

# CATALINA

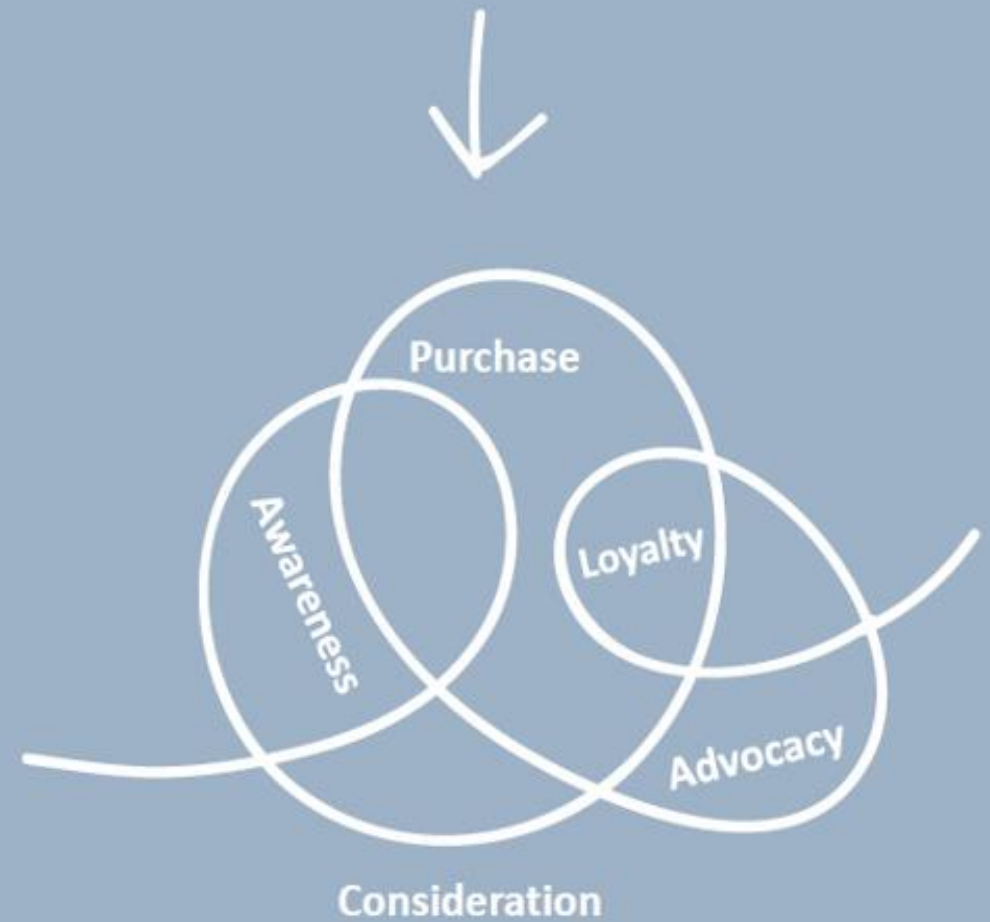


**In 1983 the world's first  
1:1 network was born.**

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 and some greenery. 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

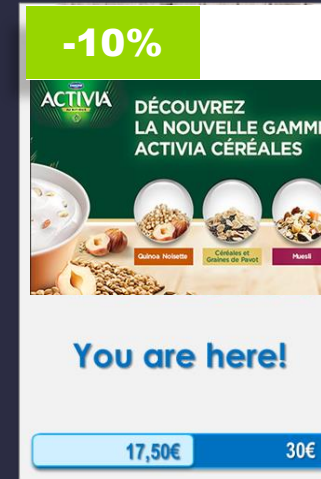
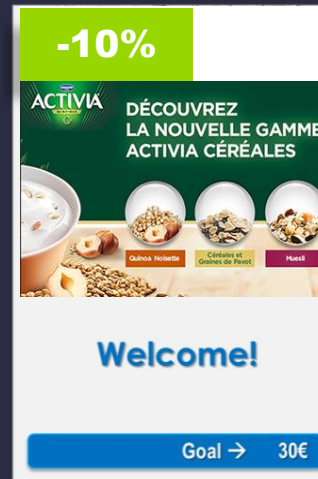


