

Urban Dweller
Organic Seeker
Gluten Avider
Probiotic Seeker
Current Buyer

Introducing

CATALINA[®] Purchase MultipliR

Powered by

buyR³

science[™]
Relevant. Real Time. Results.

At Catalina, we understand there
is a science behind every buy and
a unique buyer behind the data.

Find your highest-value buyers and escalate their buy rate and your returns over time

Prch
MultipliR

Incremental
purchase

Competitive
insulation

Ongoing
engagement

FORMULA: BUYERS BUY MORE, MORE OFTEN FOR ESCALATING RETURNS OVER TIME

Increase ROI over multi-week campaigns

- ✓ Omni-channel reach **drives initial purchase** and between-trip awareness
- ✓ Multiply **incremental purchase** rate with existing buyers
- ✓ Extended messaging mobilizes **meaningful engagement** with high-value brand buyers
- ✓ **Gain insight** into buyer purchase behavior and how to maximize it
- ✓ Protect against competitive advances in **real-time**

Drive incremental trips and spend per trip!

A buyR³science powered media solution that escalates brand volume and omni-channel engagement

Power purchase performance in four effective steps



1 Target + deliver

Only your highest-potential brand buyers are identified and targeted



4 Measure

Catalina provides valuable insights into consumer behavior and redemption

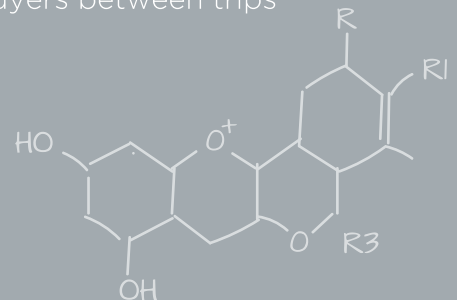
2 Purchase + reward

Multiply rewards with dynamic, escalating incentives delivered in real-time at POS to drive more trips



3 Ramp up repeat

Buy rate escalates over time among current buyers — boost omni-channel engagement with a digital media overlay to reach buyers between trips



Buyer Journey		Brand Journey	
Trl DrivR	New Itm AcceleratR	Buyer Intelligence	
Vlm MaximizR	Lpsd ActivatR	Brnd ProtectR	Inst BoostR
Prch MultiplR	Cmpt DefendR	Spnd OptimizR	Jrny PredictR

At Catalina, we've got measurable outcomes down to a science!
To learn more about Catalina buyR³science Brand Solutions call 1-877-210-1917 or email us at grow@catalina.com

CATALINA

