

**Contact:** Ben Sprecher  
Founder and Vice President, Marketing  
Incentive Targeting, Inc.  
+1 617.661.4170  
[ben@incentivetargeting.com](mailto:ben@incentivetargeting.com)



### **Incentive Targeting's Shopper Network Surpasses 4 Million Shoppers**

*Four grocery retail chains, 315 stores and 40 CPG manufacturers now part of promotion network*

**Cambridge, Mass., September 13, 2010**—Incentive Targeting, a provider of targeted shopper promotion systems for the retail industry, today announced that it has surpassed four million shoppers in its network, representing about 3.5% of the 114 million households in the US. With this milestone, Incentive Targeting now offers consumer product manufacturers and marketers the world's largest interactive real-time database of grocery shopping behavior.

#### **Real-Time Analysis of Real Shopper Data**

Consumer Packaged Goods (CPG) brand and marketing managers can now analyze shopper buying behavior across Incentive Targeting's entire network, in real time. Using the Incentive Targeting website, marketers can identify the precise shoppers they want to reach and can design and launch targeted marketing campaigns for those individuals. These offers are delivered to shoppers by each retail chain over its preferred touch points, such as register tape, email, mobile, and web. Marketers have instant access to up-to-date sales and shopper data across all chains in the network, down to the per-store, per-SKU level. Through relevant targeting, marketers eliminate wasted promotion dollars by reaching exactly the shoppers they want, and substantially reduce their risk by paying only for redeemed coupons.

One chain is currently distributing these targeted offers to its shoppers; the next three chains will begin distribution over the next several months.

"As Google and others have proven, targeted offers are the best offers," said Win Burke, CEO of Incentive Targeting. "Our rapidly-growing network of retail chains and CPG manufacturers enabled us to achieve the four-million shopper milestone less than eight months after the first distribution of coupons and provides clear evidence this strategy is working. The grocery retail industry is wisely adopting new Web technologies as well as the self-service advertising models that have proven successful in other industries, and chains with the Incentive Targeting system are now at the forefront of implementing one-to-one consumer marketing."

#### **About Incentive Targeting**

Incentive Targeting, located in Cambridge, Mass., provides a self-service Web-based application for grocery product marketers to create, manage, and measure behaviorally-targeted promotions across a rapidly-growing network of grocery retailers. With its industry-leading analytics, Incentive Targeting helps brands and chains collaborate around shopper insights and allows marketing managers to target shoppers and create promotions in minutes instead of weeks or months. For more information visit [www.incentivetargeting.com](http://www.incentivetargeting.com).

*All trademarks are registered trademarks of Incentive Targeting, Inc.*

###