

March 7, 2018

Bentonville, AR



Shopper Marketing Operational Excellence:

TAKING CONTROL OF THE CHAOS



Presenters



Matt Pabst
Shopper Marketing Director



Olga Yurovski
CEO & Founder

Agenda

1. Shopper Marketing Operations: State of the Industry
2. Why Are Our Old Tools Failing Us?
3. Conagra Brands' SM Operations Automation Journey
4. Why Now & Cost of Inaction
5. Q&A



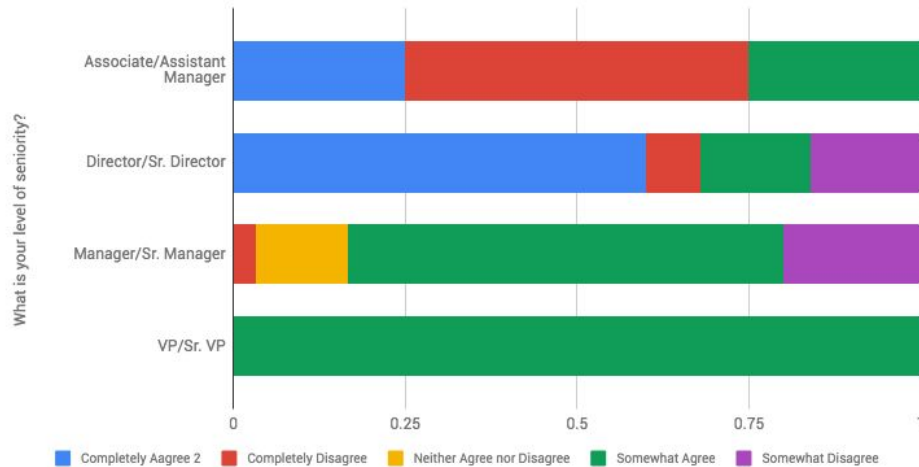
2018

Shopper Marketing Operations

State of the Industry Survey

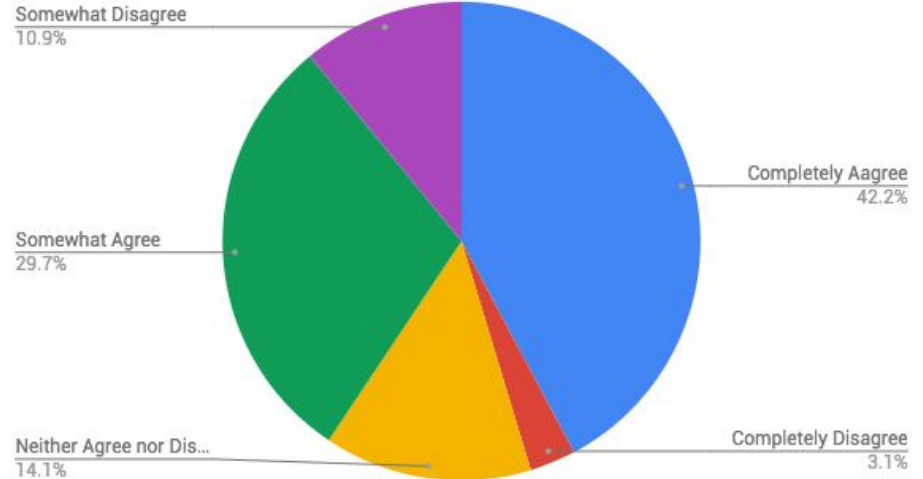
70% Agree They
Spend Too
Much Time In
Admin Work
(Middle
Management Feels
Pain The Most)

My team and I spend too much time doing administrative work



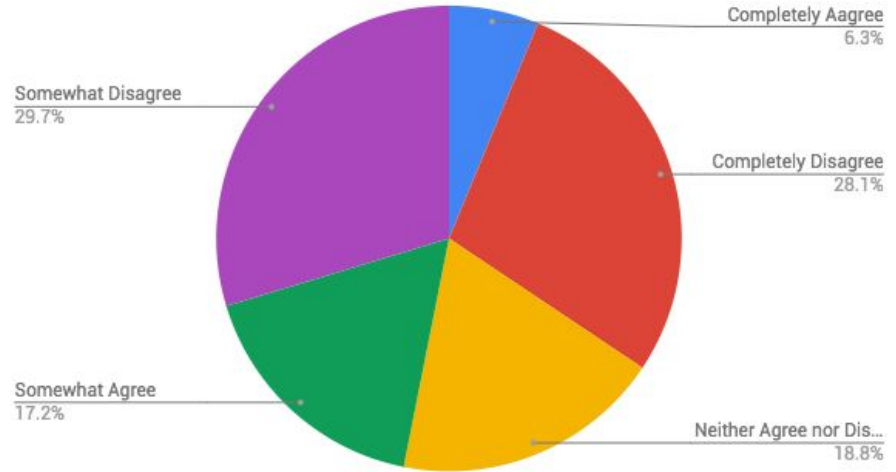
72% Of Shopper Marketers Have Too Many Meetings

We spend too much time in meetings



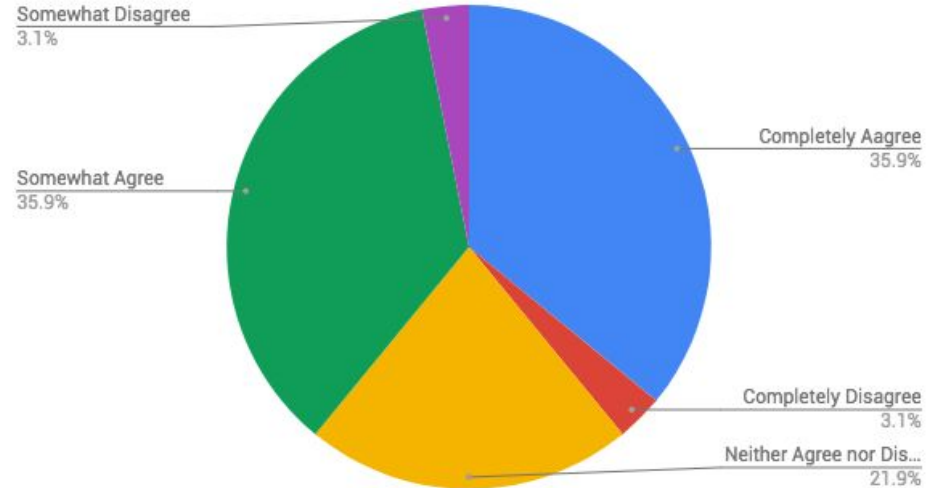
58% Of Shopper Marketers Aren't Confident In Their PEA Abilities

We as a team excel at Post-Promotional Analytics



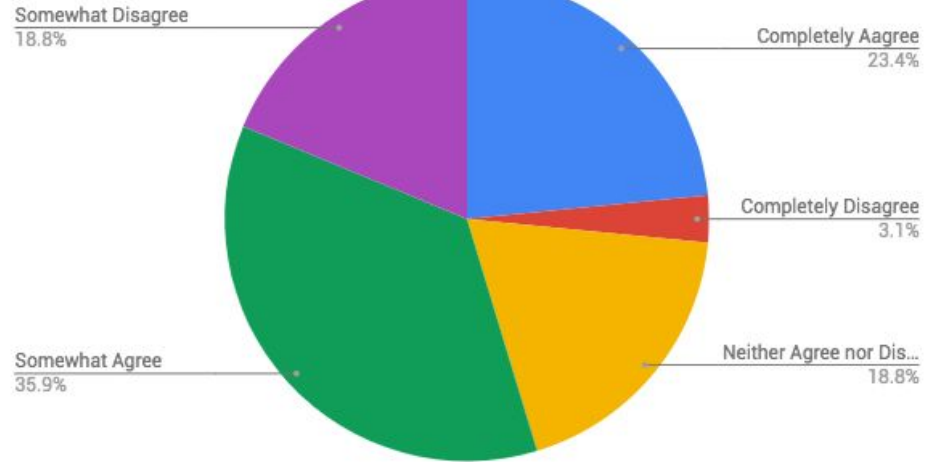
72% Think SM Reporting Is Manual & Time Consuming

