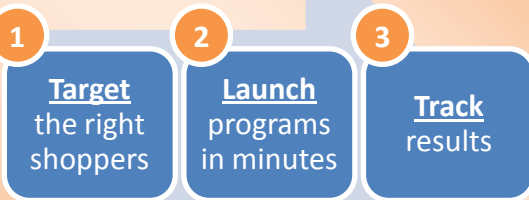




Incentive Targeting offers a web-based system to create, manage, and measure behaviorally-targeted promotions.

1-2-3 Shopper Marketing:



Only pay for what works!


Your **sales organization** will benefit from up-to-date sales data on a per-store, per-SKU level.


Your **marketing team** will quickly create, launch, manage, and learn from a wide range of targeted offers.


For the first time, you can put...


Your Insights In Action™.


Key Benefits

 **Pay-for-success.** You only pay us when the targeted shopper buys your product—there are no hidden costs or set-up fees.

 **Easy yet Powerful.** You and your team can drill into shopping behavior on-the-fly, right from your own desk, and gain new insights into your customers.

 **Targeted and Fast.** In minutes, identify the specific shoppers you want to reach across our entire retail network and send them an offer.

 **Multiple touch-points.** Chains deliver your offers using any shopper touch-point (email, web, mobile, register tape, kiosk, etc.), and we let you manage all your campaigns from a single simple website.

 **Closed-loop.** Built-in analytics make measuring ROI a snap. Live sales data deliver instant feedback. Test and learn at your own pace—never submit a report request again.

To sign up or find out more, contact:

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(781) 995-4170

Program Examples

Ongoing promotions

- **Build the category/build your brand.** Bring high-frequency shoppers into your category, and simultaneously introduce them to your brand.
- **Drive trial.** Get shoppers buying similar products (low fat, organic, spicy, etc.) to try yours.
- **Win back lapsed buyers.** Send former top shoppers an offer, before they leave your brand for good.
- **Up-sell.** Entice your existing customers to buy larger sizes or premium offerings.

Special events

- **New product introduction.** Make sure the right shoppers know about your product, as soon as it's on the shelf.
- **Seasonal items.** Don't let last year's customer miss out on your limited-availability product.

Get more from existing programs

- **Measure effectiveness.** How many new shoppers tried your product during your last TPR? End cap? Sampling event?
- **Drive awareness.** Make sure the best shoppers know about your promotions, and follow up to turn trial into loyalty.