

SHOPPER MARKETING SOLUTIONS



Shopper Marketing spending has grown significantly in the past few years, representing nearly 14% of today's CPG marketing budgets.¹ With this sort of growth, marketers have the opportunity and responsibility to use their resources as efficiently as possible to deliver optimal ROI, and with Catalina that is possible.

Successful Shopper Marketing programs focus on the consumer's path to purchase and continuous engagement with the shopper. Catalina's in-store prints and digital advertising are two of the very first touchpoints the consumer encounters in their path to purchase. Our targeted incentives and messaging are the starting point to influencing brand decisions.



Catalina has the Shopper Marketing solutions to identify, reach, execute, and measure your Shopper Marketing campaigns.

ABOUT CATALINA

Catalina's personalized digital media drives lift and loyalty for the world's leading CPG retailers and brands. Catalina personalizes the consumer's path to purchase through mobile, online and in-store networks powered by the largest shopper history database in the world. Catalina is based in St. Petersburg, FL, with operations in the United States, Europe and Japan.

FOUR KEY PILLARS FOR SUCCESSFUL SHOPPER MARKETING

- 1. MANUFACTURER & RETAILER COLLABORATION** is the cornerstone of successful Shopper Marketing execution. Catalina's dedicated Retail and Brand experts are purposefully aligned in order to co-develop campaigns that meet the needs of both the Retailer and CPG Manufacturer.
- 2. INSIGHTS-DRIVEN OPPORTUNITIES** are derived from the world's largest shopper history database. Catalina's access to shopper purchase behavior is unparalleled, as well as the ability to interpret data into actionable insights.
- 3. TARGETED ACTIVATION** at the shopper level in-store, augmented with geo-targeting capabilities provides maximum relevancy. Catalina's custom targeting is based on both historical and real-time shopper purchases. When this is combined with geo-targeting, out-of-store channels are maximized for superior results.
- 4. CLOSED-LOOP MEASUREMENT** determines if your Shopper Marketing campaign generated a true ROI and delivered incremental sales lift.

¹ Cadent Consulting Group Study, SN 3.15.15