Our reporting is manual and time consuming



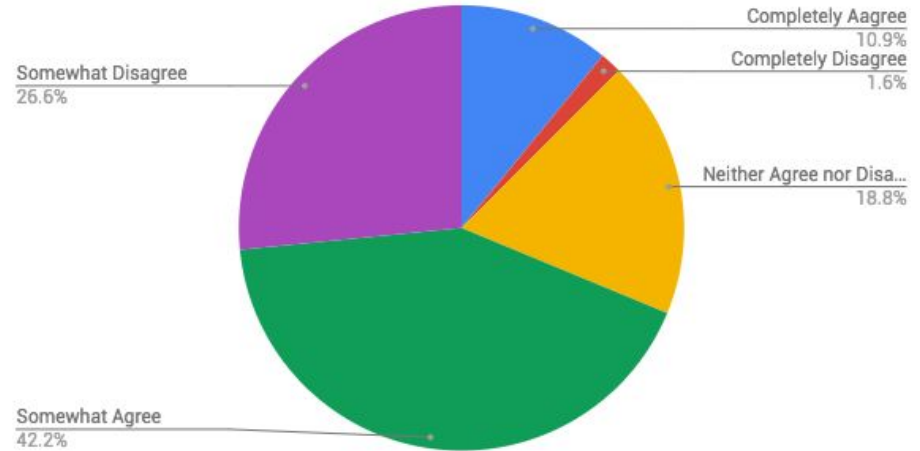
60% Feel The Pain Of Organizational Silos

Functional silos in my organization are out of control



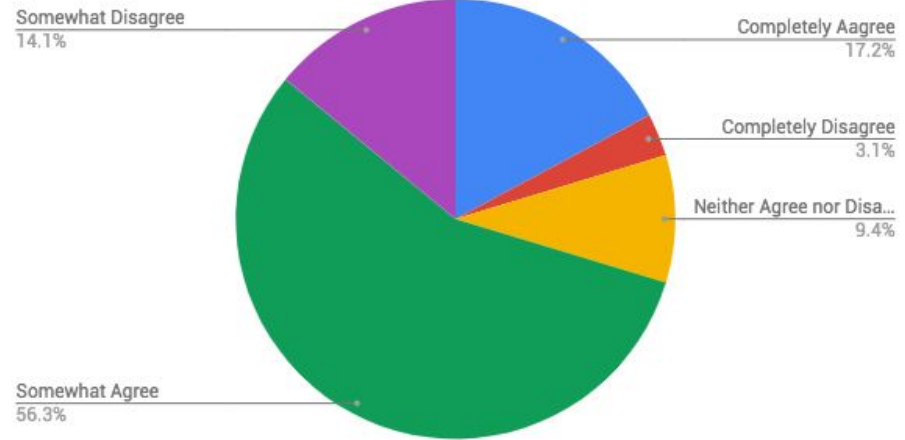
28% Admit They Are Not Good At Project Management

My Team is Always On The Same Page When It Comes To Project Management



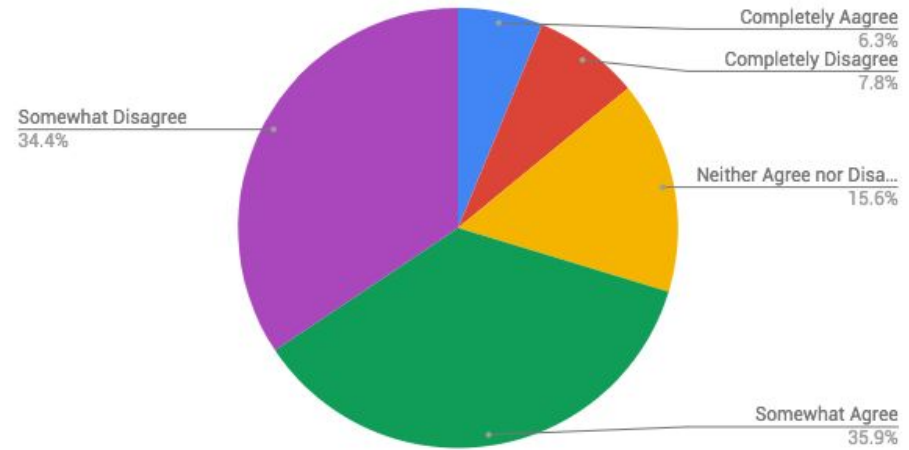
17% Can't
Confidently Say
Where Their
Programs and
Budgets Stand

We have a good understanding of the state of our programs and budgets



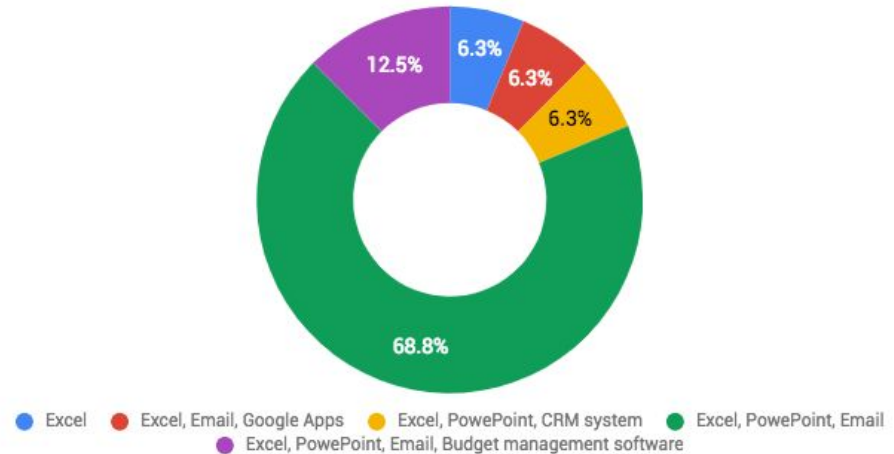
42% Don't Have
The Right
Systems &
Tools For The
Job

We have appropriate systems and tools to perform our jobs effectively



Shopper Marketers' Aging Toolkit: Excel, PowerPoint & Email

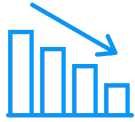
What SYSTEMS and TOOLS are currently in use to help your team get their job done?



Why are our old tools failing us?

1. Matrix Complexity & Silos
2. Lack of Standardization
3. No Real Time Spend and Performance Data

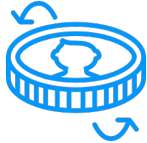
The cost of inaction



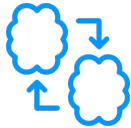
Up to 50% Employee Productivity Loss



Indecision & Missed Sales Opportunities



Low Shopper Marketing ROI



No Knowledge Transfer



Shopper Marketing Automation Journey

CASE STUDY



Puebla, Mexico circa 1997



Puebla, Mexico – Circa 1997



--3 Weeks--
GOOD



--Same Day--
BETTER

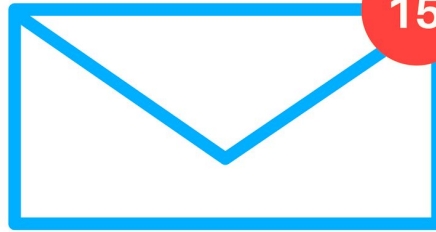


--Real Time--
BEST

Arkansas, USA – Circa 2018



--drive by--
GOOD



--email--
BETTER

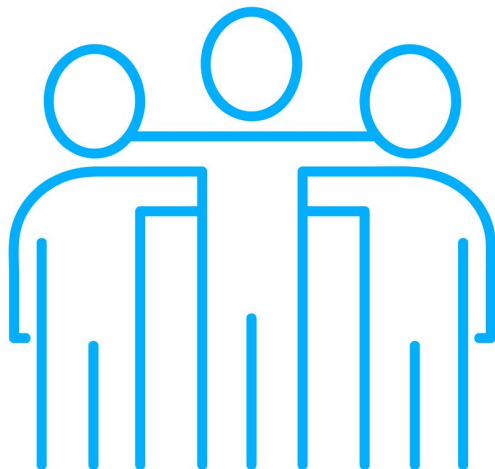


--creative brief--
BEST

What This Shopper Marketer Craves...



