

CATALINA

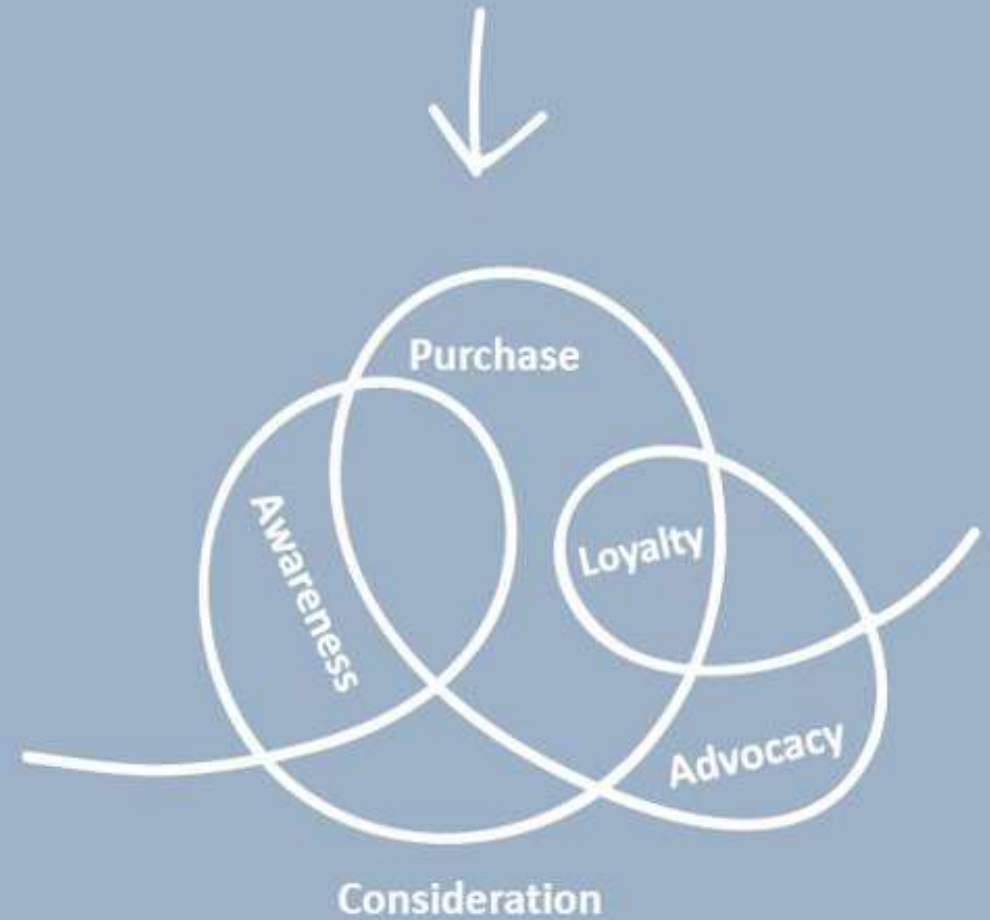


**In 1983 the world's first
1:1 network was born.**

It was before the internet,
big data, social media, apps,
or mobile anything and...

it was simple.

The traditional path to purchase was mostly linear.



TODAYS SHOPPER REALITY

A woman with long dark hair, wearing a white polka-dot button-down shirt and blue jeans, is looking down at a smartphone in her hands. She is carrying a white tote bag over her shoulder, which contains a large loaf of bread. The background is a blurred city street scene.

