

KEY EXECUTIVES

Brian Sockin, CEO, CoOptions
John Branca, VP, Sales Bentonville CoOptions
Rohit Vashisht, CEO, Sverve
Eileen Wong, SVP, Biz Dev & Strategic Alliances, Sverve

PRODUCTS & SERVICES

- Custom sponsored content campaigns across blogs and social channels that can be activated in hours vs. weeks
- Dedicated “pay-per-performance” turnkey platforms for Twitter, Pinterest/Sweeps, YouTube & other social channels
- Pinpoint targeting by location, retailer affinities, ethnicities, areas of influence & follower demographic information
- Live access to real-time analytics & performance with downloadable charts, shopper leads & campaign images
- Ability to maneuver budget spend on-the-go for optimal results
- A dedicated services team of experts strategizing & executing campaigns for the best results & ROI

INDUSTRIES SERVED

- CPG brands & services
- Retailers in all classes of trade
- Shopper marketing & media agencies
- Walmart/Sam’s suppliers & agencies (offices in Bentonville)
- Clients with multi-cultural social marketing initiatives (i.e. Latina, African-American)

CONTACT

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bsockin@cooptions.com

John Branca, VP Sales – Bentonville
jbranca@cooptions.com

COOPTIONS.COM
Do your **Social Media** vehicles have the **Power** to drive shoppers to purchase?

**True Community**
Sverve's own social network powered by 20,000 active influencers

**Real-Time Analytics**
Detailed campaign stats and live feeds across all social networks

**Custom & Turnkey Solutions**
Give you the power of choice

**Sverve**
Superior Handling

**Advanced Steering**
User-friendly client portal for influencer selection & content approvals

**Real-Time**
Power under the hood

**Clear Visibility**
0-360° in seconds flat

**Instant Activation**
That moves at the speed of your business

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Technology, capabilities & choices that **put you** in the driver’s seat.

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**Coptions**
SOCIAL SHOPPER ACTIVATION

Unleash the **Power** of Social Shopper Activation
4. Create a fully immersive co-branded messaging for your partner retailer by using the ShopperConnect platform to:
2. Generate digital visibility & engagement
3. Amplify retailer merchandising efforts
4. Create a fully immersive co-branded shopper experience

Data is at the heart of every solution we offer. We deliver personalized promotions to shoppers based on their past or expected purchase behavior to drive activation and influence buying behavior. Using first, second and third-party data, we serve retailer-specific and national media — both on Coupons.com and off-site. We take data from each campaign, couple it with proprietary research and leverage that to determine the appropriate solutions to meet your objectives and validate the performance of our integrated solutions offerings. By intelligently combining this data, Coupons.com helps you deliver co-branded messaging and relevant digital coupons to shoppers throughout their shopping experience. Our solutions help you reach the right shopper at the right time with the right offer — before, during and after their shopping trip — whether it’s via web, mobile, social, email or even in-store. We have solutions that deliver equity plus activation. The best part is, there’s no need to look elsewhere to make a powerful, relevant shopper marketing program come together — we’re truly a one-stop shop offering a portfolio of integrated solutions to connect digitally with the shoppers that matter most.

LEVERAGE NATIONAL CAMPAIGNS AT THE LOCAL LEVEL WITH THE COUPONS.COM SHOPPERCONNECT™ PLATFORM

Amplify national coupon content and brand messaging for your partner retailer by using the ShopperConnect platform to:
1. Drive demand to specified retailer(s) — deliver foot traffic through the doors of the retailer you’re supporting and get your product into their baskets
2. Generate digital visibility & engagement
3. Amplify retailer merchandising efforts
4. Create a fully immersive co-branded shopper experience

WHAT SETS COUPONS.COM APART?

Audience
Our audience makes 25% more trips, spends 12% more each trip, and spends 40% more overall than the annual shopper. This adds up to a power shopper — exactly the consumer you want to reach and your retailer partners want walking into their stores.

Retailer Network
Coupons.com is a clear industry leader, offering digital solutions that can be utilized by CPGs at virtually every grocery, drug, dollar and mass retailer. Our breadth of retailer relationships ensures you have a partner at every step of the way to help develop, execute and gain retailer support for digital shopper marketing campaigns.

Smart Data
Using our robust Coupons.com intent data coupled with retailer and third party data, we’re able to capture our audience’s purchase intent right before their actual purchase. This proprietary data allows us to capture various declared and inferred user behaviors and build user segments based on shopping behavior. These user segments and interest categories are available for personalizing offers and targeting media in near-real-time.

PRODUCTS & SERVICES
The Coupons.com ShopperConnect platform includes:
- Retailer co-branded:
  - Display media
  - Destination pages
  - Site sponsorships
- Promotions/coupons
- Retail Shopper Extend™
- CRM
- Research

INDUSTRIES SERVED
- Consumer packaged goods
- Grocery, drug, dollar and mass retail
- Specialty & franchise retail
- Restaurant
- Entertainment
- Financial services

CONTACT
Gary Stern, VP Shopper Marketing Sales
gstern@couponsinc.com
516.692.0274

1 GfK, Digital Coupon Redeemer Shopper Trends, April 2015
DATA is at the HEART of the matter

The Coupons.com ShopperConnect™ platform leverages proprietary purchase intent, digital and shopping behavior data, putting shoppers at the heart of it – in stores and buying your brands.
ACTIVATE THE NEW POINT OF PURCHASE WITH CRISP MoCA

Today, 84% of shoppers use digital devices for shopping activities before or during their visit to a store—and mobile devices influence one-in-five dollars spent.*

Introducing MoCA™ from Crisp, the first end-to-end mobile customer activation platform that retailers, CPGs and other “drive-to” marketers can use to easily deploy effective mobile campaigns that activate customers to purchasing experiences.

Only MoCA combines demographic, behavioral, location and contextual targeting with scale across operating systems and platforms. We offer the industry’s leading rich and dynamic creative formats. The best inventory through Crisp’s private supply marketplace. Ad serving, analytics and campaign management. All in a single, seamless mobile customer activation solution. More so every day, mobile is the new point of purchase. And Crisp MoCA is your all-in-one point of activation.


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 provides the first end-to-end mobile customer activation platform, Crisp MoCA, that delivers a fully turnkey solution to dominate today and tomorrow’s primary point of purchase.

Crisp’s mature, vertically integrated ad technology and industry-leading product, engineering and operations teams have made it the platform provider of choice for brands ranging from The Home Depot and Unilever to Kraft and Anheuser-Busch. Crisp is a privately held company headquartered in New York, with offices in Singapore.