--to create--
ORDER

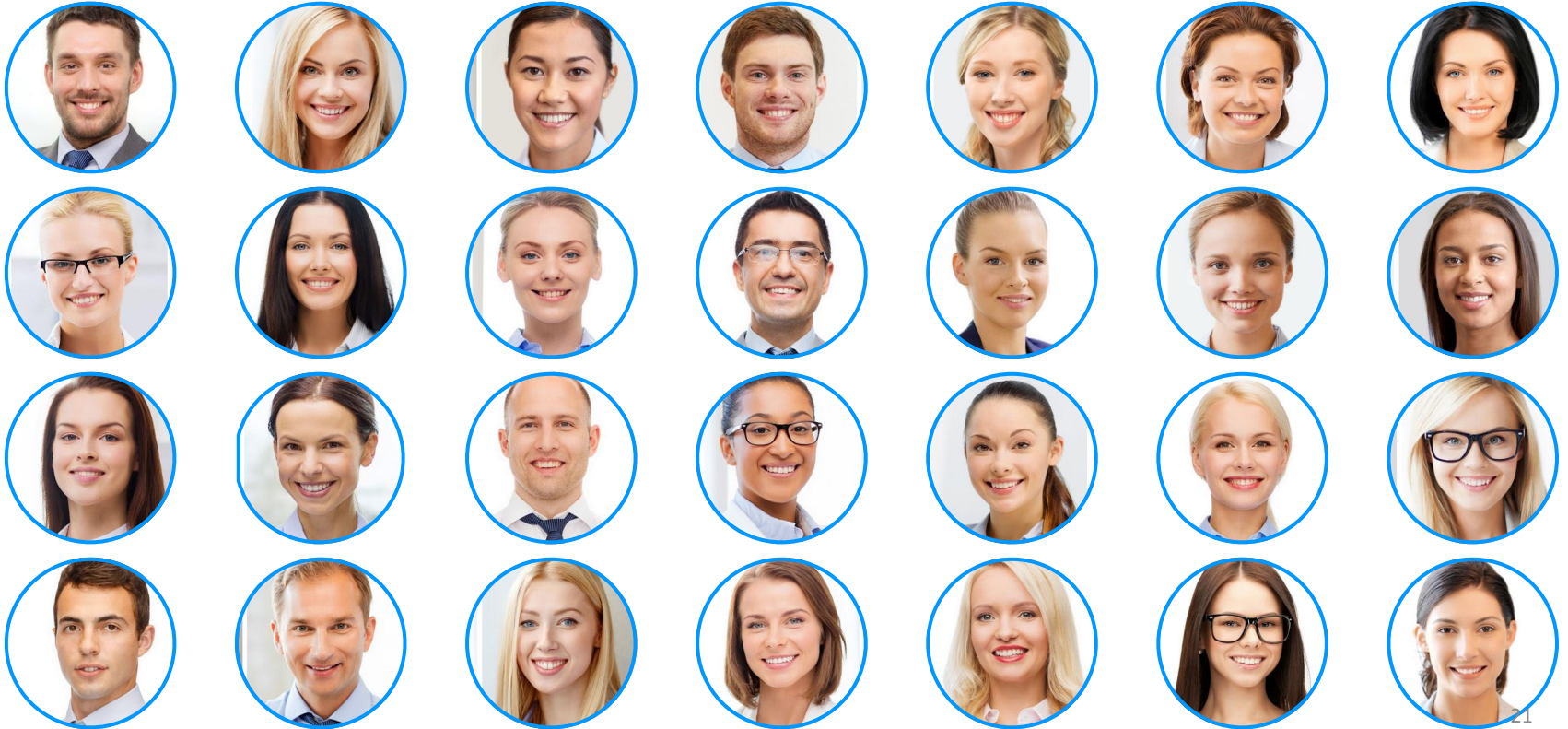


--to demonstrate--
VALUE



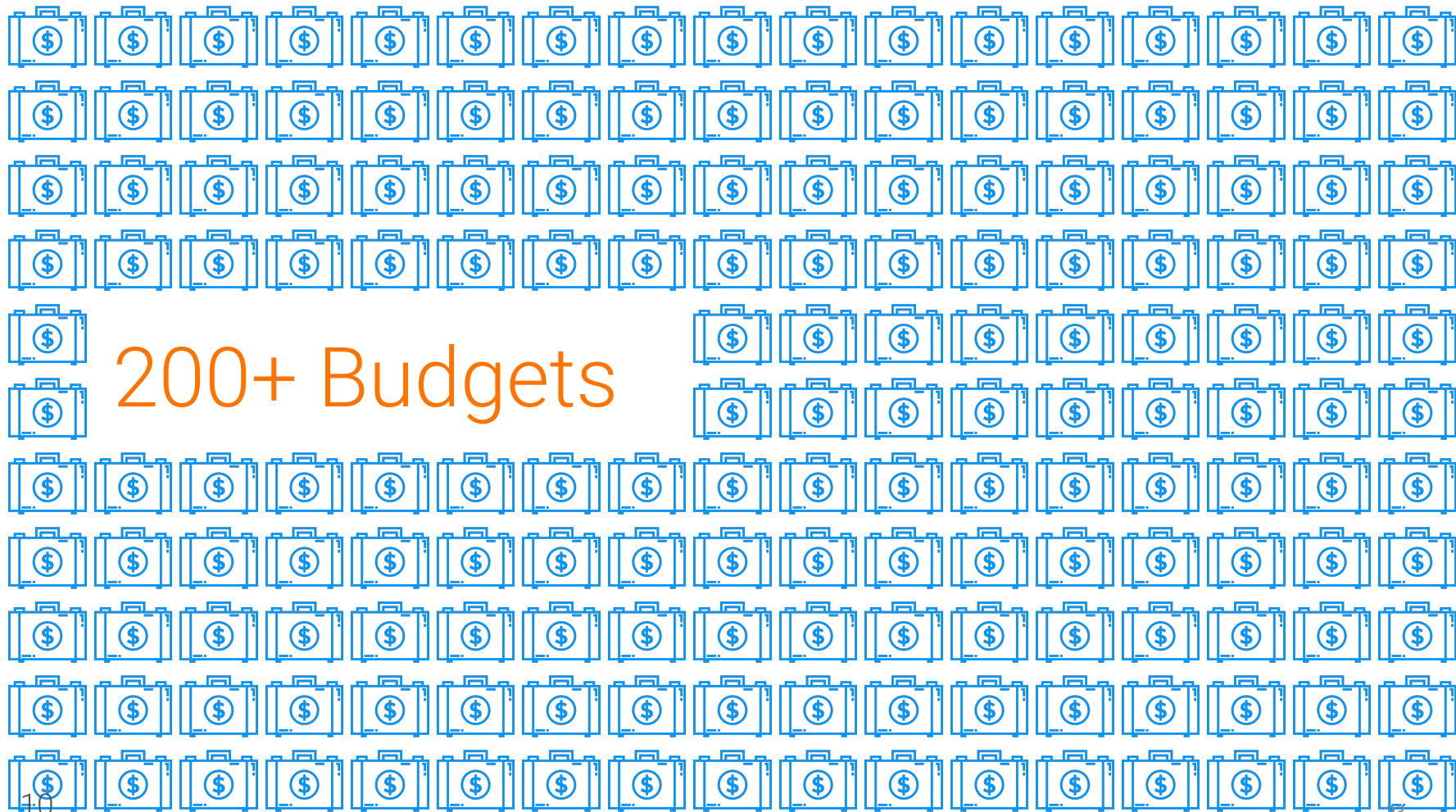
--to deliver--
RESULTS

28 Person SM & Agency Team