E-commerce



Sample

# Build Loyalty, Engagement offline and online

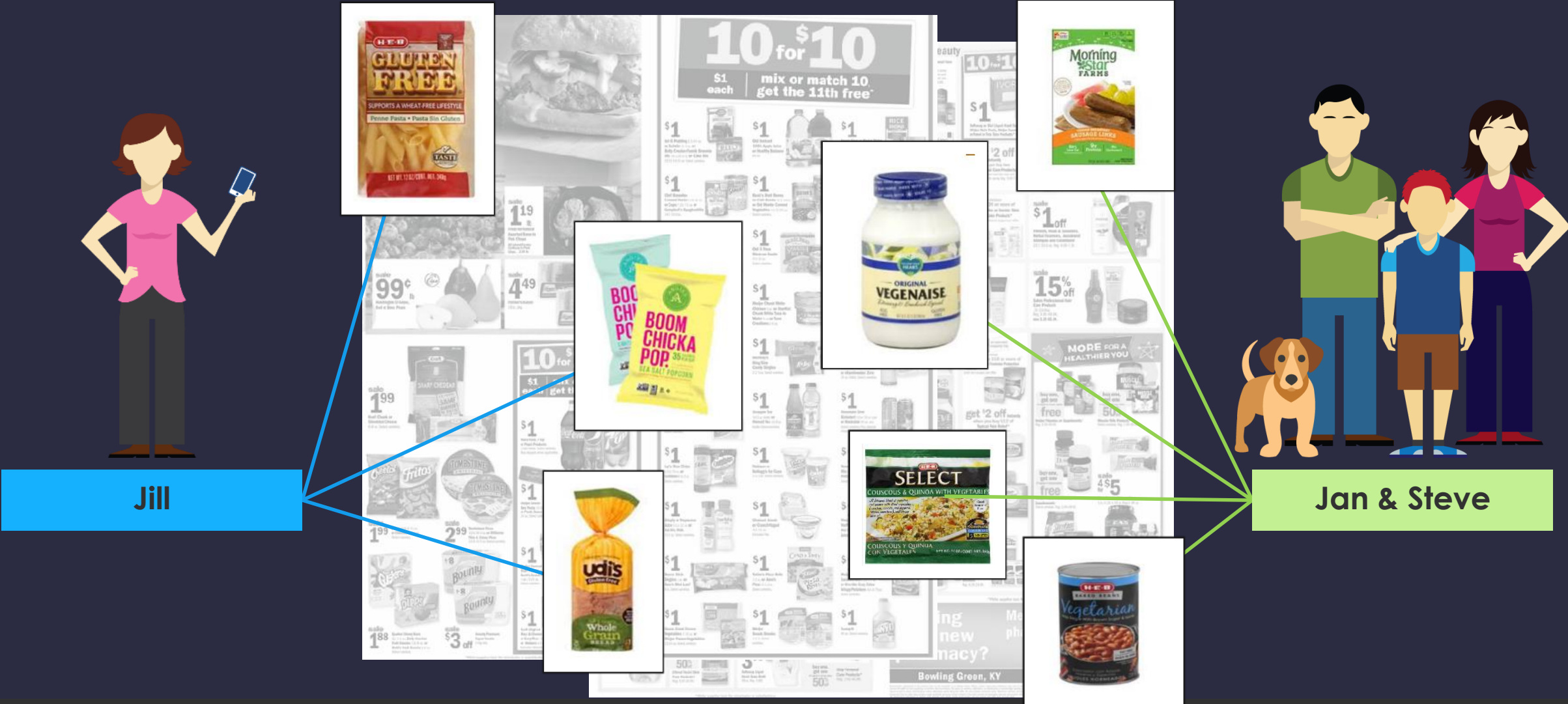


## 2. PERSONALIZATION



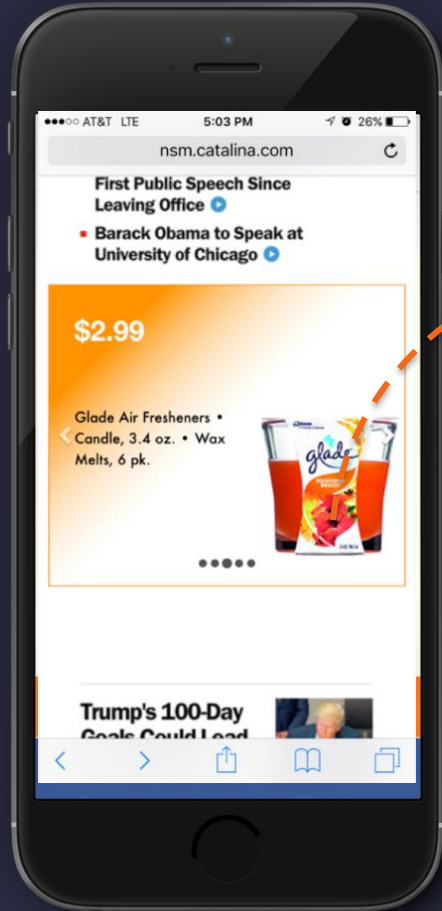


