





Shopper marketing... *Accelerated.*

-  Create and launch in minutes
 -  Closed-loop, fast iterations
 -  Behavioral targeting
 -  Leverage existing channels
 -  No additional staff or training
 -  Measure real ROI from day one
-  **No additional capital investment**

A full featured web-based system for processing loyalty shopper data, creating **unlimited** shopper segments in real-time, launching promotional programs automatically, and providing real-time feedback.

A turnkey platform for working directly with brands and vendors:

- Enabling cost-effective participation in shopper-direct behavior-based marketing
- Providing shopper-centric merchandising, marketing, and category collaboration

| | Incentive Targeting | Other shopper marketing vendors |
|---|--|--|
| IT maintenance requirements | None. Software-as-a-Service means we manage hardware, software and support for you. | Headaches. Installed applications require significant maintenance and specialized training. |
| Data insights and reporting | Relevant and timely. Easy to use and understand—no IT or analyst intervention needed. Get custom insights instantly. | Cumbersome. Fixed report formats and multi-day report request backlogs. Complex requests require meetings and emails. |
| Brand engagement and collaboration | Built in. Turnkey management of brand campaigns—no burden on your staff. Automated data sharing improves brand understanding of your needs. | Staff-intensive. Your staff spends too much time administering complex systems, discouraging brand involvement. |
| Offer distribution | Channel agnostic. We work with any channel—email, direct mail, register tape, mobile, in-store, etc. | Limited. Most vendors only manage a single channel or technology. |
| Cost to chain | Can be entirely brand-funded. | Costly. May include hardware, software, hosting, licenses, consulting, IT staff, and training. |