Customer Value Campaigns

**Drive Profitable Sales with 7:1 ROI**

Catalina’s solution is a Customer Value Campaign. Working closely with retailers’ marketing teams in consultative, collaborative partnerships, we craft scalable, targeted programs that drive loyalty and sales to meet goals – one customer at a time.

**A Better Way to Drive Shopper Loyalty**

Customer loyalty shouldn’t be assumed. Only 25% of today’s consumers shop for groceries at a single store.1

**Where Consumers Shop for Groceries**

<table>
<thead>
<tr>
<th>1 Store</th>
<th>4+ Stores</th>
<th>2–3 Stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>30%</td>
<td>45%</td>
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With more than 30 years of experience capturing and studying shoppers’ behavior, Catalina leverages our database of consumer shopping history – largest in the world – to analyze growth potential.

We work with you to:

- Identify and group shoppers into clusters
- Create offers for each group based on strategy to maximize purchases or retain customers
- Target offers for individual shoppers based on their past purchases

Customer clusters are created using basket size and spend. Based on cluster and shopping history, we create targeted offers to drive desired changes in purchase behavior:

- **Occasional Shopper**
  - Low Frequency
  - Low Spend
  - Increase Trips & Build Baskets

- **Heavy Occasional Shopper**
  - Low Frequency
  - High Spend
  - Increase Fill-In Trips

- **Light Loyal Shopper**
  - High Frequency
  - Low Spend
  - Increase Trips

- **Loyal Shopper**
  - High Frequency
  - High Spend
  - Maintain Loyalty & Capture Missing Categories

1 IPSOS Marketing, The Modern Day Food Gatherer, 2015

Experience Drives Results

Since 2007, we have achieved these milestones with more than 25 of our retail partners:

- 125 Campaigns Executed to 102 Million IDs
- Incremental Sales of $1.012 Billion
- Average Incremental Revenue of $7.73 per $1 Invested

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How It Works

Benefits of Catalina Customer Value Campaigns

Catalina Customer Value Campaigns are targeted programs that drive cost-effective loyalty and sales lift. Our solutions are:

- **Targeted:** Customized strategy and offers based on retailer’s clusters
- **Scalable:** Personalized experience for every customer regardless of spend or frequency
- **Simple:** We do everything except PLU/bar code setup in your POS system
- **Proven:** Catalina has driven $700MM in incremental sales across 57MM households²
- **Profitable:** Grow your margins an average of $7 incremental spending per $1 of marketing investment – with > 1% average overall sales lift²

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.

² Average based on analysis across more than 125 campaigns