# Relevant content for each consumer

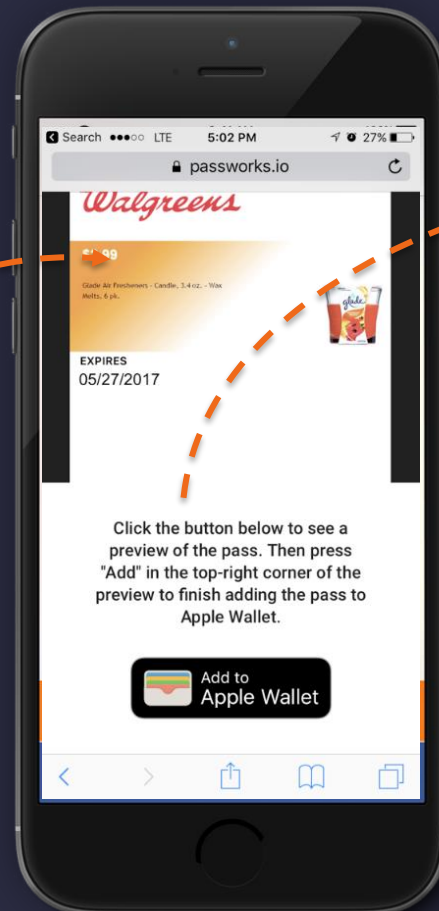


# Ad online and drive to store

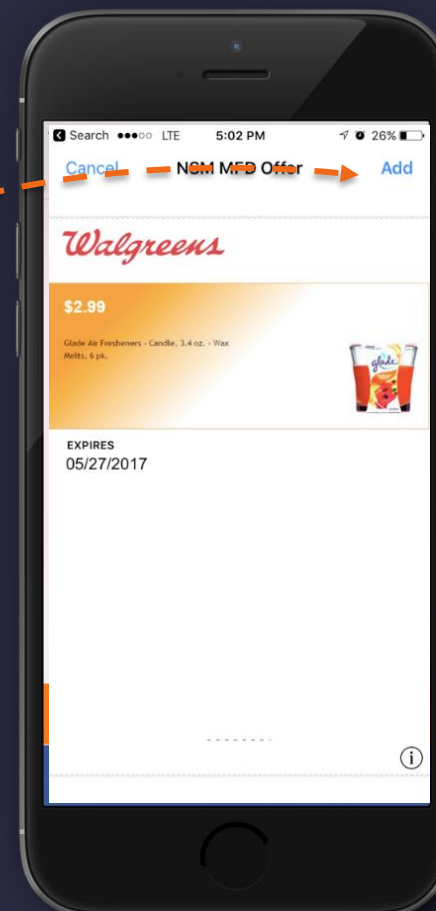
## 1. Ad personalized



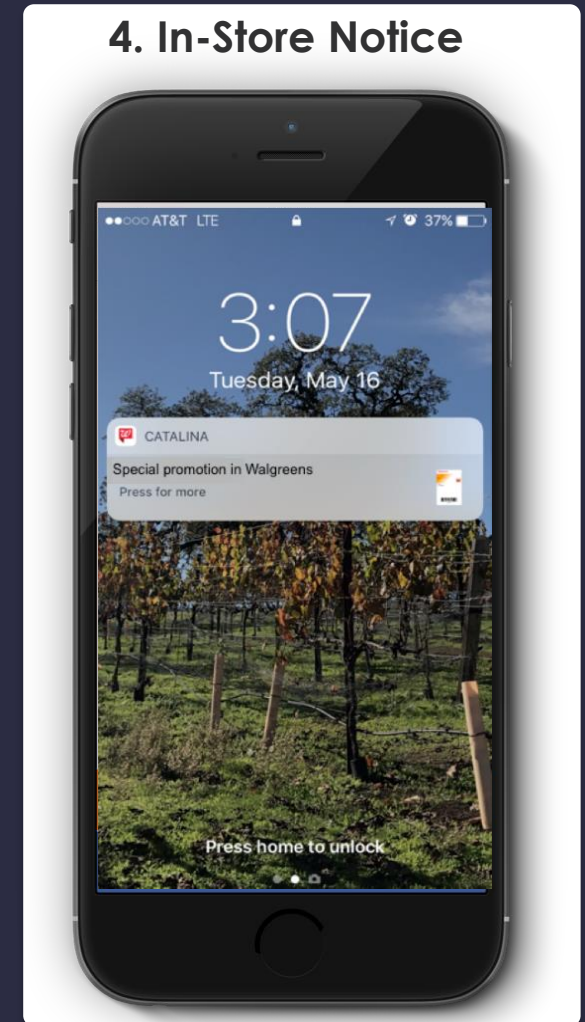