400+ Promotions







45 Brands

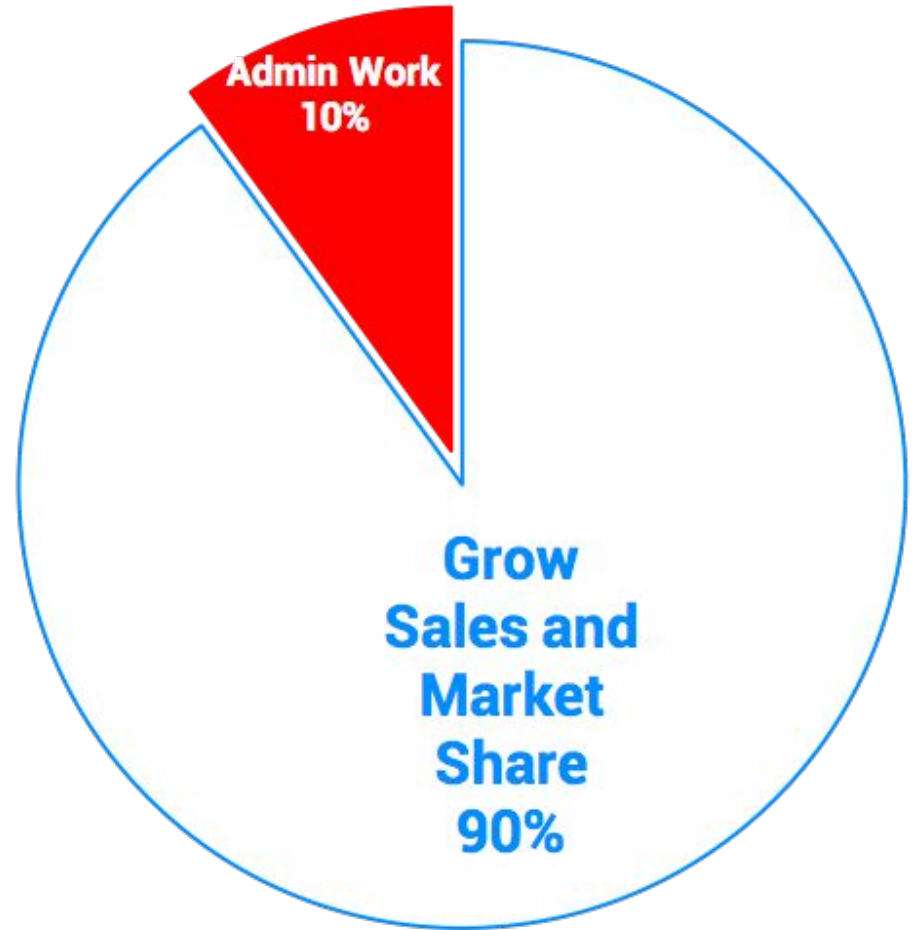


21 Retail Customers



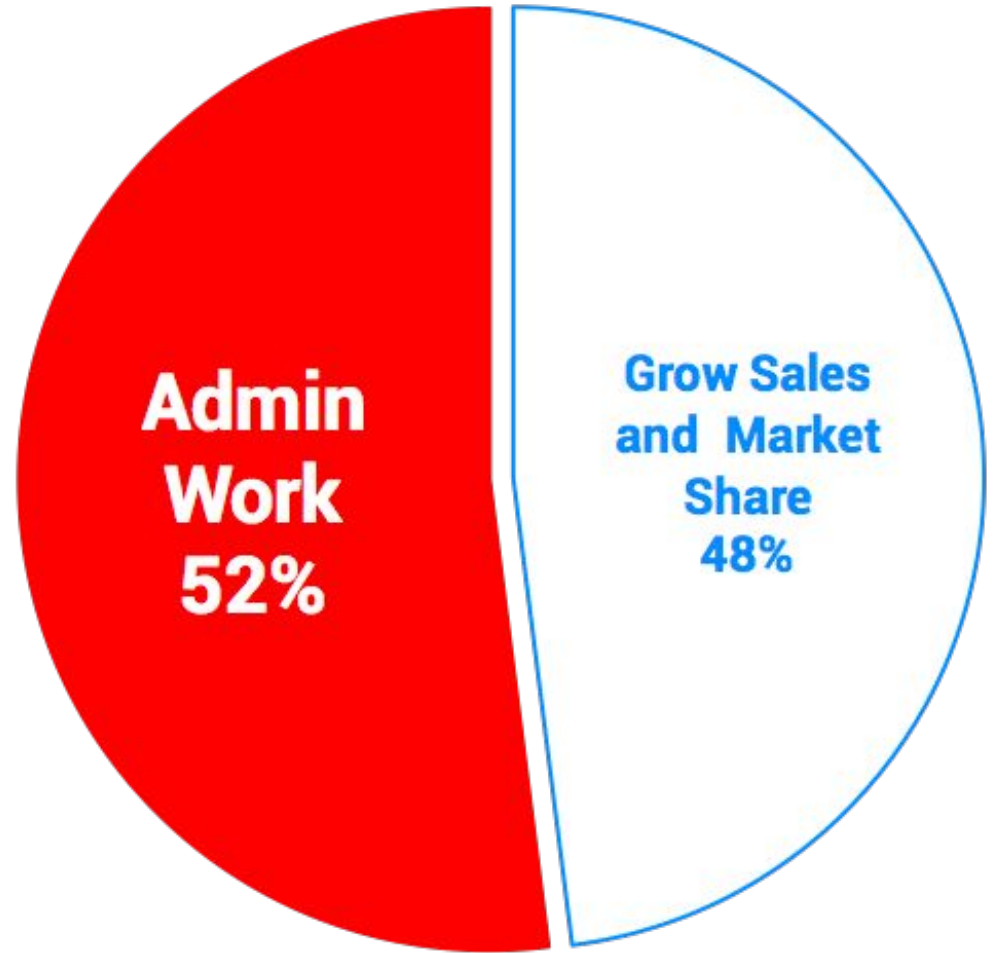
What Shopper Marketers Say They **Should** Do