CRISP MOBILE AD TECHNOLOGY

At Crisp, we know mobile activation requires a complex set of different technologies. We’ve responded with the development over the past decade of a proprietary and vertically integrated technology stack unparalleled in the ad tech industry. In recent years, Crisp has also led the industry in the development of important API standards – a lynchpin to optimizing mobile ad experiences - as well as better mobile ad formats, which are now widely deployed across the ecosystem on every major mobile ad platform.

Our vision and roadmap are based on developing and integrating cutting-edge technology to capitalize on mobile’s role as the primary channel driving shopper activation both in-store and online.

KEY EXECUTIVES

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

EXPERTISE

Mobile engineering and technology, data-enabled targeting, media/inventory supply, ad serving, analytics and expert campaign management; all designed and coordinated to help brands compel and activate customers to point-of-purchase experiences through mobile devices.

PRODUCTS & SERVICES

- Coupons & Incentives
- Proximity marketing (latitude/longitude)
- Dynamic ad retail triggers including weather, temp, flu-indices, and more
- Shoppable social and product reviews
- Shoppable video
- Drive-to-store

INDUSTRIES SERVED

Crisp supports brands sold through retailers including:

- Mass retailers
- Drugs
- Groceries
- Office supplies & electronics
- Department stores & apparel
- QSR
- Beer & spirits
- Sports

CONTACT

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Tom Jones, Chief Revenue Office
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949.500.4386
MOBILE IS FAST BECOMING THE NEW POINT OF PURCHASE

INTRODUCING

crisp MoCA

The first end-to-end MOBILE CUSTOMER ACTIVATION PLATFORM for shopper marketing

A SINGLE, SEAMLESS SOLUTION THAT BRINGS IT ALL TOGETHER

DATA
Location, demographic, behavioral and contextual customer targeting

CREATIVE
Industry leading rich & dynamic mobile creative formats

INVENTORY
The best ad inventory through Crisp’s Private Supply Marketplace

ANALYTICS
Ad serving, analytics and campaign management

Start activating your customers to point-of-purchase experiences today with crisp MoCA

Contact us at shopper@crispmedia.com

Activate the New Point of Purchase
www.crispmedia.com
FASTER CHECKOUT, IMPROVED IN-STORE EXPERIENCE, ACCELERATED ENGAGEMENT

Built on Digimarc’s patented digital watermarking technology, the Digimarc® Barcode is a game changing improvement to traditional barcode functionality: Faster, more reliable, more versatile and more secure than today’s UPC/EAN symbol. And, best of all – it occupies zero space on the package.

The Digimarc Barcode contains the same GTIN data currently carried in the product’s UPC/EAN symbol. This data is invisibly repeated multiple times over the entire package, meaning that checkout clerks, as well as shoppers using self-checkout, can quickly scan items without having to find and position the UPC/EAN symbol toward the reader, resulting in shorter lines for customers and improved margins for retailers. Additional benefits to the retail industry include item level traceability, brand authentication and defeating barcode swapping.

Digimarc Barcodes also create deeper in-store engagement opportunities with mobile-enabled shoppers. Every package becomes a direct link to additional product information, special offers, recommendations, reviews, social networks, and more. With their mobile device, consumers can scan Digimarc’d packaging, store signage, print ads, circulars, free standing inserts, and other brand marketing to get instant access to helpful information that aids in their path-to-purchase in store, at home and everywhere in between. This provides an opportunity to engage with shoppers and collect important customer data.

Retailers, brands and consumers. Everyone wins with the Digimarc Barcode.

OUR VISION

All of Digimarc’s solutions reflect a unified vision of enriching everyday life via pervasive, intuitive computing. We accomplish this by creating a new means of communication – based on digital watermarking technology – that can be embedded into media and objects, allowing computers and digital devices to see, hear and engage with the world around them much like people do. The result is that consumers and organizations can easily access digital content when, where and how they want it.

“"We’re always looking for innovative ways to help our customers present their brands to the market. Digimarc Barcode delivers significant performance and feature enhancements to retail packaging while providing the following benefits: low cost, no visible impact, and minimal business process overhead. Our processes and expertise dovetail nicely with the Digimarc platform and services to make it easy and economical for our customers to take advantage of this amazing new technology.""

Michael Shannon, Senior Vice President, Southern Graphics Inc.

DIGIMARC IS A SOLID BUSINESS PARTNER

We are a well-capitalized, publicly-traded company with a long history of large-scale deployments. Our world-renowned technology is widely used in television, radio, publishing, government IDs and global currency. Our key technologies are protected by our large, high-quality patent portfolio. Over half of our professional workforce are engineers with a significant portion possessing PhDs in their respective fields.

WHO WE ARE

Based in Beaverton, Oregon, Digimarc enables organizations worldwide to enrich everyday life with the means to identify, discover and engage with all forms of content, including packaging, audio, video and imagery.

KEY EXECUTIVES

Bruce Davis, Chief Executive Officer & Chairman of the Board of Directors
Robert P. Chamness, Chief Legal Officer & Secretary Charles Beck, Chief Financial Officer & Treasurer
Joel Meyer, Executive Vice President IP, IP Legal

PRODUCTS & SERVICES

• Dramatically improve checkout scanning speed
• Omnichannel print-to-mobile & audio-to-mobile brand experiences
• Transform static media into interactive opportunities
• Protect, identify & track digital files
•Authenticate content & objects
• Deter counterfeiting & piracy

EXPERTISE

Digimarc is the world leader in imperceptible digital identities. Our solutions create new means of communications for retailers, brands and organizations by enabling digital devices to see, hear and engage packaging, print, audio or video media.

AT-A-GLANCE

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INDUSTRIES SERVED

• Retail
• Brands
• Packaging
• Publishing

CONTACT

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503.469.4800
Larry Logan, Chief Marketing Officer
larry.logan@digimarc.com
Mark Belfiglio, VP of Sales
mark.belfiglio@digimarc.com

DIGIMARC.COM
WE CAN FIX THIS

Whether your customer is buying 5 items or 50, they will all breeze through checkout. With Digimarc® Barcode, every checkout lane becomes an express lane.

Learn more at digimarc.com/express.
DIGITAL MARKETING STRATEGY & NATIVE TECHNOLOGY

From on-pack callouts to POS, website, mobile and social solutions, we give shoppers compelling reasons to choose your product or visit your store.

Leverage our digital marketing ecosystem of promotions, loyalty and mobile messaging work both synergistically and alone to accelerate brand growth.
And from your very first campaign, our analytics platform allows you to get hands-on with your data and dig deep for consumer insights.