Just in time Shopping
Is the norm: Quick trips account
for 2/3rds of retail visits; 1/3 grocery spend

EVERY SHOPPER IS UNIQUE
No two bought the same basket
assortment in a 12 mo. period

99.3%

Of instore product is
ignored by shoppers

Fragmented purchases across
formats and channel

TODAYS SHOPPER REALITY

See over
10,000
Marketing messages
every day

8 seconds attention span

Digital connections are skyrocketing
Yet empathy is down 40%



1. CONTENTS AND ENGAGEMENT

Seamlessly Connecting with Shoppers Anytime, Anywhere



Newsletter



Engagement



Rewards



Coupons

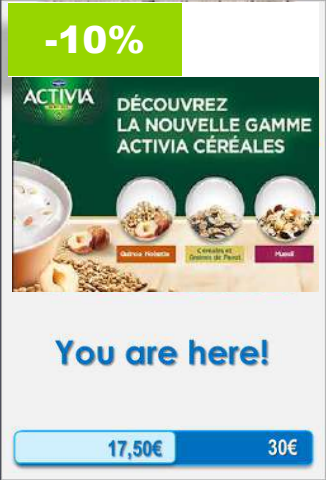
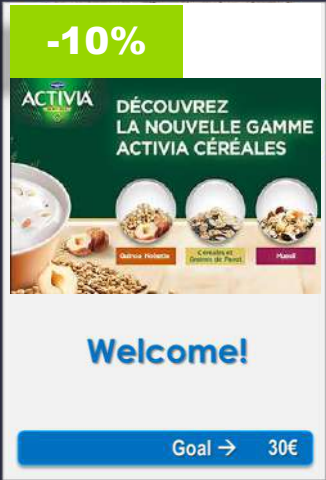


E-commerce



Sample

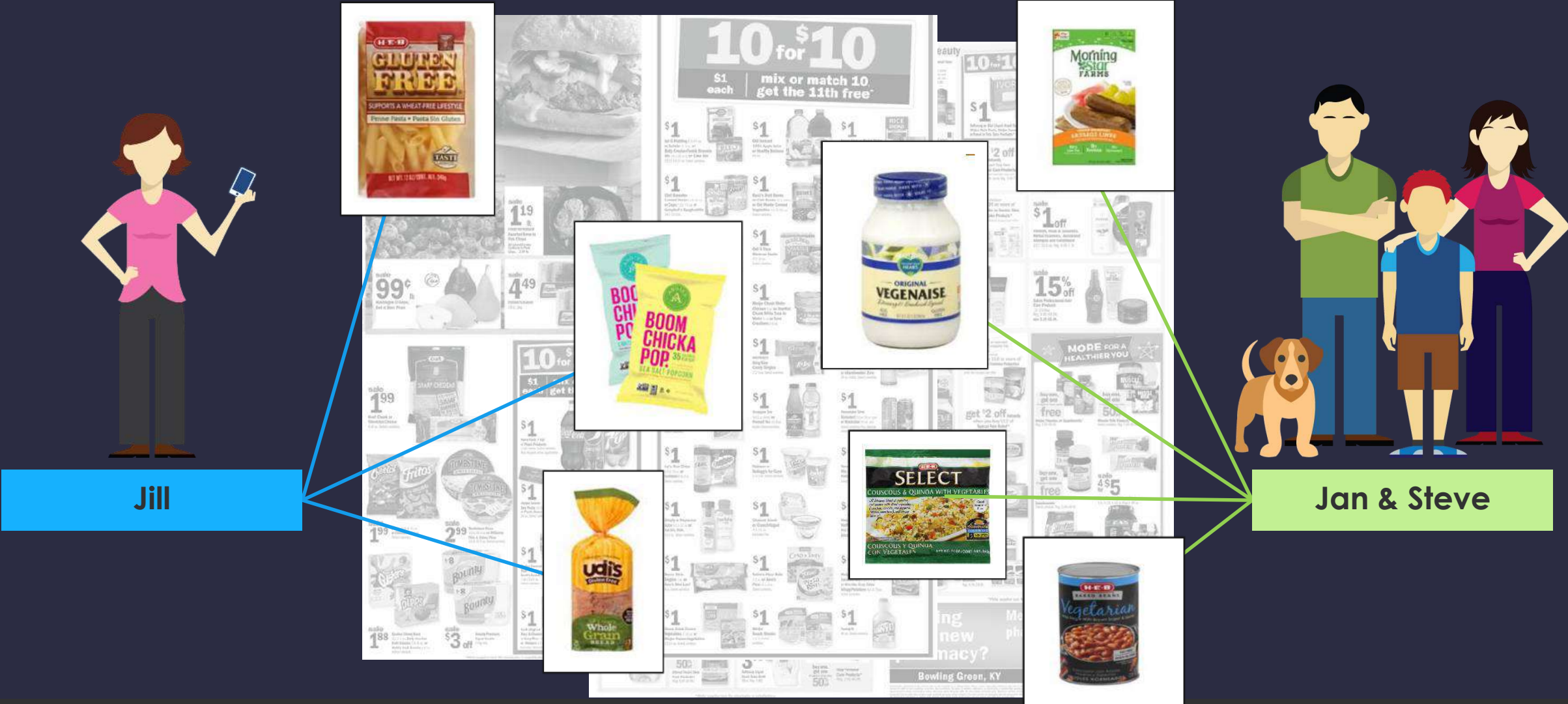
Build Loyalty, Engagement offline and online