% of Time



What Shopper Marketers **Really** Do

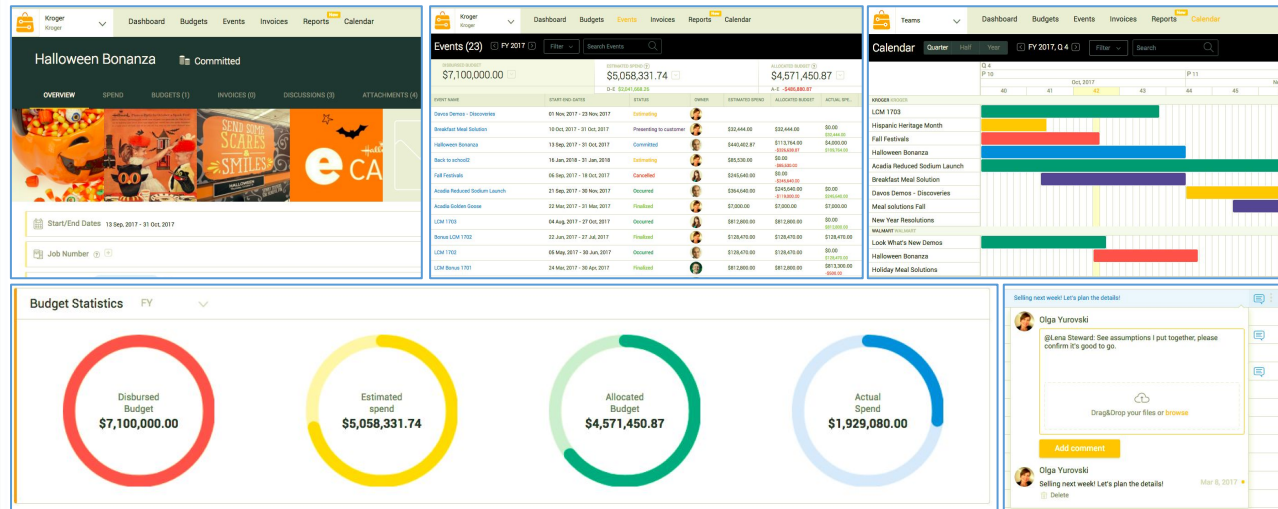
% of Time



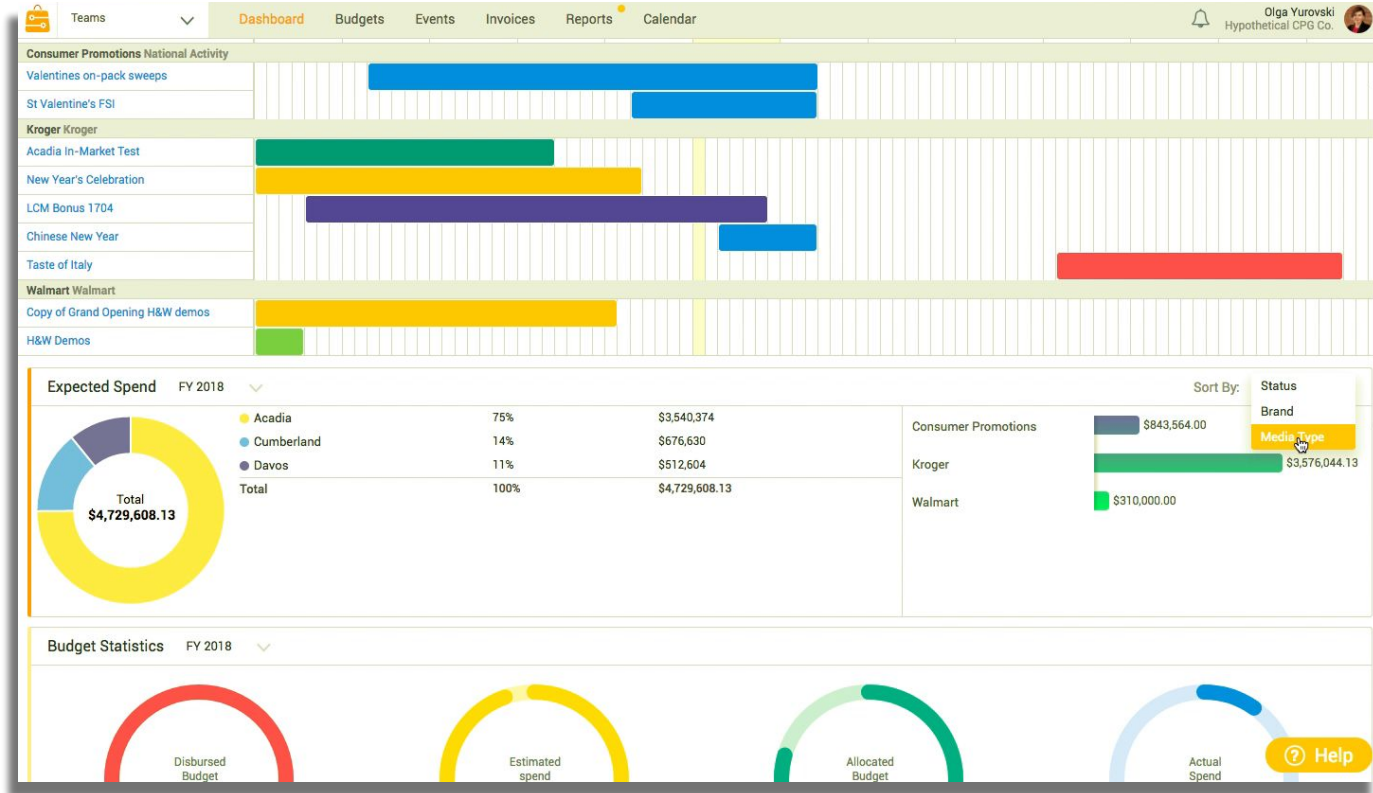
| Item | Category | Sub-Category | Item Name | Unit | Price | Quantity | Amount | Cost | Profit | Margin | Notes | Comments | Approval | Signature | Date | Version | Page |
|------|----------|--------------|--------------|---------|----------|-------------|-----------|---------|-----------|-----------|----------|-------------|-------------|--------------|---------|------------|---------|
| 1 | Item 1 | Sub-Item 1 | Item 1 Name | Unit 1 | Price 1 | Quantity 1 | Amount 1 | Cost 1 | Profit 1 | Margin 1 | Notes 1 | Comments 1 | Approval 1 | Signature 1 | Date 1 | Version 1 | Page 1 |
| 2 | Item 2 | Sub-Item 2 | Item 2 Name | Unit 2 | Price 2 | Quantity 2 | Amount 2 | Cost 2 | Profit 2 | Margin 2 | Notes 2 | Comments 2 | Approval 2 | Signature 2 | Date 2 | Version 2 | Page 2 |
| 3 | Item 3 | Sub-Item 3 | Item 3 Name | Unit 3 | Price 3 | Quantity 3 | Amount 3 | Cost 3 | Profit 3 | Margin 3 | Notes 3 | Comments 3 | Approval 3 | Signature 3 | Date 3 | Version 3 | Page 3 |
| 4 | Item 4 | Sub-Item 4 | Item 4 Name | Unit 4 | Price 4 | Quantity 4 | Amount 4 | Cost 4 | Profit 4 | Margin 4 | Notes 4 | Comments 4 | Approval 4 | Signature 4 | Date 4 | Version 4 | Page 4 |
| 5 | Item 5 | Sub-Item 5 | Item 5 Name | Unit 5 | Price 5 | Quantity 5 | Amount 5 | Cost 5 | Profit 5 | Margin 5 | Notes 5 | Comments 5 | Approval 5 | Signature 5 | Date 5 | Version 5 | Page 5 |
| 6 | Item 6 | Sub-Item 6 | Item 6 Name | Unit 6 | Price 6 | Quantity 6 | Amount 6 | Cost 6 | Profit 6 | Margin 6 | Notes 6 | Comments 6 | Approval 6 | Signature 6 | Date 6 | Version 6 | Page 6 |
| 7 | Item 7 | Sub-Item 7 | Item 7 Name | Unit 7 | Price 7 | Quantity 7 | Amount 7 | Cost 7 | Profit 7 | Margin 7 | Notes 7 | Comments 7 | Approval 7 | Signature 7 | Date 7 | Version 7 | Page 7 |
| 8 | Item 8 | Sub-Item 8 | Item 8 Name | Unit 8 | Price 8 | Quantity 8 | Amount 8 | Cost 8 | Profit 8 | Margin 8 | Notes 8 | Comments 8 | Approval 8 | Signature 8 | Date 8 | Version 8 | Page 8 |
| 9 | Item 9 | Sub-Item 9 | Item 9 Name | Unit 9 | Price 9 | Quantity 9 | Amount 9 | Cost 9 | Profit 9 | Margin 9 | Notes 9 | Comments 9 | Approval 9 | Signature 9 | Date 9 | Version 9 | Page 9 |
| 10 | Item 10 | Sub-Item 10 | Item 10 Name | Unit 10 | Price 10 | Quantity 10 | Amount 10 | Cost 10 | Profit 10 | Margin 10 | Notes 10 | Comments 10 | Approval 10 | Signature 10 | Date 10 | Version 10 | Page 10 |
| 11 | Item 11 | Sub-Item 11 | Item 11 Name | Unit 11 | Price 11 | Quantity 11 | Amount 11 | Cost 11 | Profit 11 | Margin 11 | Notes 11 | Comments 11 | Approval 11 | Signature 11 | Date 11 | Version 11 | Page 11 |
| 12 | Item 12 | Sub-Item 12 | Item 12 Name | Unit 12 | Price 12 | Quantity 12 | Amount 12 | Cost 12 | Profit 12 | Margin 12 | Notes 12 | Comments 12 | Approval 12 | Signature 12 | Date 12 | Version 12 | Page 12 |
| 13 | Item 13 | Sub-Item 13 | Item 13 Name | Unit 13 | Price 13 | Quantity 13 | Amount 13 | Cost 13 | Profit 13 | Margin 13 | Notes 13 | Comments 13 | Approval 13 | Signature 13 | Date 13 | Version 13 | Page 13 |
| 14 | Item 14 | Sub-Item 14 | Item 14 Name | Unit 14 | Price 14 | Quantity 14 | Amount 14 | Cost 14 | Profit 14 | Margin 14 | Notes 14 | Comments 14 | Approval 14 | Signature 14 | Date 14 | Version 14 | Page 14 |
| 15 | Item 15 | Sub-Item 15 | Item 15 Name | Unit 15 | Price 15 | Quantity 15 | Amount 15 | Cost 15 | Profit 15 | Margin 15 | Notes 15 | Comments 15 | Approval 15 | Signature 15 | Date 15 | Version 15 | Page 15 |
| 16 | Item 16 | Sub-Item 16 | Item 16 Name | Unit 16 | Price 16 | Quantity 16 | Amount 16 | Cost 16 | Profit 16 | Margin 16 | Notes 16 | Comments 16 | Approval 16 | Signature 16 | Date 16 | Version 16 | Page 16 |
| 17 | Item 17 | Sub-Item 17 | Item 17 Name | Unit 17 | Price 17 | Quantity 17 | Amount 17 | Cost 17 | Profit 17 | Margin 17 | Notes 17 | Comments 17 | Approval 17 | Signature 17 | Date 17 | Version 17 | Page 17 |
| 18 | Item 18 | Sub-Item 18 | Item 18 Name | Unit 18 | Price 18 | Quantity 18 | Amount 18 | Cost 18 | Profit 18 | Margin 18 | Notes 18 | Comments 18 | Approval 18 | Signature 18 | Date 18 | Version 18 | Page 18 |
| 19 | Item 19 | Sub-Item 19 | Item 19 Name | Unit 19 | Price 19 | Quantity 19 | Amount 19 | Cost 19 | Profit 19 | Margin 19 | Notes 19 | Comments 19 | Approval 19 | Signature 19 | Date 19 | Version 19 | Page 19 |