PROMOTIONS
- Sweepstakes
- Instant win games
- Trivia
- Contests
- Advergames

LOYALTY
- Reward purchase
- Social engagement
- Advocacy & referral programs
- Promotional overlays

MESSAGING
- Text
- MMS
- Location-based
- Coupons & offers
- Alerts

ANALYTICS
- Campaign metrics
- 24/7 dashboard
- Cross-program comparisons
- Custom segmentation
- ROI analysis

EXPERTS IN CPG AND RETAIL ENGAGEMENT
Kraft is a great example of a brand leveraging all the opportunities to connect digitally with shoppers. From on-pack codes to web, social, mobile, and live event activations, they’re driving brand engagement in a big way, and building long-term loyalty.

GET THE INDUSTRY SPIN
Whether you’re catching up or staying ahead, our strategists have created eBooks, webinars on demand, and whitepapers so you can stay on top of what’s new and different, as well as cool moves from our partner brands.

www.helloworld.com/insights

AT-A-GLANCE

WHO WE ARE
HelloWorld is a digital marketing solutions company working with the world’s leading brands across all industry verticals. The company offers a powerful combination of native platform technology and marketing strategy to brands looking to accelerate growth and deepen customer impact.

EXPERTISE
HelloWorld creates consumer interactions through promotional campaigns to spark interest, loyalty to retain and reward, and mobile messaging to continue the conversation. With expertise in 44 countries and 16 years’ experience, we’ve administered 4x more promotions than the next company.

PRODUCTS & SERVICES
- Promotions
- Loyalty programs
- Mobile messaging
- Custom analytics
- Strategy & creative
- Legal & prize fulfillment

MAJOR CLIENTS
- Coca-Cola
- Microsoft
- Procter & Gamble
- Kraft
- The Gap
- Schwan’s Consumer Brands
- Walgreens
- Starbucks
- Belk
- Johnson & Johnson

INDUSTRIES SERVED
- Retail
- CPG
- Restaurant
- Travel
- Financial
- Technology

CONTACT
TEL: 877.837.7493
Lisa Feldberg, Regional VP
Lisa.Feldberg@HelloWorld.com
Jen Gray, VP, Marketing & Creative Services
Jen.Gray@HelloWorld.com
Create unforgettable brand interactions that drive consumer demand — right at the shelf.

PROMOTIONS to spark interest
LOYALTY to retain and reward
MOBILE MESSAGING to continue the conversation
ANALYTICS for consumer insights

See the Impact—Text CASE STUDY to 30364
Msg & Data rates may apply. Reply STOP to quit or HELP for help. 2 msgs/query. Terms and privacy policy at www.helloworld.com.
Ibotta is transforming the way leading CPG brands and retailers think about advertising on mobile. Gone are the days of assumption-laden models to prove advertising ROI, and gone are the days of communicating brand benefits with massive television buys (thanks, DVR). Our true expertise is in our data—because Ibotta can tell you how many unique SKUs you’ve moved, who bought your product, when they bought it and where.

WHO WE ARE
We’re innovators, re-thinking how brands and retailers should engage their customers and evaluate their results. We’re connectors, introducing new products to new people, and connecting brands, retailers, and consumers through mobile technology. We’re game-changers, evolving the path to purchase, the way people shop, and the way campaigns are measured.

INDUSTRIES SERVED
- Grocery (CPG)
- Health & beauty
- Fashion & apparel
- Consumer electronics
- Dining & entertainment
- Home improvement

PRODUCTS & SERVICES
- With over 7mm app downloads, Ibotta is the furthest reaching and most widely used consumer shopping application in US Grocery & CPG.
- Used by the world’s leading brands and retailers to drive sales by engaging consumers on mobile with fresh, relevant content and game-like interactions.
- Delivers highly targeted, customizable messages and retailer exclusive rebates at more than 150,000+ U.S. store locations based on shopper geo-location and past purchase behavior.
- Ibotta triangulates geo-location, demographic & item-level purchase data to offer a suite of analytics products including consumer research studies, market insight reports & media attribution analysis.

KEY EXECUTIVES
Bryan Leach, CEO
Kane McCord, COO
Luke Swanson, CTO
Rich Donahue, VP of Marketing

MAJOR CLIENTS
- Proctor & Gamble Co.
- SC Johnson & Son
- General Mills, Inc.
- The Coca-Cola Company
- Chobani, LLC
- Constellation Brands, Inc.
- Heineken International
- Anheuser-Busch Companies, LLC
- Best Buy Co, Inc.

CONTACT
TEL: 303.593.1633
inquiries@ibotta.com
Real Sales. Real Data.

Based on actual data from a major brand campaign with Ibotta

Units Sold

Pre-Campaign
Ibotta Campaign Live
Post-Campaign

Pre-Campaign Avg.
Post-Campaign Avg.

Work with the scale leader on mobile. We’re closing the loop by proving that consumer engagement drives loyalty and lasting sales growth. With over 7 million downloads in the United States, Ibotta remains the fastest growing and furthest reaching mobile application in Grocery, CPG and Retail. For more information, email shopper@ibotta.com

ibotta.com
Providing User-Proven Promotion Platforms...

...that enable marketers to reach, engage and influence today’s time-strapped, technology-engrossed shoppers who are watching the world on three screens and shopping across multiple channels on a 24/7 basis.

Our direct-connect solutions provide shoppers with dynamic content, targeted promotional offers and helpful product information while delivering back to marketers the data needed for CRM enhancement along with the benefits of shopper-executed advocacy.

Delivering Actionable Analytics...

...for a deeper, more immediate understanding of promotion performance, shopper preferences and insight into how purchase decisions are made and how they can be influenced.

Inmar’s Behavioral and Promotion Analytics provide unique perspective into shopper behavior and the impact of promotions, informing effective shopper engagement strategies that drive revenue and optimize marketing spend.

Offering Collaborative Expertise...

...from a cadre of industry-immersed analysts and account managers experienced in creating comprehensive promotional campaigns, advancing cooperation between brands and retailers and supporting program execution across all media.

The Inmar team has been helping brands and retailers improve business outcomes for more than 34 years. Backed by the best in technology, Inmar’s solution experts help clients navigate the marketplace and fully leverage opportunities for growth.

