

# Customer Value Campaigns

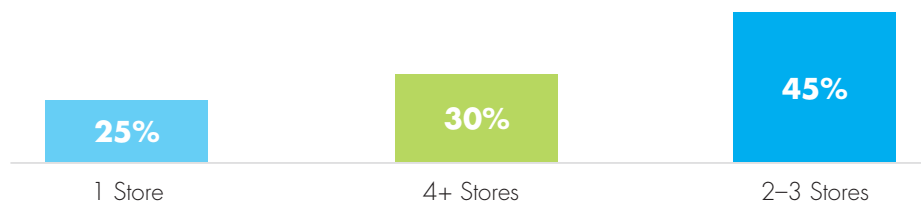
## Drive Profitable Sales with 7:1 ROI

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.<sup>1</sup>

#### Where Consumers Shop for Groceries<sup>1</sup>

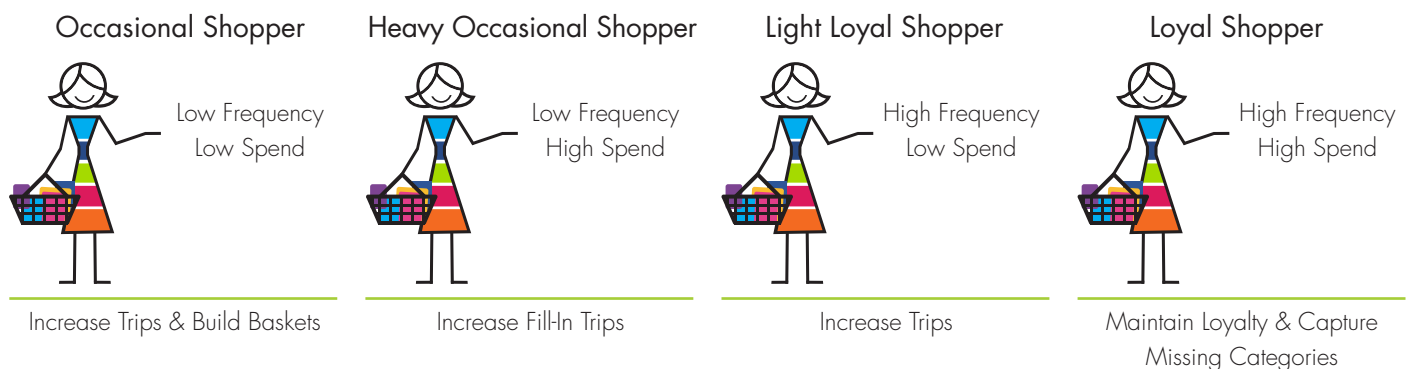


With more than 30 years of experience capturing and studying shoppers' behavior, Catalina leverages our database of consumer shopping history – largest in the world – to analyze growth potential.

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:



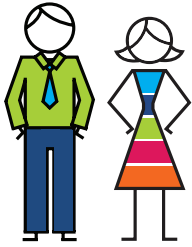
<sup>1</sup> IPSOS Marketing, The Modern Day Food Gatherer, 2015

### Experience Drives Results

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

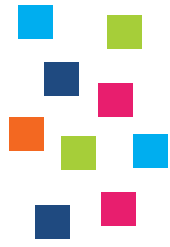
- ✓ 125 Campaigns Executed to 102 Million IDs
- ✓ Incremental Sales of \$1.012 Billion
- ✓ Average Incremental Revenue of \$7.73 per \$1 Invested

## How It Works



### Model

To identify optimal marketing tactics, we put customers into clusters based on their buying behavior



### Plan

We collaborate with you to design the unique mix of offers aligned to each cluster and then apply our "personalization engine" to align relevant offers with the right customers



### Execute

We set up all aspects of campaign for in-store execution



### Monitor

We monitor and adapt campaign design to ensure achievement of retailer's budgetary and performance targets



### Results

We compare results against a control group, quantifying the profitability of the campaign

## 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 households<sup>2</sup>
- **Profitable:** Grow your margins an average of \$7 incremental spending per \$1 of marketing investment – with > 1% average overall sales lift<sup>2</sup>

**Customer Value Campaigns  
Return \$7.73 per \$1  
Marketing Spend<sup>2</sup>**



## 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.

<sup>2</sup> Average based on analysis across more than 125 campaigns