| 20 | Item 20 | Sub-Item 20 | Item 20 Name | Unit 20 | Price 20 | Quantity 20 | Amount 20 | Cost 20 | Profit 20 | Margin 20 | Notes 20 | Comments 20 | Approval 20 | Signature 20 | Date 20 | Version 20 | Page 20 |
| 21 | Item 21 | Sub-Item 21 | Item 21 Name | Unit 21 | Price 21 | Quantity 21 | Amount 21 | Cost 21 | Profit 21 | Margin 21 | Notes 21 | Comments 21 | Approval 21 | Signature 21 | Date 21 | Version 21 | Page 21 |
| 22 | Item 22 | Sub-Item 22 | Item 22 Name | Unit 22 | Price 22 | Quantity 22 | Amount 22 | Cost 22 | Profit 22 | Margin 22 | Notes 22 | Comments 22 | Approval 22 | Signature 22 | Date 22 | Version 22 | Page 22 |
| 23 | Item 23 | Sub-Item 23 | Item 23 Name | Unit 23 | Price 23 | Quantity 23 | Amount 23 | Cost 23 | Profit 23 | Margin 23 | Notes 23 | Comments 23 | Approval 23 | Signature 23 | Date 23 | Version 23 | Page 23 |
| 24 | Item 24 | Sub-Item 24 | Item 24 Name | Unit 24 | Price 24 | Quantity 24 | Amount 24 | Cost 24 | Profit 24 | Margin 24 | Notes 24 | Comments 24 | Approval 24 | Signature 24 | Date 24 | Version 24 | Page 24 |
| 25 | Item 25 | Sub-Item 25 | Item 25 Name | Unit 25 | Price 25 | Quantity 25 | Amount 25 | Cost 25 | Profit 25 | Margin 25 | Notes 25 | Comments 25 | Approval 25 | Signature 25 | Date 25 | Version 25 | Page 25 |
| 26 | Item 26 | Sub-Item 26 | Item 26 Name | Unit 26 | Price 26 | Quantity 26 | Amount 26 | Cost 26 | Profit 26 | Margin 26 | Notes 26 | Comments 26 | Approval 26 | Signature 26 | Date 26 | Version 26 | Page 26 |
| 27 | Item 27 | Sub-Item 27 | Item 27 Name | Unit 27 | Price 27 | Quantity 27 | Amount 27 | Cost 27 | Profit 27 | Margin 27 | Notes 27 | Comments 27 | Approval 27 | Signature 27 | Date 27 | Version 27 | Page 27 |
| 28 | Item 28 | Sub-Item 28 | Item 28 Name | Unit 28 | Price 28 | Quantity 28 | Amount 28 | Cost 28 | Profit 28 | Margin 28 | Notes 28 | Comments 28 | Approval 28 | Signature 28 | Date 28 | Version 28 | Page 28 |
| 29 | Item 29 | Sub-Item 29 | Item 29 Name | Unit 29 | Price 29 | Quantity 29 | Amount 29 | Cost 29 | Profit 29 | Margin 29 | Notes 29 | Comments 29 | Approval 29 | Signature 29 | Date 29 | Version 29 | Page 29 |
| 30 | Item 30 | Sub-Item 30 | Item 30 Name | Unit 30 | Price 30 | Quantity 30 | Amount 30 | Cost 30 | Profit 30 | Margin 30 | Notes 30 | Comments 30 | Approval 30 | Signature 30 | Date 30 | Version 30 | Page 30 |
| 31 | Item 31 | Sub-Item 31 | Item 31 Name | Unit 31 | Price 31 | Quantity 31 | Amount 31 | Cost 31 | Profit 31 | Margin 31 | Notes 31 | Comments 31 | Approval 31 | Signature 31 | Date 31 | Version 31 | Page 31 |
| 32 | Item 32 | Sub-Item 32 | Item 32 Name | Unit 32 | Price 32 | Quantity 32 | Amount 32 | Cost 32 | Profit 32 | Margin 32 | Notes 32 | Comments 32 | Approval 32 | Signature 32 | Date 32 | Version 32 | Page 32 |
| 33 | Item 33 | Sub-Item 33 | Item 33 Name | Unit 33 | Price 33 | Quantity 33 | Amount 33 | Cost 33 | Profit 33 | Margin 33 | Notes 33 | Comments 33 | Approval 33 | Signature 33 | Date 33 | Version 33 | Page 33 |
| 34 | Item 34 | Sub-Item 34 | Item 34 Name | Unit 34 | Price 34 | Quantity 34 | Amount 34 | Cost 34 | Profit 34 | Margin 34 | Notes 34 | Comments 34 | Approval 34 | Signature 34 | Date 34 | Version 34 | Page 34 |
| 35 | Item 35 | Sub-Item 35 | Item 35 Name | Unit 35 | Price 35 | Quantity 35 | Amount 35 | Cost 35 | Profit 35 | Margin 35 | Notes 35 | Comments 35 | Approval 35 | Signature 35 | Date 35 | Version 35 | Page 35 |
| 36 | Item 36 | Sub-Item 36 | Item 36 Name | Unit 36 | Price 36 | Quantity 36 | Amount 36 | Cost 36 | Profit 36 | Margin 36 | Notes 36 | Comments 36 | Approval 36 | Signature 36 | Date 36 | Version 36 | Page 36 |
| 37 | Item 37 | Sub-Item 37 | Item 37 Name | Unit 37 | Price 37 | Quantity 37 | Amount 37 | Cost 37 | Profit 37 | Margin 37 | Notes 37 | Comments 37 | Approval 37 | Signature 37 | Date 37 | Version 37 | Page 37 |
| 38 | Item 38 | Sub-Item 38 | Item 38 Name | Unit 38 | Price 38 | Quantity 38 | Amount 38 | Cost 38 | Profit 38 | Margin 38 | Notes 38 | Comments 38 | Approval 38 | Signature 38 | Date 38 | Version 38 | Page 38 |
| 39 | Item 39 | Sub-Item 39 | Item 39 Name | Unit 39 | Price 39 | Quantity 39 | Amount 39 | Cost 39 | Profit 39 | Margin 39 | Notes 39 | Comments 39 | Approval 39 | Signature 39 | Date 39 | Version 39 | Page 39 |