**At-A-Glance**

<table>
<thead>
<tr>
<th>WHO WE ARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are an industry innovator with more than 30 years’ experience in promotions and the only player in the space providing clients with a comprehensive, closed-loop solution for superior shopper engagement that spans both paper and digital promotions.</td>
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<table>
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<th>EXPERTISE</th>
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<td>We are expert 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.</td>
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<th>PRODUCTS &amp; SERVICES</th>
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<tr>
<td>Inmar has the most complete suite of digitally driven solutions in the marketplace — enabling brands and retailers to develop, execute and analyze holistic, omni-channel promotion campaigns through collaboration with a single, strategic ally.</td>
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<table>
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<tr>
<th>Key Offerings Include:</th>
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<tbody>
<tr>
<td>- Coupon processing and settlement</td>
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<tr>
<td>- Digital promotions</td>
</tr>
<tr>
<td>- Print-at-home promotions</td>
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<tr>
<td>- Rebates</td>
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<tr>
<td>- Promotion analytics</td>
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<td>- Shopper engagement tools</td>
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<td>- Shopper behavior research</td>
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<table>
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<th>Key Executives</th>
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<tr>
<td>David Mounts, Chairman and CEO</td>
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<td>John Ross, CMO &amp; President, Retail Promotions Network</td>
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<tr>
<td>Brian Wiegand, Senior Vice President, Digital</td>
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<td>Jim Deffenbaugh, Vice President, Retailer Enterprise Sales</td>
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<tr>
<td>TEL: 800.765.1277</td>
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<td>Sharon Joyner-Payne, Senior Vice President, Marketing</td>
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<tr>
<td>336.631.7663</td>
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</tbody>
</table>
She’s planning her shopping.
You could be gaining share.

Inmar enables brands and retailers to better engage shoppers across channels and throughout the path to purchase — because not all shopping decisions are made at shelf.

To learn how Inmar can help you integrate your brand into the path to purchase contact us at solutions@inmar.com or 866.440.6917.
KEY RING’S MOBILE SHOPPER MARKETING EXPERIENCE

Isn't mobile supposed to make life easier? With Key Ring, marketers find an app that is focused on utility. Key Ring helps shoppers cut through the clutter of bagging a deal by streamlining rewards cards, circulars, and coupons into one app. We simplify savings for more than 12 million shoppers which allows marketers to tap into a data rich, premium ad platform.

The foundation for Key Ring’s ad platform is built upon robust user insights, cutting edge location technologies, and a best-in-class mobile app, but using the ad platform is as convenient for marketers as answering two questions. First, you choose the retailer or geographic area where you need to drive products off the shelf and into the cart. Then, you select one (or a combination) of Key Ring’s brand engagement solutions including add to shopping list features, recipes, coupon delivery, geo-triggered push notifications, and more. In two simple steps, you are on your way to achieving mobile shopper marketing results delivered by Key Ring.

MOBILE SHOPPER MARKETING THAT’S PROVEN. THE ROI STORY.

Key Ring took home the Digiday Mobi Award for Best App for Retail/E-Commerce in 2014. Industry honors and accolades tell part of Key Ring’s success story, but we are a company that is fueled by data and analytics. That is why Key Ring has partnered with Nielsen Catalina Solutions to help clients measure the true ROI of their mobile shopper marketing campaigns. A personal care brand achieved a $5.96 return on advertising spend after leveraging Key Ring’s add to list shopping feature. The customized add to list campaign resulted in the brand being added to a shopping list over 58,000 times.

With a database of more than 60 million loyalty cards, Nielsen Catalina Solutions and Key Ring can identify and measure transactions of shoppers who were exposed to ads inside the app. There is no extra work for the shopper to prove she purchased an item, and the data being measured is 100% accurate since it is captured at point of sale. Say goodbye to guesswork and hello to proven results.
USEFUL FOR SHOPPERS.
SIMPLE FOR BRANDS.
POWERFUL FOR ALL.

Work with Key Ring, the mobile app based on content – not games or gimmicks. Our utility for shoppers means a transformation of content interaction and loyalty card usage data that allows you to target the right shopper, at the right time. Start using Key Ring today to move your products off the shelf and into the cart.

Ready For Simplified Shopper Marketing?

Work with Key Ring, the mobile app based on content – not games or gimmicks. Our utility for shoppers means a transformation of content interaction and loyalty card usage data that allows you to target the right shopper, at the right time. Start using Key Ring today to move your products off the shelf and into the cart.

Key Ring
A Go Digital Company

Shopper Simplified
TO REACH NATIONALLY, WE ADVERTISE LOCALLY

MaxPoint links digital ads with store-level inventory data and point-of-sale data to give digital shopper marketing programs a real-time advantage. We start by finding the neighborhoods, or Digital Zips, containing shoppers most likely to buy a specific product at a particular retail location. Using the MaxPoint Intelligence Platform, we integrate store-level sales and inventory data with digital ads to execute cross-channel digital marketing programs to drive demand among only those shoppers near stores that have the item in stock. Throughout all this, we adjust your programs based on current store-level sales data and provide deep insights about your programs’ direct impact on in-store sales.

YOUR STORES ARE TALKING. WE CAN HELP YOU LISTEN.

MaxPoint is the only business intelligence and digital marketing company that listens to the rich data stores cast off and integrates this data into digital shopper marketing programs. Our technology offers the four key components needed by an advertiser to drive local, in-store sales: the ability to reach customers in neighborhoods around a specific store location; business intelligence for understanding consumer attributes and predicting consumer purchases; national scale; and closed-loop measurement based on actual in-store sales to determine what is working, where, when, and why.

THE ONLY HYPERLOCAL SOLUTION THAT COVERS NATIONAL GROUND

MaxPoint has worked with each of the top 20 leading national advertisers and each of the top 10 advertising agencies in the United States as ranked by Advertising Age. You’ll also find us on the Deloitte Technology Fast 500™ list for the second year in a row.

AT-A-GLANCE

WHO WE ARE
MaxPoint provides a leading business intelligence and digital marketing solution that enables national brands and marketers to drive local, in-store sales.

EXPERTISE
MaxPoint links digital ads with store-level inventory data and point-of-sale data to give digital shopper marketing programs a real-time advantage, adjusting based on current store conditions and providing deep insights about your programs’ direct impact on in-store sales.

INDUSTRIES SERVED
• Consumer products
• Retail
• Agencies

PRODUCTS & SERVICES
• Digital Zip® technology
• Proprietary interest insights
• Store-level reporting & measurement
• New product launches
• Supercharged promotions
• Seasonal products

CONTACT
TEL: 800.916.9960
Matt Knust, VP, Shopper Marketing Sales
matt.knust@maxpoint.com
PUT MORE WALL STREET INTO YOUR MADISON AVENUE.

ONLINE ADVERTISING THAT DRIVES IN-STORE SALES

Drive your best customers to their local stores to purchase your products by connecting your store-level data to your digital advertising. Learn more at AWholeNewDay.com.

© 2015 MaxPoint Interactive, Inc.
There is a digital revolution happening in food retailing that will fundamentally change shopper marketing. Measurement, context, personalization – the ability to influence an individual consumer at the point of decision and measure the outcome – is now possible for our industry.

ACCESS FOR GROCERS
Digital Experience Platform
MyWebGrocer provides the most complete digital experience platform for the food retailing industry. We power the digital channels of 130 grocers, representing 10,000 stores and providing access to more than 15 million unique grocery shoppers that are actively engaging in planning and shopping.

