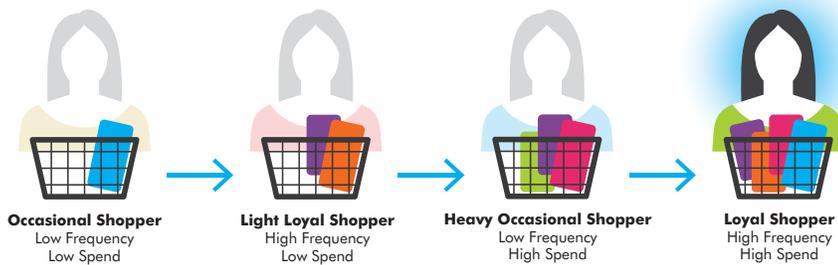


Customer Value Campaigns

Grow loyalty and spend at all levels with personalized shopper engagement

Deliver the right offers to the right customers at the right time with Catalina's targeted coupons and promotions



Catalina's Customer Value Campaigns deliver an average of at least **5:1 ROI** with weekly personalized incentives that **build customer loyalty**, **drive increased store trips** and **grow basket size**.

Benefits of Customer Value Campaigns

Catalina Customer Value Campaigns are targeted programs that drive cost-effective loyalty and sales lift. A few of the many benefits include:

Bigger Baskets

Quickly and easily identify your best opportunities to move shoppers into more profitable segments over time. Targeted offers are designed to increase shopper baskets and category spend.

Increased Store Trips

Personalized incentives that motivate your customers to visit your stores more often. Deliver highly targeted promotions to the right shopper at the right time to increase routine and fill-in trips.

Profitable Mix

Grow your margins with an average of \$5 of incremental spending per \$1 of marketing investment.

Proven Solution

Since 2007 Catalina has driven \$700 million in incremental sales across 57 million households for our retail partners worldwide.

INDEPENDENT STUDY

KANTAR RETAIL

KANTAR RETAIL INDEPENDENT STUDY FINDS CVC PROGRAMS PRODUCE \$16 IN INCREMENTAL SALES PER SHOPPER

- Sales increased by a weighted average of **1.8 percent** across all four shopper groups during 17-week CVC campaigns.
- The majority of incremental sales were attributable to increased shopping trips.
- Dollar improvements ranged from an average of **\$10.41 to \$15.16** per shopper during the campaign period across the four groups.
- Sales were also up across all four groups during the 17-week post period.
- Total sales increases ranged from **\$14.03 to \$19.05** across the four groups during the campaign and post-campaign periods.

[Click here](#) to download a complimentary copy of the Kantar Retail study.



Omnichannel Made Simple

CATALINA[®]

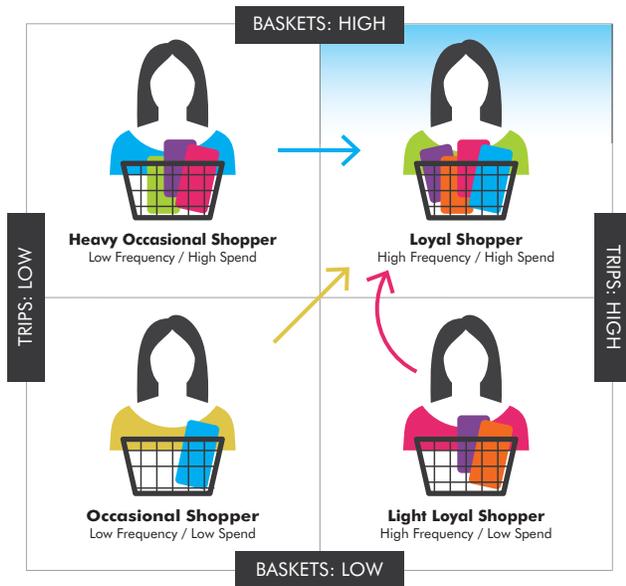
877.210.1917 catalina.com

How It Works

Catalina's created customized segments and offers are based on your goals to manage and drive loyalty and sales among your shoppers. Based on this modeling, hundreds of individual coupon promotions are designed to create a unique mix for each household. Coupon promotions are redeemable on the following shopper trip, only at the participating retailer.

1. IDENTIFY TARGETS

All customers are modeled into clusters on the basis of spending, frequency, basket size and consistency to identify the optimal marketing levers for increasing engagement.



2. CREATE PLAN

We collaborate with you to design a unique mix of promotions that are aligned to each customer cluster. Next Catalina's personalization engine aligns relevant offers with the right customers.



3. OMNICHANNEL DELIVERY

Promotions are distributed via Catalina's In-Store at the point-of-sale and online via BuyerVision desktop and mobile.

4. MONITOR

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

5. RESULTS

Campaign results are compared against a control group, measuring the profitability of the campaign.

"We have found the customer value campaign to be a very effective tool for reaching our customers and driving results in both trips and basket size performance. Being so cost effective, it has consistently delivered an ROI far superior to most other marketing programs."

— Director of Marketing,
US Grocery Retailer

"The Catalina Customer Value Campaign (CVC) has been an efficient and productive sales driver for us. When the store operators recognize a positive sales trend change from a targeted program and want their stores to be included you know you have a winner."

— BI Director, US Grocery Retailer

RECENT RESEARCH SHOWS THAT ONLY...

25% of the population shops at **1 store**

45% shop at **2-3 stores**

30% shop at **4+ stores**

OPPORTUNITY:

Retaining just one additional trip per month equals **3% annual growth.**

LET US PROJECT YOUR POTENTIAL REAL-WORLD RESULTS.

To request a customized Customer Value Campaigns investment report for your business, contact your Catalina account representative or call us at 877-210-1917.