| 40 | Item 40 | Sub-Item 40 | Item 40 Name | Unit 40 | Price 40 | Quantity 40 | Amount 40 | Cost 40 | Profit 40 | Margin 40 | Notes 40 | Comments 40 | Approval 40 | Signature 40 | Date 40 | Version 40 | Page 40 |
| 41 | Item 41 | Sub-Item 41 | Item 41 Name | Unit 41 | Price 41 | Quantity 41 | Amount 41 | Cost 41 | Profit 41 | Margin 41 | Notes 41 | Comments 41 | Approval 41 | Signature 41 | Date 41 | Version 41 | Page 41 |
| 42 | Item 42 | Sub-Item 42 | Item 42 Name | Unit 42 | Price 42 | Quantity 42 | Amount 42 | Cost 42 | Profit 42 | Margin 42 | Notes 42 | Comments 42 | Approval 42 | Signature 42 | Date 42 | Version 42 | Page 42 |
| 43 | Item 43 | Sub-Item 43 | Item 43 Name | Unit 43 | Price 43 | Quantity 43 | Amount 43 | Cost 43 | Profit 43 | Margin 43 | Notes 43 | Comments 43 | Approval 43 | Signature 43 | Date 43 | Version 43 | Page 43 |
| 44 | Item 44 | Sub-Item 44 | Item 44 Name | Unit 44 | Price 44 | Quantity 44 | Amount 44 | Cost 44 | Profit 44 | Margin 44 | Notes 44 | Comments 44 | Approval 44 | Signature 44 | Date 44 | Version 44 | Page 44 |
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| 46 | Item 46 | Sub-Item 46 | Item 46 Name | Unit 46 | Price 46 | Quantity 46 | Amount 46 | Cost 46 | Profit 46 | Margin 46 | Notes 46 | Comments 46 | Approval 46 | Signature 46 | Date 46 | Version 46 | Page 46 |
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| 48 | Item 48 | Sub-Item 48 | Item 48 Name | Unit 48 | Price 48 | Quantity 48 | Amount 48 | Cost 48 | Profit 48 | Margin 48 | Notes 48 | Comments 48 | Approval 48 | Signature 48 | Date 48 | Version 48 | Page 48 |
| 49 | Item 49 | Sub-Item 49 | Item 49 Name | Unit 49 | Price 49 | Quantity 49 | Amount 49 | Cost 49 | Profit 49 | Margin 49 | Notes 49 | Comments 49 | Approval 49 | Signature 49 | Date 49 | Version 49 | Page 49 |
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| 51 | Item 51 | Sub-Item 51 | Item 51 Name | Unit 51 | Price 51 | Quantity 51 | Amount 51 | Cost 51 | Profit 51 | Margin 51 | Notes 51 | Comments 51 | Approval 51 | Signature 51 | Date 51 | Version 51 | Page 51 |
| 52 | Item 52 | Sub-Item 52 | Item 52 Name | Unit 52 | Price 52 | Quantity 52 | Amount 52 | Cost 52 | Profit 52 | Margin 52 | Notes 52 | Comments 52 | Approval 52 | Signature 52 | Date 52 | Version 52 | Page 52 |
| 53 | Item 53 | Sub-Item 53 | Item 53 Name | Unit 53 | Price 53 | Quantity 53 | Amount 53 | Cost 53 | Profit 53 | Margin 53 | Notes 53 | Comments 53 | Approval 53 | Signature 53 | Date 53 | Version 53 | Page 53 |
| 54 | Item 54 | Sub-Item 54 | Item 54 Name | Unit 54 | Price 54 | Quantity 54 | Amount 54 | Cost 54 | Profit 54 | Margin 54 | Notes 54 | Comments 54 | Approval 54 | Signature 54 | Date 54 | Version 54 | Page 54 |
| 55 | Item 55 | Sub-Item 55 | Item 55 Name | Unit 55 | Price 55 | Quantity 55 | Amount 55 | Cost 55 | Profit 55 | Margin 55 | Notes 55 | Comments 55 | Approval 55 | Signature 55 | Date 55 | Version 55 | Page 55 |
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| 58 | Item 58 | Sub-Item 58 | Item 58 Name | Unit 58 | Price 58 | Quantity 58 | Amount 58 | Cost 58 | Profit 58 | Margin 58 | Notes 58 | Comments 58 | Approval 58 | Signature 58 | Date 58 | Version 58 | Page 58 |
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| 66 | Item 66 | Sub-Item 66 | Item 66 Name | Unit 66 | Price 66 | Quantity 66 | Amount 66 | Cost 66 | Profit 66 | Margin 66 | Notes 66 | Comments 66 | Approval 66 | Signature 66 | Date 66 | Version 66 | Page 66 |
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| 69 | Item 69 | Sub-Item 69 | Item 69 Name | Unit 69 | Price 69 | Quantity 69 | Amount 69 | Cost 69 | Profit 69 | Margin 69 | Notes 69 | Comments 69 | Approval 69 | Signature 69 | Date 69 | Version 69 | Page 69 |
| 70 | Item 70 | Sub-Item 70 | Item 70 Name | Unit 70 | Price 70 | Quantity 70 | Amount 70 | Cost 70 | Profit 70 | Margin 70 | Notes 70 | Comments 70 | Approval 70 | Signature 70 | Date 70 | Version 70 | Page 70 |
| 71 | Item 71 | Sub-Item 71 | Item 71 Name | Unit 71 | Price 71 | Quantity 71 | Amount 71 | Cost 71 | Profit 71 | Margin 71 | Notes 71 | Comments 71 | Approval 71 | Signature 71 | Date 71 | Version 71 | Page 71 |
| 72 | Item 72 | Sub-Item 72 | Item 72 Name | Unit 72 | Price 72 | Quantity 72 | Amount 72 | Cost 72 | Profit 72 | Margin 72 | Notes 72 | Comments 72 | Approval 72 | Signature 72 | Date 72 | Version 72 | Page 72 |
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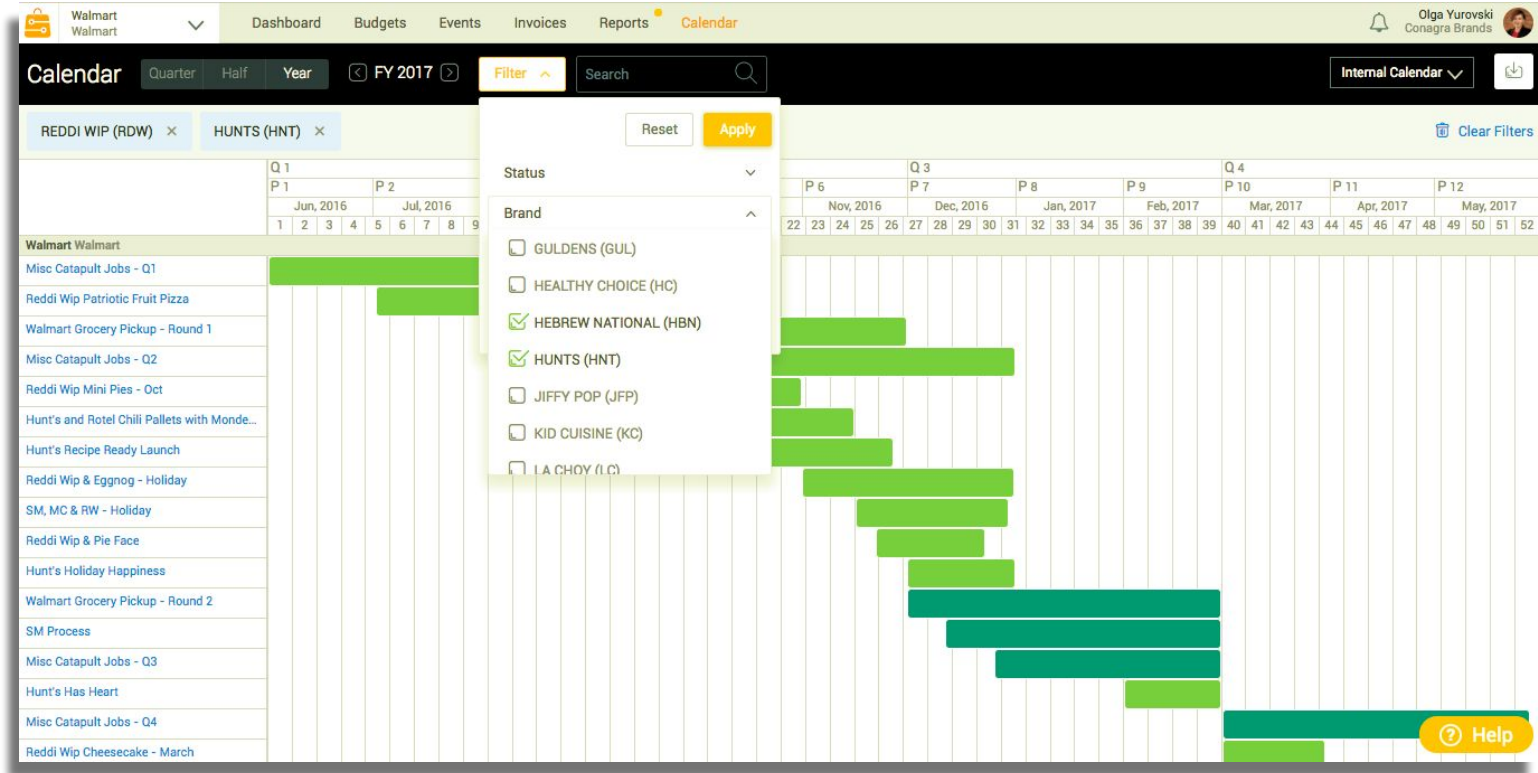
"It's in Shopperations"