ADVERTISING FOR CPG BRANDS
Advertisers on the MWG network recognize and benefit from the ability to influence consumers in planning and purchase mode.
We have the largest number of digitally active grocery shoppers:
- Largest audience = more trips to the store
- 500+ shopper segments available for granular targeting and advanced shopper profiles

AT-A-GLANCE
WHO WE ARE
MyWebGrocer is the leading provider of digital grocery services, driving connections between consumers, retailers 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 MyWebGrocer’s network, you can reach the industry’s most valuable consumers—multichannel consumers—and target based on demographics, geography and purchase intent. Reach a consumer at the point of decision and quantify the results.

MAJOR CLIENTS
- Safeway
- Albertsons
- ShopRite
- Harris Teeter
- Brookshire Grocery Company
- Unilever
- PepsiCo
- Procter & Gamble
- Nestle
- McCormick

CONTACT
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Greg Stevens, Executive Vice President
adsales@mywebgrocer.com
DOES YOUR SHOPPER MARKETING STRATEGY REACH HER?

MyWebGrocer will get you in front of your customers—where they are today.
THEY SHOP. WE LEARN.

OwnerIQ is the only digital marketing solution that gathers audience data directly from Retailers and Product Brands to find in-market shoppers. Our unique technology analyzes over 200M+ active shoppers’ behavior, and then applies those insights to drive outcomes at retail. We gather first party data that comes from over 400+ Retailer and Product Brand audiences, which empowers our partners to target active shoppers at scale and in real-time.

Learn more about programmatic shopper marketing at www.OwnerIQ.com/PSM

NEWS AMERICA MARKETING PARTNERS WITH OWNERIQ TO CREATE UNIQUE DIGITAL DISPLAY PROGRAM

Partnership Sets New Standard with News America Programmatic Advertising

News America Marketing (NAM), the premier promotional marketing services company in the U.S. and Canada, announced the addition of a new product to their portfolio, News America Programmatic Advertising, thanks to a partnership with OwnerIQ, the leading digital marketing solutions for retailers and product brands.

“We are excited to be partnering with an industry leader like News America Marketing,” said OwnerIQ CEO, Jay Habegger. “News America brings the experience that comes from having a long-term understanding of the marketplace, both CPG and retail, and its data adds tremendous relevance to our digital offerings, resulting in a product that offers unique value to our clients.”

WHO WE ARE

OwnerIQ is the leading digital marketing solution for retailers and product brands. OwnerIQ pioneered the concept of Path to Purchase Media by transforming retailers’ and brands’ first party data into digital advertising opportunities. As the the first programmatic solution for shopper marketing, OwnerIQ enables shopper marketers to reach shoppers wherever they are and influence their buying decisions in real-time.

EXPERTISE

As the first Programmatic Solution for Shopper Marketing, OwnerIQ processes billions of shopper insights in real-time to help you reach shoppers and influence buying decisions. Our technology analyzes over 200M active shoppers’ behavior, and it applies those insights to drive outcomes at retail. Our first party data comes from over 400 retailer and manufacturer audiences, which empowers our partners to target active shoppers at scale and in real-time.

INDUSTRIES SERVED

• CPG
• Consumer electronics
• Appliances
• Home goods
• Automotive
• Gaming
• Outdoor and sporting
• Pharma/OTC

CONTACT

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KEY EXECUTIVES

Jay Habegger, CEO
Robert Scheckman, VP Shopper Marketing
Robert Daniel, EVP, Advertising Sales

AT-A-GLANCE

Reach more shoppers
The Largest database of active online shoppers

Drive e-commerce
Technology that converts more prospects

Accelerate Retail Sales
Programs designed to support your retail channel

Geo Data
Shopper Data
Targeted Reach
Minimized Waste
Optimized Results
Programmatic shopper marketing has arrived.

ProgrammaticShopperMarketing.com
DRIVE TRAFFIC AND SALES
ONLINE AND IN-STORE

PowerReviews delivers software that more than 1,000 brands and retailers use to collect and display ratings and reviews and answer consumer questions. Our software solutions generate authentic content that drives relevant traffic and increases sales on 5,000 websites around the world. And with 2,500 retailers, our syndication network is the largest and fastest in the industry; it reaches more than 700 million in-market shoppers every month.

Shoppers are increasingly using their phones in-store to access product information, and reviews are the information they most want to see in-store. 57% of consumers want to see reviews when they are shopping in-store. With mobile-optimized review solutions, PowerReviews helps consumers find your product information at the moment of purchase, whether they’re online or in-store.

WHAT MAKES US DIFFERENT

More reviews drive more sales. With a unified software platform that’s easy to implement, innovate, and customize, and a Review Acceleration program that’s proven to generate reviews, PowerReviews makes it easy to generate the reviews that drive traffic and sales. Our dedicated Client Success Directors oversee your fast implementation and help you optimize your program over time. We make it easy for you to generate more reviews that get seen by more consumers on more retail sites. More Reviews. More Shoppers. Easy.

Ratings and reviews have given information and power to consumers, who count on reviews for nearly every purchase, both online and in-store. More informed than ever, consumers demand open communication and accountability from businesses.

Brands in this emerging transparency economy will be rewarded and held accountable not only for the quality of their products and services but also for the level of transparency in communications and operations. PowerReviews helps with both.

To encourage consumer feedback, loyalty programs are transforming from strictly transaction-based to engagement-based rewards. PowerReviews offers Social Loyalty so that you can recognize and reward consumers who generate content—nurturing brand advocates to boost loyalty.

Ratings and reviews and Q&A data creates actionable insights. By listening to positive and negative consumer feedback, brands can drive innovation and improve the quality of their products and services.

PowerReviews helps every business listen and every consumer learn.

“We’ve seen how important reviews and Q&As are to our customers. People will often come into our stores requesting things that were highly reviewed online. Adding Social Loyalty is a logical next step to reward our most passionate customers and encourage them to share. It drives stickiness, sales and repeat customers, while creating valuable social content.”

Howard Blumenthal
Director, Ecommerce Platform Solution, Advance Auto Parts

AT-A-GLANCE

WHO WE ARE
PowerReviews delivers software that more than 1,000 brands and retailers use to collect, display, and syndicate reviews on more than 5,000 websites. An essential resource for consumers as they search and shop online and in-store, reviews drive traffic, increase sales, and create actionable insights to improve products and services.

