

RETAIN

Growth Through Valuable Loyals



Consumer Insight

A leading shelf-stable brand wanted to retain more of its high-value consumers by preventing switching and defection when a competitor launched its new organic brand. Catalina responded by searching through the purchasing behavior of 90 million individual US shoppers to identify several key target segments for the campaign.

Brand consumers whose past behavior made them likely to switch:

- Medium and high-volume consumers worth \$26 – \$54 a year to the brand
- Brand consumers who tried the competitor's new organic product during the campaign
- Consumers of the competitive brand who were likely to switch to the client's own organic brand



Personalization

Catalina worked closely with the brand to develop relevant advertising messages for each audience segment of the campaign. Tapping its unique ability to send exactly the right message to the right shopper based on purchasing patterns and preferences. Catalina also:

- Customized messaging and offers sent to different targeted segments
- Delivered incentives, but only to those consumers who needed them to drive purchasing
- Clearly communicated the benefits of the client's own organic product offering

Timing:

In quick response to a competitive new product launch

Targeting:

High-value consumers of organic goods

Digital Media Network:

In-store



Results

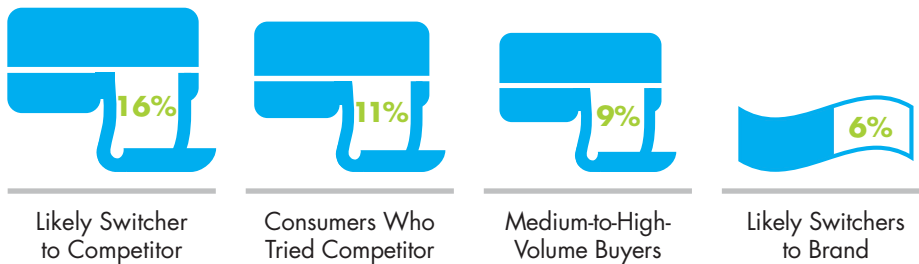
The campaign was a major success. Forty-one percent of shoppers reached by the campaign were less likely to try the competing brand versus the control group.

Redemption rates also proved the effectiveness of the campaign with every targeted segment:

- 16% among those likely to switch to the competing brand
- 11% among consumers who had already tried the competing brand
- 9% among medium and high-volume buyers
- 6% among customers of the competing brand who were likely to switch to the client's brand

The Brand Manager was very satisfied, saying, "Wow, I want senior management to see the impact that Catalina can make!"

Redemption Rates by Segment



About Catalina

Catalina's personalized digital media drives lift and loyalty for the world's leading CPG retailers and 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. To learn more, please visit www.catalinamarketing.com or follow us on Twitter @catalina.