

# BuyerVision Digital Advertising

## Personalized Online, Mobile and Video Advertising Powered by Purchase-based Targeting

Catalina BuyerVision® helps CPG organizations serve personalized media, cross-screen, while garnering unparalleled insights from the largest transactional database of shopper history in the U.S. BuyerVision is a proven advertising media network and programmatic data and services provider that enables CPG brands and retailers to effectively reach consumers based on their actual purchase behavior, driving measurable results throughout the consumer purchase cycle.

### Exact Target Reach

Even the best demographic or contextual targeting misses at least half of the buyers most likely to grow your brand. BuyerVision leverages Catalina's 30+ years of shopper purchase data, to provide personalized media delivery to consumers most likely to buy. Only BuyerVision has access to Catalina's in-store database of over 250MM shopper IDs.

### Accountability for All Paid Media

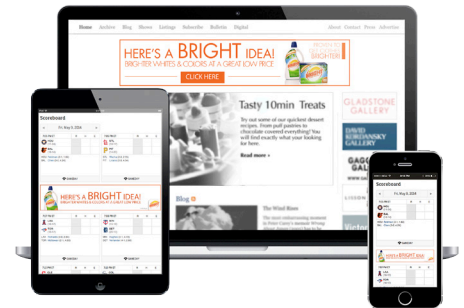
Achieve enhanced campaign effectiveness across all paid media for in-store behavior directly correlated to exposure and/or purchase intent metrics through BuyerVision's:

- **In-store Sales Lift Measurement:** Drive awareness, loyalty and purchase intent, in-market, while generating offline sales.
- **In Flight Reporting:** Optimize all paid media by shifting impressions between tactics during a campaign, based on predefined tags.

### Exceptional Insights

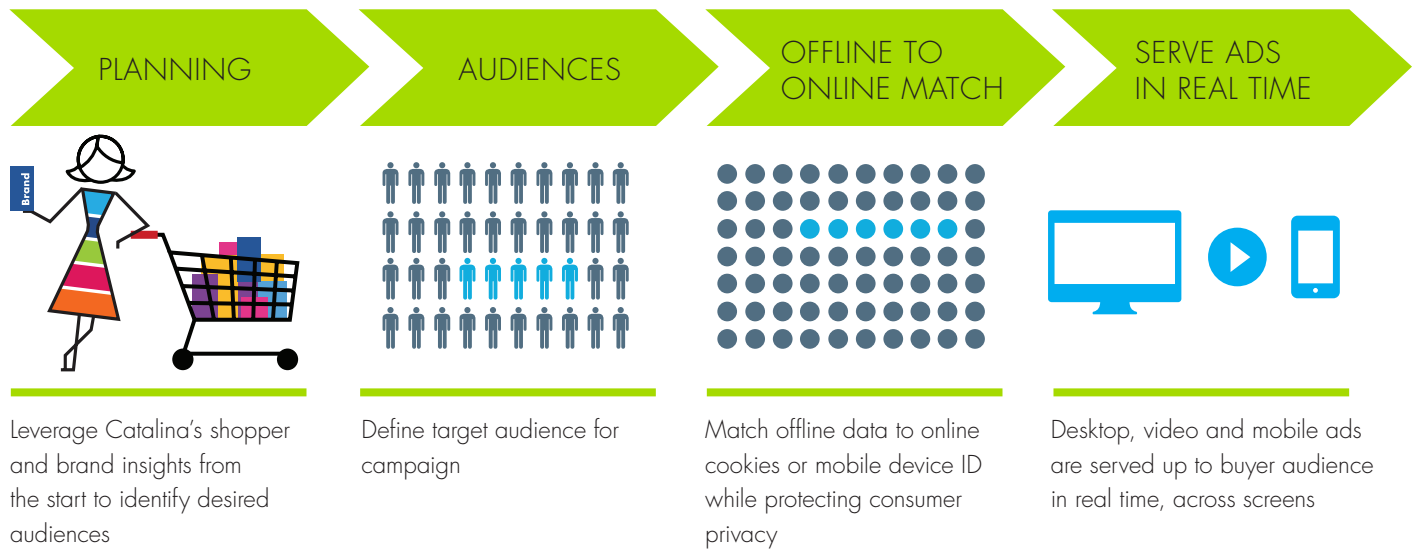
Catalina is the global leader in purchase-based targeting for CPG brands, retailers, and agencies. Catalina campaigns deliver a 2-3x increase in sales lift and loyalty through multichannel personalized media.<sup>1</sup> By delivering the most relevant ads and offers, BuyerVision connects consumers only with the brands they want. BuyerVision offers:

- Personalized digital advertising via purchase-based targeting and brand awareness campaigns
- Digital activation from 70MM+ households nationwide
- Ability to measure ROAS across channels – individual and combined impact of campaigns on in-store sales and deep shopper insights – 80% ACV
- Omnichannel activation through in-store, desktop, video and mobile



BuyerVision is a multi-screen platform designed with omnichannel media delivery.

## How it Works



## CPG Brands, Agencies and Retailers Benefit

BuyerVision is the most comprehensive media network for CPG brands because it reaches brand buyers across screens with closed loop measurement of in-store sales lift, driving higher ROAS. For agencies, BuyerVision offers media buyers unique purchase-driven insights, delivering tangible sales impact in real dollars. And for retailers, BuyerVision augments customer loyalty programs and consumer acquisition campaigns in relevant geographies with measurable online/mobile advertising, complementing in-store efforts.

## Programmatic Data and Services

Trading Desks, Data Management Platforms and Demand Side Platforms have access to targetable purchase-based syndicated data segments, allowing for closed loop measurement of in-store sales lift measurement and insights.

## Ad Formats and Options

BuyerVision is a multi-screen platform with cross-channel media delivery. Supported formats include: banner ads, video, and social media across desktops, tablets, and OTT devices, as well as in-store offerings.

## 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.

### SOURCES:

<sup>1</sup> Catalina campaign results

<sup>2</sup> Deconstructing Demographics Study, 2013



With demographic targeting, brands wasted nearly two-thirds of their exposures: 64% on average, on households that accounted for just 2% of the average brand's sales volume.<sup>2</sup>