KEY EXECUTIVES
Matt Moog, CEO
Jim Morris, Chief Technology Officer
Matt Parsons, Chief Customer Officer
Todd Caponi, SVP Sales

PRODUCTS & SERVICES
- Ratings and reviews
- Social answers
- Social loyalty
- Retail syndication
- Google syndication
- Moderation

MAJOR CLIENTS
- Meijer
- Walgreen's
- Ace Hardware
- Sports Authority
- Toys R Us
- Crocs
- Wrangler
- Sonos
- Keurig / Green Mountain
- Milwaukee Tool

INDUSTRIES SERVED
- Food & Beverage
- Health & Beauty
- Home & Garden
- Baby & Children
- Electronics
- Fashion & Apparel
- Sporting Goods
- Financial
- Travel

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+44.020.7152.4452 (U.K.)
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Anne Marie Olsen, GM, EMEA
annemarie.olsen@powerreviews.com
57% of Shoppers Want Reviews In Store¹

Convert more browsers into buyers online and in-store with mobile-friendly ratings and reviews

Bring the proven power of reviews to more online and in-store shoppers by syndicating your reviews to the industry’s largest network of retailers.

2,500 Retailers in our syndication network

700,000,000 Visitors per month

20 Different languages

27,000,000 Consumer generated reviews

¹ Winning the New Digital Consumer with Hyper-Relevance In Retail, Insight Is Currency and Context Is King by Cisco (Joseph Bradley, James Macauley, Kathy O’Connell, Kevin Delaney, Anabelle Pinto, Joel Barber)
PROVE DIGITAL’S IMPACT ON RETAIL SALES

RevTrax connects online engagement to offline retail sales by effectively mapping an offer’s digital journey, all the way through to point of purchase. We make it possible to measure and optimize digital promotional activity based on retail sales, providing unparalleled data and actionable insights.

Our digital coupon platform provides retail-centric marketing intelligence across all digital channels – mobile, social, loyalty, paid search, email, display, brand sites – and all devices.

DIGITAL PROMOTION INTELLIGENCE

RevTrax allows shopper marketers to execute secure, measurable, retailer-specific offers. Its digital promotion intelligence platform drives consumers to specific retailers, measures retailer effectiveness for brands, and allows marketers to better understand their consumers by:

• Measuring top brand influencers, where they’re coming from and which retailers they’re engaging with.
• Activating brand influencers at key retailers.
• Enabling controlled sharing and providing offers with generational revenue attribution.
• Proving which digital channels, marketing tactics and executions drive retail sales.

SmartOffers™ delivers print-at-home and mobile coupons based on predefined rules to deliver flexible, 1-to-1 shopper marketing offers. Campaign rules can be based on previous engagements, geographic information, paid or owned media conditions, past transaction data, CRM conditions and more.

Branded coupon portals bring retailer-specific promotion and consumer targeting to life. Activate retailer specific coupon portals to:

• Drive active, loyal CPG consumers into specific retailers.
• Create a cooperative database of common consumers.
• Build more effective partnerships between brands and retailers through shared data and consumer targeting.

RevTrax offers a variety of smart, real-time solutions to test and optimize digital shopper marketing, including:

OpenShare® adds a social sharing component to print-at-home and mobile shopper marketing offers. Through OpenShare you can identify your biggest brand advocates and attribute offline retailer-specific sales to individual social users and networks.

Digital Channel Effectiveness by Retailer

<table>
<thead>
<tr>
<th>Digital Channel Effectiveness by Retailer</th>
<th>DISPLAY</th>
<th>EMAIL</th>
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<tbody>
<tr>
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AT-A-GLANCE

WHO WE ARE

Marketers work with RevTrax to discover and measure digital promotion performance data – to prove and improve digital marketing’s impact on in-store sales. RevTrax’s scalable enterprise solutions provide promotion intelligence across all online channels and devices.

KEY EXECUTIVES

Jonathan Treiber, CEO & Co-Founder
Seth Sarelson, COO & Co-Founder
Mel Liebergall, VP, CPG Client Development

PRODUCTS & SERVICES

• Digital promotion intelligence
• Coupon portals
• Promotion CRM
• Retail-centric analytics
• Rules-based coupon technology
• Social shopper marketing

INDUSTRIES SERVED

• CPG
• Retail
• QSR

MAJOR CLIENTS

100+ national brands, including:

• Bausch & Lomb
• Chiquita Brands
• Energizer
• Kimberly-Clark
• Prestige Brands
• SC Johnson
• Tyson

CONTACT

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Mel Liebergall
VP, CPG Client Development
mliebergall@revtrax.com
Promotions, meet data.

Data, meet promotions.

Now that we're all friends, let's prove digital's impact on retail sales.

REVTRAX
Digital Promotion Intelligence
DELIVERING DIGITAL CAPABILITIES TO TRADITIONAL POP MATERIALS

Smart Displays and Smart Signage create a digital in-store platform that positively impacts sales and the shopper experience by leveraging existing POP merchandising processes. Shelfbucks delivers detailed execution data while providing a real time view of shopper behavior including traffic, dwell time and conversion rates. In addition, the Shelfbucks platform allows shoppers to easily opt-in to receive coupons, products reviews and other content to create an interactive and measurable experience.

LEVERAGE EXISTING POP MERCHANDISING AND A SHOPPER OPT-IN EXPERIENCE

Previous attempts to engage a shopper with digital content at the point of purchase have failed for one of two reasons: Too expensive or complex for the retailer and CPG to implement or too complicated for the consumer to use. The Shelfbucks solution eliminates both barriers with a cost effective platform that fits into current merchandising processes. Instead of spamming shoppers with push messages, shoppers opt-in to engage with POP displays to get personalized content and offers from the retailer’s mobile app.

TRANSFORMING THE RETAIL AND CPG INDUSTRY

Just as the web transformed our business a few decades ago, Shelfbucks is providing a unique technology platform that is poised to transform the in-store shopping experience. We provide your shoppers with the ability to easily opt-in to receive coupons, product reviews and other content to create an interactive and measurable experience at the point of purchase. In a recent INC article, regarding beacon technology and the Shelfbucks’ solution, Bill Carmody was quoted as saying, “While there are many disruptive technologies out there, there is usually only one in a generation that transforms about every industry...To say that retail is being transformed by beacons in an understatement.”

AWARD WINNING INDUSTRY RECOGNITION

Washington Post, "Top Tech at NRF 2015"
CNBC, “Top 5 to Watch for Retail Investors in 2015”
RIS News, “One of Top 10 Takeaways” at NRF 2015
DEMO God Award, 2013

“Incorporating Shelfbucks technology into POP displays and signage provides CPG manufacturers and retailers with millions of new, real-time data points for measuring and analyzing in-store merchandising performance. Now, brands can finally bring the full power of digital marketing to shoppers at the critical point of the purchase decision.”

Will Phillips, Director of Retail Insights & Innovation, Menasha

AT-A-GLANCE

WHO WE ARE

Shelfbucks is the leading Smart POP platform, allowing CPGs and retailers to measure in-store execution and shopper behavior. Additionally, shoppers can engage with POP merchandising to receive personalized offers and content via the retailer’s mobile app – ultimately driving increased sales!

