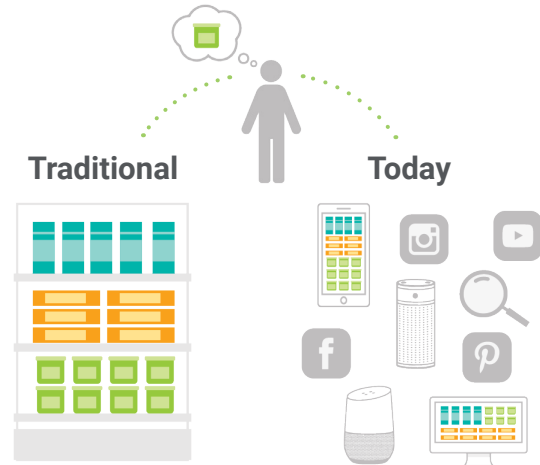


DIGITAL PARTNERSHIP MARKETING

Unlock incremental brand funds to drive more traffic and sales

Digital transformation has created big opportunities

With only 28% of purchase decisions being made in store and 70% of consumers starting their initial product discovery online, retailers are facing a number of new challenges. Despite these behavior changes, co-op and MDF resources are still focused on improving product discovery in physical stores. Retailers have the opportunity to revamp the co-op process in order to secure incremental digital advertising budgets from brands, provide a great shopper experience, and stay ahead of competitors.



Of the \$70B allocated annually by manufacturers for co-op spending, half is going unused, and only 13% of that is spent on digital.

Our solution

Benefits

- | | | |
|--|---|---|
| <p>1 We work with retailers to identify brand opportunities and create initiatives to capture co-op funds. These include packaged campaigns and strategy proposals.</p> | ➔ | <p>Saves resources that would be required to develop and pitch co-op partnerships with brands.</p> |
| <p>2 We build and execute digital advertising campaigns in accordance with both retailer and brand guidelines and goals.</p> | ➔ | <p>Ensures you're connecting with the right audiences across multiple touchpoints and channels strategically, driving more impressions, traffic, and results.</p> |
| <p>3 We measure and share results, including valuable performance data such as footfall and audience insights.</p> | ➔ | <p>Gives brands visibility into performance to justify spend, and develops a long-term trusted partnership.</p> |

One of our retailers grew revenue by:

39%

during our co-op flight

187%

year over year

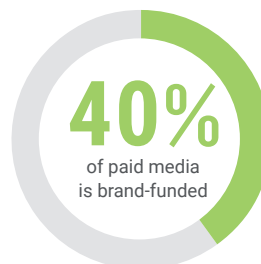
The brand's revenue also grew by:

46%

during our co-op flight

132%

year over year



Another large retailer with over 1,500 stores grew their digital co-op advertising from **\$0 to \$12M in just 3 years.**

40% of their paid media is now brand-funded, resulting in an estimated **\$48M in incremental annual revenue**

GET STARTED Contact us at solutions@adlucent.com or 1.800.788.9152 for a complimentary consultation