

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.¹

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

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:³

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."

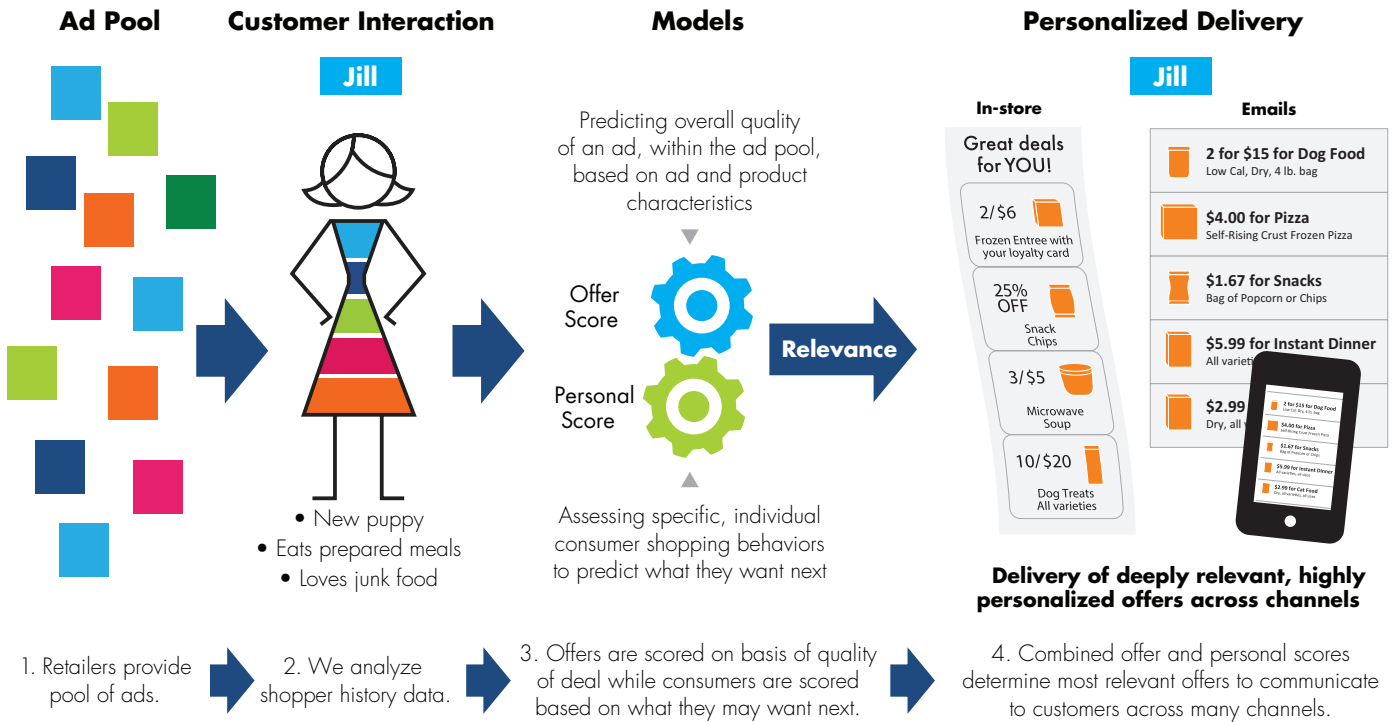
Only 1/3 of customers' baskets contain one or more items from that week's circular¹



Results are Measurable for Retailers

- Grow top line retail sales 0.5–1.5% for promoted IDs²
- Grow sales of promoted items 1.5–5% to promoted IDs²
- 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:³

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."

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.

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



¹ Engaging the Selective Shopper, Catalina

² Based on aggregate analysis of results of targeted IDs in pilot program

³ Quotes from store managers and customers of a major retailer during customer intercepts