2. PERSONALIZATION

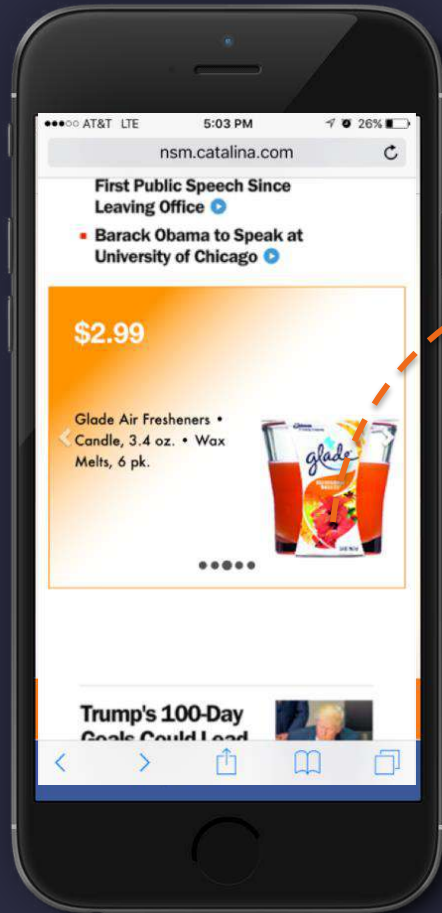


Relevant content for each consumer

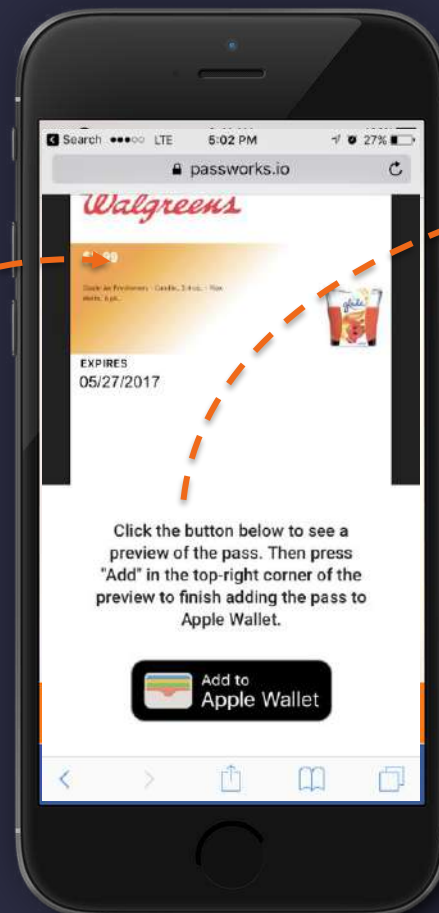


Ad online and drive to store

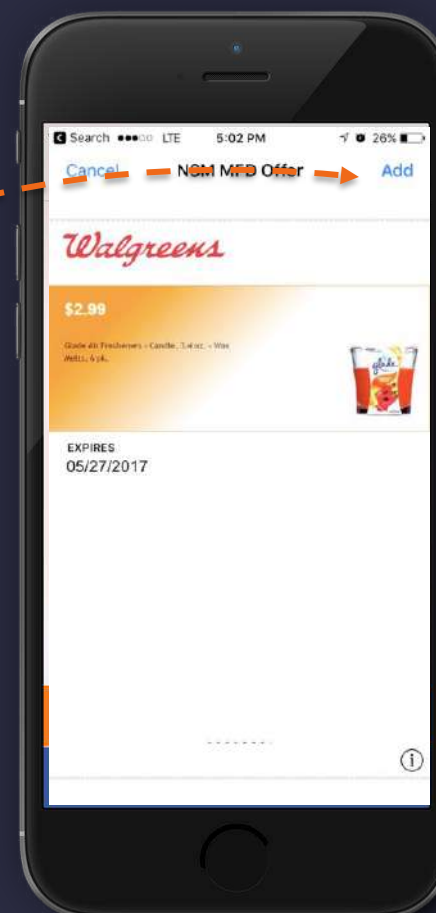
1. Ad personalized



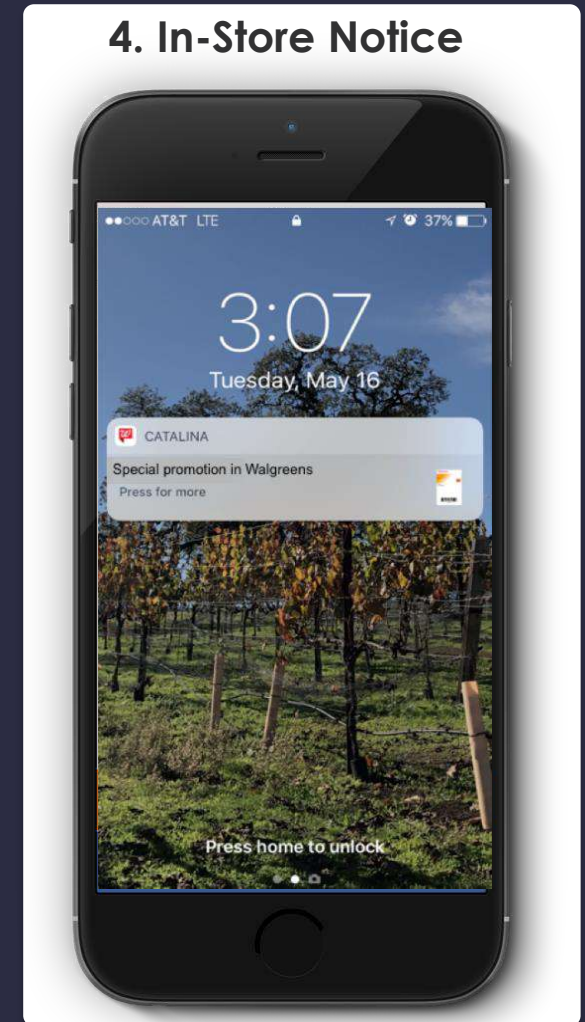
2. Clicks on the offer



3. Saves to Wallet



4. In-Store Notice



3. LOCAL EXECUTION

National
Budget, Local
execution

Connection
with Shoppers
in their
community



Competitive
Dynamic
control

Click&Collect
Drive
interaction
with Offline



CONTENTS & ENGAGEMENT

PERSONALIZATION

LOCAL EXECUTION

CATALINA®

Grow Revenue.
Increase Loyalty.
Reduce Costs.

Engage Shoppers.
Drive Emotions.
Build Value.