See Budgets & Programs in One Place



Filterable Calendars



Collaborate In Real Time

The screenshot displays a web application for budget management. The top navigation bar includes a Walmart logo, a dropdown menu, and links to Dashboard, Budgets (active), Events, Invoices, Reports, and Calendar. The user profile for Stephanie Hurst at Hypothetical CPG Co. is shown in the top right.

The main section is titled "Budgets (2)" and includes filters for "FY 2017" and a search bar for "Enter budget number". Below this, summary statistics are provided:

- DISBURSED BUDGET: \$1,750,000.00
- ALLOCATED BUDGET: \$1,650,887.97
- ACTUAL SPEND: \$99,000.00

A table lists the budgets:


| BUDGET NAME | TYPE | BUDGET ID | OWNER | DISBURSED BUDGET | ALLOCATED BUDGET | ACTUAL SPEND | NOTES |
|-------------|-------|-----------|-------|------------------|-------------------------------|------------------------|---------------------------------|
| Core | Core | WBS.11215 | | \$750,000.00 | \$889,565.97 -\$139,565.97 | \$0.00 \$889,565.97 | What's the marketing objective? |
| Acadia | Brand | WBS.12111 | | \$1,000,000.00 | | | |

A pagination bar shows "1 - 2 of 2" with a highlighted "1" button.

A real-time collaboration comment overlay is visible on the right, showing a comment from Olivia Winnipeg dated Oct 20, 2017. The comment text is "What's the marketing objective?". The overlay includes a text input area with a "Add comment" button and a file upload section with a "Drag&Drop your files or browse" instruction.

The footer contains a Service Agreement link, a Privacy Policy link, and the copyright notice "© 2018 Shopperations Research & Technology LLC". A "Help" button is also present.

Visualize Content & House Documents



Walmart
Walmart


Dashboard

Events


Invoices

Reports

Calendar




Olga Yurovski
Conagra Brands




MC Beef Pot Pie - New Item Support

Finalized



01 Jan, 2017 - 31 Jan, 2017



OVERVIEW


SPEND








BUDGETS (1)


INVOICES (3)

DISCUSSIONS (0)

ATTACHMENTS (7)









Start/End Dates

01 Jan, 2017 - 31 Jan, 2017




Job Number

?



Initiative

?










Geography

?

Walmart

Track Invoices & Deductions

|  | Teams | Dashboard | Budgets | Events | Invoices | Reports | Calendar |  | Olga Yurovski Hypothetical CPG Co. |  |
|--|-----------|--------------------|--------------|--------------|------------------|---|---------------------------|---|---------------------------------------|--|
| Invoices (13) ◀ FY 2017 ▶ Filter Search  | | | | | | | | | | |
| INVOICES AMOUNT \$339,895.34 | | | | | | | | | | |
| INVOICE NUMBER | TYPE | VENDOR | AMOUNT | DATE | STATUS | EVENT | TACTIC | NOTES | | |
| E-Commerce Ama... | | | | | | | | | | |
| 882-1 | Invoice | Another vendor #1 | \$10,000.00 | 07 Feb, 2018 | Paid | Superbowl Bundle Offer | Digital Coupon - Another | | | |
| Credit invoice | Invoice | Advantage | \$29,000.00 | 14 Nov, 2017 | Submitted to Pay | Superbowl Bundle Offer | | | | |
| Kroger Kroger | | | | | | | | | | |
| M2299-3 | Invoice | 84'51" | \$12,111.00 | 01 Feb, 2018 | Submitted to Pay | Halloween Bonanza | Direct Mail - 84'51" | | | |
| Credit N44222 | Invoice | Advantage | \$-4,000.00 | 09 Jan, 2018 | Approved | Acadia In-Market Test | Loyal Customer Mailer (LC | | | |
| 333121 | Invoice | 84'51" | \$4,444.00 | 01 Nov, 2017 | Received | New Year Resolutions | Loyal Customer Mailer (LC | | | |
| 22444-18 | Invoice | MaxPoint | \$12,333.00 | 11 Oct, 2017 | Submitted to Pay | LCM 1703 | Loyal Customer Mailer (LC | | | |
| 112111 | Invoice | 84'51" | \$20,000.00 | 18 Jul, 2017 | Paid | Acadia In-Market Test | Loyal Customer Mailer (LC | Double check the num | |  |
| INV 1101 | Invoice | MaxPoint | \$54,007.00 | 10 Oct, 2017 | Received | Meal solutions Fall | Digital Banner Ads - Maxf | Duplicate invoice, sen | |  |
| 2322 | Invoice | 84'51" | \$19,000.00 | 17 Apr, 2017 | Submitted to Pay | Acadia In-Market Test | Loyal Customer Mailer (LC | | | |
| NSD2222 | Deduction | Kroger - DEDUCTION | \$120,000.00 | 20 Mar, 2017 | Approved | Hispanic Heritage Month | | | | |
| M2233 | Invoice | Discoveries | \$10,000.00 | 05 Mar, 2017 | Approved | Fall Festivals | Demo/Sampling - Discov | | | |
| | | | | | | | | | |  Help |

We've Come A Long Way...

BEFORE

Constant

3 days

1-2 weeks

Constant

"Fire Drills"

Monthly
Forecast

Financial Audits

Agency Comms

AFTER

Infrequent

30 minutes

20 minutes

Clarifying

Shopper Marketing Tools



--sticky notes--
GOOD



--spreadsheets--
BETTER



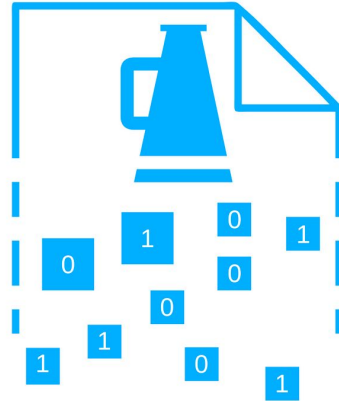
shopperations

--web-based tool--
BEST

What Shopperations Is Up To Next



Integrate Coupon
Clearinghouse Data



Digitize Vendor
Media Performance

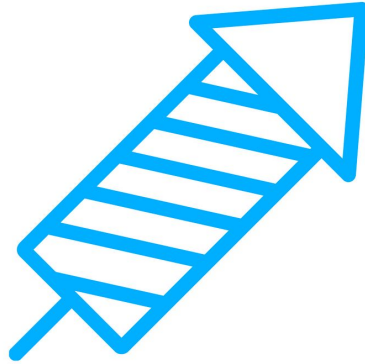


Connect
Syndicated Sales

Why Digitize Now?



SM
Performance
Pressure Is On



Speed &
Complexities
Are Increasing



Millennials
dominate entry and
mid-level jobs

Q&A

Contact Us



**See How
Shopperations
Beats Excel**



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