PRODUCTS & SERVICES

- Measurement – Measure execution, shopper behavior including traffic, dwell time and conversion rates by campaign, store and other key metrics.
- Awareness – Deliver targeted proximity messaging to attract attention to your shopper marketing program.
- Engagement – Convert shoppers at the point of purchase by allowing them to opt-in to receive personalized content and offers through the convenience of their smartphones via Smart POP displays.

KEY EXECUTIVES

Erik McMillan, Founder and CEO
Bill Martin, Chairman of the Board
George Garrick, Board Member
Catherine Lindner, Chief Merchant Officer

CONTACT

TEL: 512.782.4200
sales@shelfbucks.com
Your in-store POP displays are brilliant.

But how smart are they?

Increase sales, boost profits and improve your shoppers’ experience with Shelfbucks Smart POP Displays.

With our Smart POP Displays you will:

- Understand the impact of your POP merchandising programs through unique in-store insights.
- Increase sales and loyalty with an innovative, easy-to-deploy marketing platform
- Engage shoppers by bringing the digital marketing experience to the point of decision making in-store.
- Improve profitability by optimizing consumer offers and merchandising performance

It’s time to get smarter about your in-store merchandising with Smart POP Displays. Contact the Shelfbucks sales group today to learn more.

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

Digital Receipt Validation System®* uses the retailer's receipt to instantly validate consumer purchase & distribute virtual rewards in three (3) easy steps.

1. TPG Rewards validates purchase & distributes virtual rewards within minutes, not days!
2. Works with basic camera-enabled cell phones. No need for smartphones.
3. No apps required.
4. Allows marketers to view market basket data associated with promotional purchases.
5. No registration required.
6. Can be integrated into CRM and social media programs.
7. Can be used for retargeting.

TAP TO WIN

Allows consumers to engage with an in-store display or brand packaging with the simple “tap” of their phone to instantly receive rewards and/or customized content.

1. Tap chips are placed on your POP materials or on your packaging.
2. Shoppers simply “tap” their phone on the display to see if they are a winner. No app required.
3. Shoppers receive immediate notification of content that is important to your brand.

Tap To Learn delivers important content such as recipes, trailers, beauty tips.
Tap To Earn enables participation in loyalty-based programs.
Tap To Win selects instant sweepstakes winners.

All activity is geographically tracked in real time, so you know if your display is up or your promotion product packaging is in-store.

* Patent pending

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.

KEY EXECUTIVES

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

EXPERTISE

In addition to offering custom-designed consumer promotional reward programs, TPG is the original founder 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.

MAJOR CLIENTS

- Coca-Cola
- Kimberly-Clark
- Mondelēz
- Nestlé
- MillerCoors

INDUSTRIES SERVED

- Mass & drug
- CPG
- Restaurant
- C-Store/grocery

CONTACT

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WHAT IS YOUR CONSUMER PASSIONATE ABOUT?

TPG Rewards offers the keys to unlocking those passions when consumers purchase your brand.
OUR CAPABILITIES

Verve drives foot traffic to retail and proves it. With exclusive first-party location data, premium mobile inventory and SaaS interface, Verve empowers national advertisers with the programmatic tools, data-driven insights, and expertise to activate shoppers in and around their path-to-purchase.

OUR PHILOSOPHY

Verve harnesses location data and mobile technology to serve advertising that is more relevant to shoppers and more effective for brands.

WE DRIVE FOOT TRAFFIC AND WE CAN PROVE IT

Location data is perhaps the most compelling data set ever available to brand advertisers. Verve’s first-party location data comes from portfolio of owned-and-operated mobile apps and websites that power thousands of premium, location-centric media properties across news, weather, sports and lifestyle. The portfolio’s unique mobile inventory and exclusive first-party location data act as a “True North” for Verve’s location services and location-informed audience targeting.

Verve Shopper Audiences include: Active Shoppers, or consumers found in and around relevant retail locations; Shopper Path are built around the notion that where you go says who you are; and Real World Audiences are built around a precise moment and place in time, e.g. Black Friday.

The Meridian Platform is the industry’s only end-to-end self-service user interface for location-informed mobile marketing. With Meridian, advertisers and agencies can discover audiences, apply geo-fences, layer in third-party data, develop ad creative, bid on inventory in real time and receive online reporting and insights.

AT-A-GLANCE

WHO WE ARE

Verve is made up of advertising experts and technologists passionate about arming brands and agencies with the data, media and location-informed audience and proximity targeting that brings about real world results.

KEY EXECUTIVES

Nada Stirratt, Chief Executive Officer
Tom Kenney, President & Founder
James Smith, Chief Revenue Officer
Brian Crook, Chief Product Officer

PRODUCTS & SERVICES

• Programmatic mobile advertising
• Location-informed audience targeting
• Proximity targeting
• Publisher app development

EXPERTISE

We pioneered location-informed mobile advertising almost a decade ago, and today, advertisers and their agencies depend on Verve’s first-party location data, premium mobile inventory and self-service interface to drive sales in the real world.

INDUSTRIES SERVED

• Retail
• CPG
• Automotive
• QSR/CSR

CONTACT

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James Smith, Chief Revenue Officer
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VERVEMOBILE.COM
Drive Shoppers to the Aisle

Discover how location-informed mobile advertising can activate foot traffic to retail for brands.

We drive foot traffic and we can prove it.
www.vervemobile.com/stratconn
OWN THE MOMENT OF INTENTION

Audience targeting and retargeting uses data based on the previous behavior of shoppers. There is no intelligence to the active needs of shoppers – or any indication that they will make a repeat purchase. By capturing path-to-purchase intent in real-time, Yieldbot allows brands to understand, market and optimize to shopper intentions as they happen, creating interactions at the exact moment when it will be most helpful, useful and persuasive. Moreover, Yieldbot’s machine learning makes your marketing more effective over time, getting smarter and performing better with every interaction, delivering measurable in-store sales lift.

ALIGN WITH THE DIGITAL PATH

The digital path to purchase is infinite. Targeting brand messages based on audience segmentations is ineffective and does not align with the way people use this medium. Shoppers are not on a media schedule, tethered to a screen, or following some linear journey. Understanding shopper needs in real-time at the keyword and URL levels, along with buying on a cost-per-action, has proven to be the optimal digital methodology to create meaningful experiences that lead to purchase. Yieldbot is the only technology that allows brands to market across infinite paths to purchase by aligning the digital path to the unique mindset of each shopper.