## 2. Clicks on the offer



## 3. Saves to Wallet



## 4. In-Store Notice

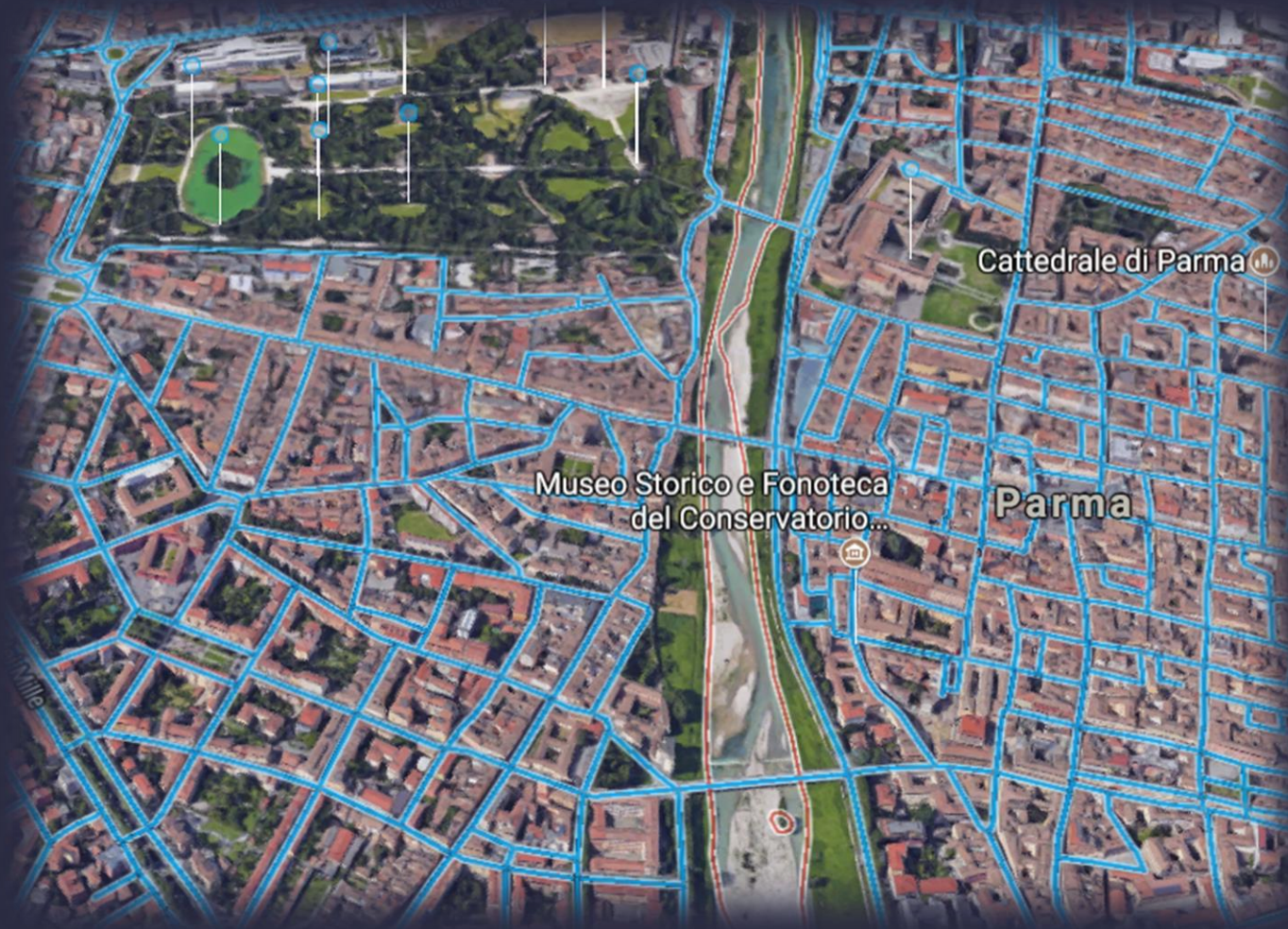




### 3. LOCAL EXECUTION

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.**

