

# My Favorite Deals

## Boost Sales with Personalized Circulars

One-size-fits-all circulars are no longer the most effective way to reach customers. Each promoted item in a circular is relevant to only a small percentage of the consumers who read them. And 66% of those who shop each week purchase none of the advertised items.<sup>1</sup>

Grow sales of promoted items through personalized customer recommendations with Catalina's My Favorite Deals<sup>TM</sup>.

My Favorite Deals is a personalized digital circular that leverages the high readership (80%) of our In-store Media Hub prints with the special touch of a store associate hand-delivering next week's best deals. Each customer receives five promoted items that are:

- **Personalized** – Relevant offers selected for each customer based on their shopping history
- **Effective** – Cut through clutter of hundreds of irrelevant items in circulars
- **Sales Booster** – Stimulate repeat visits and purchase of featured items due to pre-promotion of next week's circular
- **Cost Saver** – Provide opportunity to reduce spending and dependence on circular while still delivering sales lift

## Great Benefits for Customers

Customers perceive personalized ads as having a higher value, because they are significantly more relevant to them. As a result of this relevancy, they are more likely to purchase the promoted items.

### My Favorite Deals Delight Customers

They are more engaged with your brand and believe it saves them money. Here's what some had to say:<sup>3</sup>

#### Convenient

"This is better than the circular because it's personalized to what I've already bought. It's shorter, it's more concise, it's smaller, and it's easier to hold onto."

#### Valuable

"This is a great program. I will really be looking forward to this and I will be using it. That's one of the reasons I put it into my wallet rather than just leaving it in the bag."

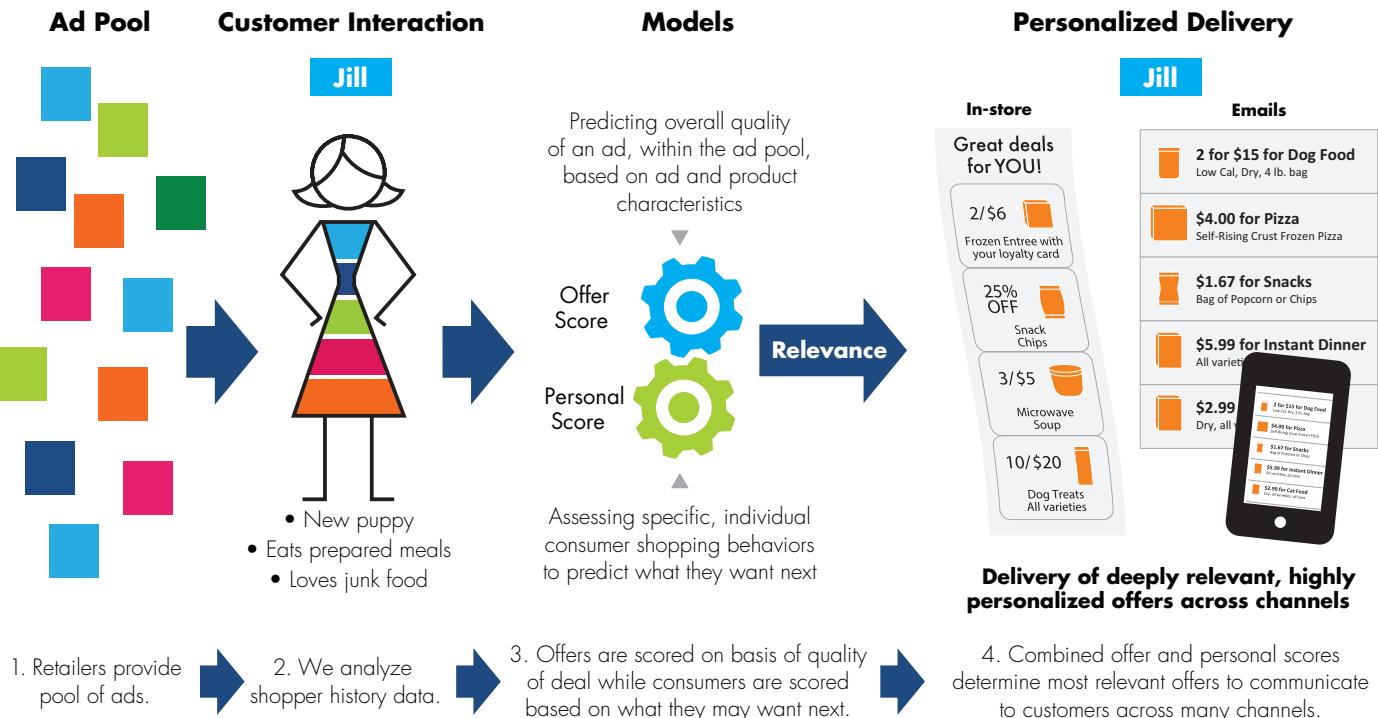
**Only 1/3 of customers' baskets contain one or more items from that week's circular<sup>1</sup>**



### Results are Measurable for Retailers

- Grow top line retail sales 0.5–1.5% for promoted IDs<sup>2</sup>
- Grow sales of promoted items 1.5–5% to promoted IDs<sup>2</sup>
- Save on ad spending through reduced circular distribution

## How it Works



## Proven Results for Retailers

### Integrates Seamlessly with Your In-store Media Hub

Here's what store managers have to say about My Favorite Deals:<sup>3</sup>

#### Easy Implementation, No Additional Hardware, No System Changes

"One of the reasons it's so successful is because it's so easy to maintain the machines — to fill them up and refill them."

#### Good Customer Experience

"This program has actually increased our cashier/customer interactions. And it's showing our customers that we're trying to help provide value for them."

**We can prepare the same content for multichannel delivery as well.**



## 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.

<sup>1</sup> Engaging the Selective Shopper, Catalina

<sup>2</sup> Based on aggregate analysis of results of targeted IDs in pilot program

<sup>3</sup> Quotes from store managers and customers of a major retailer during customer intercepts