PREMIUM MEDIA = PREMIUM SHOPPERS

At all stages of their buying journey, shoppers trust the content of premium media companies to aide in their decision-making processes. Audience targeting cannot leverage the massive influence these publisher brands have on purchase decisions. Yieldbot is integrated with the world’s leading consumer media companies, ensuring every placement is above-the-fold and brand safe. With 4 billion page views of premium media a month, Yieldbot delivers premium media at scale ensuring only the most quality shoppers see and interact with your marketing.

"Yieldbot beat all of the other digital providers in terms of brand engagement. In terms of driving sales at retail, Yieldbot was the highest performer of the four vendors we tested."

Steve Finney, Geometry

WHO WE ARE

Yieldbot uses quality first-party data to deliver the most relevant messaging to the unique mindset of every shopper in real-time.

KEY EXECUTIVES

Jonathan Mendez, CEO and Founder
Liane Pierce, VP of Client Services
Dorothy McGivney, Chief Product Officer
Chris Greene, SVP of Sales

EXPERTISE

Yieldbot connects brands with quality consumers as they navigate premium media seeking information and making decisions. With Yieldbot, shopper marketers can make their message highly-relevant to each consumer, buy media on a performance basis, and show measurable in-store sales lift.

INDUSTRIES SERVED

- CPG
- Pharma OTC
- Pharma Rx
- Retail
- Finance
- Men’s lifestyle
- Entertainment
- Food
- Women’s lifestyle

MAJOR CLIENTS

- Starbucks
- SC Johnson
- Clorox
- Tyson
- Unilever
- Johnson & Johnson

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Every shopper is unique.

Is your marketing unique to every shopper?
Can Beacons Convert Shoppers In-Store? March 2015

Retailers need to take baby steps, according to Erik McMillan, founder and chief executive officer of Shelfbucks, which offers an in-store beacon promotion platform that works via retailer apps. In October 2014, the company teamed with Menasha Packaging to embed beacons into displays. “We may do 3,000 displays for a CPG to learn, look at the data and see how they engage,” McMillan says. “After piloting on a few displays, then 2016 is about scaling what’s learned in 2015.”

“[In 15 years, merchandising] will be totally different than what we think it will be, but I guarantee that it will have something to do with the smartphone talking to a sensor to have a seamless experience in-store.”

In the News

Unilever Gives Walgreens ‘Beauty Must-Haves’ January 2015

Walgreens partnered with Unilever for an exclusive “Beauty Must-Haves” promotion that awarded a free tote bag (up to 5,000) with purchase of $15 in qualifying items. Consumers who made the required purchase from Jan. 4-10 received a receipt code (via Catalina) to be entered on a Unilever promotional site, yourbeautyhaul.com. The participating brands were Axe, Dove, Degree, Tresemme, Suave, St. Ives and Vaseline.

Overcoming the Barriersto Mobile Use in Stores, Part 2 October 2014

...[R]etailers are particularly interested in RSI’s Retail Solutions, a provider of business analytics and real-time supply chain intelligence that helps CPG companies maintain their in-stock positions. He says the company recently began partnering with MaxPoint, a hypothetical advertising company. Theoretically, this should enable a brand to know if there are too many boxes of Honey Nut Cheerios clogging a store’s backroom a half mile from households that will respond to a targeted mobile ad that says, “Go get your Honey Nut Cheerios!”

From: Jewel-Osco Launches MyMixx Digital Coupons February 2015

All Acquisition’s Jewel-Osco this month launched the MyMixx digital coupon program that has been available at sister chain Acme since August 2014. At launch, MyMixx is offering approximately 200 digital coupons, powered by Coupons.com. It also suggests coupons based on users’ purchase history, tracks how much users have saved and lets them build a shopping list. Users can also link their MyMixx accounts with SavingStar accounts for additional savings.

From: Dailybreak and RevTrax Combine Forces November 2014

Dailybreak Media, a Boston-based gamification platform, recently partnered with RevTrax, a New York-based digital coupons platform, with the goal of enabling CPG brands and retailers to engage shoppers and optimize the path to purchase via gamification and coupon promotions intended to drive in-store traffic. In their initial campaign together for an unnamed CPG, the two firms achieved strong results with 47% of consumers printing the coupon after viewing the offer, and 60% of printed coupons having been redeemed with two more weeks of data yet to be reported.

From: Unilever Taps RSI May 2015

Boston-based programmatic ad platform OwnerIQ recently partnered with Mountain View, California-based PDS analytics firm Retail Solutions Inc. to integrate RSI’s retail store-level intelligence and sales data with OwnerIQ’s pool of targeting and analytics data. The companies say that CPG brands and retailers can maximize the impact of their promotions by combining RSI’s store-level UPC sales and inventory data from more than 150,000 store locations with OwnerIQ’s vast retail shopper data.

Also: Promotional marketing services company News America Marketing, New York, has teamed with OwnerIQ to introduce News America Programmatic Advertising. The new offering is a response-driven digital display product that combines NAM’s geo-scoring system with OwnerIQ’s shopper data.

From: CoOptions Launches Social Shopper Platform April 2015

Shopper marketing agency CoOptions, ApeX, North Carolina, has partnered with social media tech firm Sverve, New York, to launch the CoOptions Social Shopper Activation platform. The agency says the partnership will allow brands, retailers and agencies to instantly activate social shopper solutions that power and amplify in-store promotions, displays and traffic to both in-store and online campaigns while providing transparent views of campaign progress and real-time analytics.

From: Working Closely With The Customer December 2014

Kellogg offered promotional packages of Pop-Tarts, Krave, Frosted Flakes, Frosted Mini-Wheats and Froot Loops that carried codes good for $5 off Sony Pictures’ “The Amazing Spider-Man” via the retailer’s Vudu streaming service. With three or six codes, participants could also earn “Concession Cash” or “Movie Cash,” respectively, from TPG Rewards, New York.

From: From Avocados from Mexico Is ‘Hungry for Football’ November 2014

Avocados from Mexico (AFM) is running a “Hungry for Football” campaign from Sept. 8 through Dec. 15 in partnership with Ro-Tel. The branded consumer promotion is supported with contests for consumers and retailers, coupons, social media and in-store display materials. AFM will use RSI data to evaluate the performance of select retailers during the promotion period as well as the total category overview. AFM’s coupon redemption partner, Winston-Salem, North Carolina-based Inmar, will provide data related to individual customer redemption by retail marketing area and independent accounts.

From: Walgreens facilitates ‘People’s Choice’ Voting December 2014

Walgreens kicked off the third year of its “People’s Choice Awards” sponsorship by promoting online voting for the program’s awards. When consumers finish voting, they’re taken to a landing page operated by Hello World, Pleasant Ridge, MI, and given the opportunity to enter a Walgreens-sponsored sweeps running Nov. 4 through Dec. 4 that awards a trip to Los Angeles to attend the awards show.
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