

Targeted Load to Card

Higher Redemption than Print-at-Home Coupons

Get up to 60% higher redemption than print-at-home coupons with Catalina's Targeted Load to Card. Pilots with two leading U.S. retailers delivered average redemption rates of more than 15% overall as compared to 9% for internet print-at-home. And with Targeted Load to Card, there is reduced subsidization of brand-loyal consumers who would have purchased without a special offer.

We reach consumers through retailers' loyalty programs on behalf of CPG brands and the retailers – in-store, online, and mobile. With Targeted Load to Card, customers browse their offers, loading their choice of offers to their loyalty account for automatic redemption on qualifying purchases during their next shopping trip.

Consumers are selected for participation based on previous purchases, using Catalina's database of shopper purchase history. Offers are delivered through retailer's online loyalty websites. Campaign analysis from our closed loop measurement system provides CPG brands and retailers with detailed distribution and redemption reporting based on control vs. test lift analysis.

Reach: 1 + 1 + 1 is > 3

Catalina's network stretches across more than 27,000 stores in the U.S. We track 44 million shopping trips each day, delivering more than \$6 billion in consumer value annually. Integrated across in-store, mobile, and online, Catalina's U.S. network has a broad reach which delivers better returns – almost 6% better ROI than in-store only campaigns.

- 260MM+ Shopper IDs per year
- 30MM+ Households Online and Video Display per year
- 70MM+ Households Mobile Display

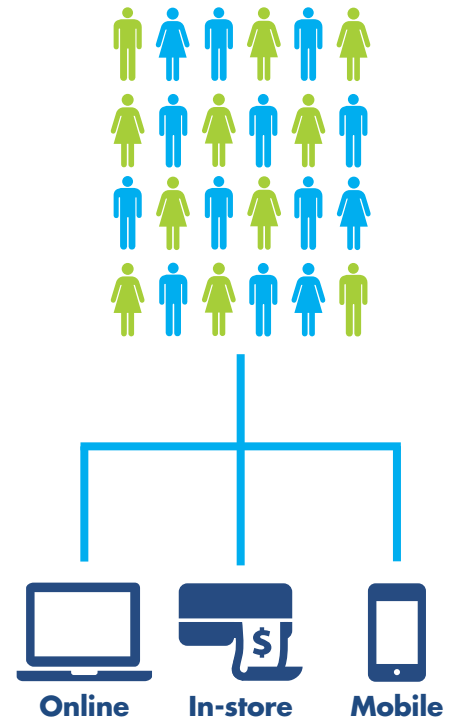
Win-Win-Win for CPG Brands, Consumers, & Retailers

Everyone benefits from Catalina's multichannel Targeted Load to Card.

CPG Brands

- **Build Brand Equity:** Expanded reach into growing digital audience
- **More Customer Engagement:** Digital "Push" in addition to in-store "Pull" strategy
- **Better Insights:** Enhanced data about today's digitally engaged consumers

Identify Consumers Once and Target Across All Our Networks



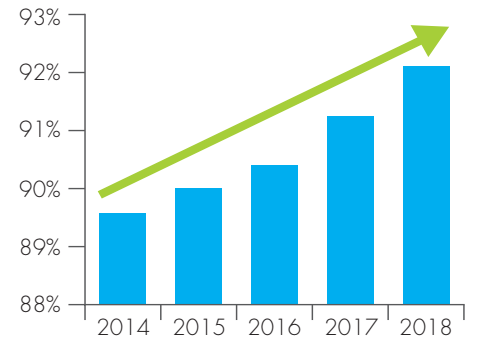
Consumers

- **Savings:** Access to more budgetfriendly offers
- **Meaningful Offers:** More relevancy as expected in a digitally-connected world
- **Loyalty:** Higher than average offers make customers feel appreciated

Retailers

- **Additional Content:** Incremental syndicated CPG content available to all channels
- **Higher Sales:** Catalina CPG content drives higher sales and more trips
- **Customer Retention:** Catalina CPG and retail campaigns drives lift and loyalty

Adding Multichannel Content Helps You Reach the Growing Number of Digitally Active Consumers



U.S. Online Consumers Who Browse, Compare, or Research Products on the Internet¹

How it Works

Targeting Request

CPG Brand Request:

Target dog food shoppers who have not purchased recently

Selection Criteria:

- Currently active store customer
- Purchased dog food at least twice, but not within the past 30 days
- Buy fewer than 4 cans per shopping trip



Offer Delivery

JILL



Jill's targeted offers delivered in-store, online, and by mobile

Results

CPG Brand & Retailer

- Distribution reporting and control vs. test lift analysis, showing incremental units move

About Catalina

Catalina's personalized digital media drives lift and loyalty for the world's leading retailers and CPG 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.

¹ eMarketer, December 2014