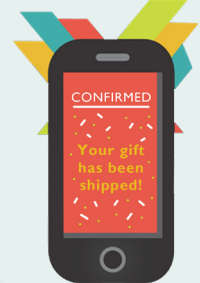
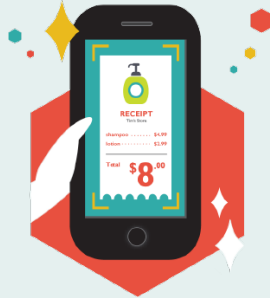


PURCHASE-LINKED *Promotions*

Linking promotions to purchases to drive insights and sales.



- 1 BUY.** Consumers purchase your product at a participating retailer.
- 2 SNAP.** Using their phone, consumers take a photo of their receipt.
- 3 SEND.** Consumers visit your experience webpage and upload their receipt photo.
- 4 EARN.** Once validated, consumers are rewarded and notified by email or text message.

APPLY TO YOUR: CONTEST, GIFT-WITH-PURCHASE, REBATE, LOYALTY PROGRAM, OR EVENT

DATA COLLECTION & Analysis

Using Tether™, our web-based experience management service, we collect and analyze receipt data:

PROMOTION METRICS

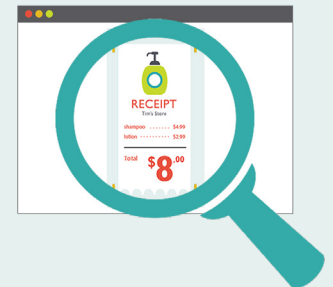
- Number of participants, purchases, and rewards awarded.
- Track against established goals & past performance benchmarks.

RETAILER METRICS

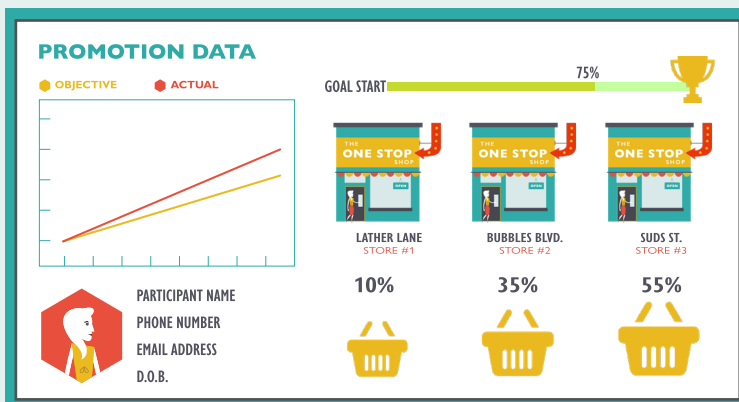
- Share of participants, transactions and sales by region, retailer and store.
- SKU mix, average transaction value and compliance by retailer.

SHOPPER METRICS

- Demographic, behavioural, & supplemental “declared” data from surveys, feedback, & messaging.
- New vs existing customers (from past promotions)



Strategic INSIGHTS & ANSWERS



Identify strategic insights to answer questions such as:

- How does in-store and on-pack media relate to participation and sales?
- What is the relationship between pricing and participation?
- How can you maximize on moments of impact for customer experience?
- How closely do the promotion participants align with your consumer target group?
- What is the influence of price on the quantity of products purchased?
- Are you making the right assumptions about shopper behaviour?