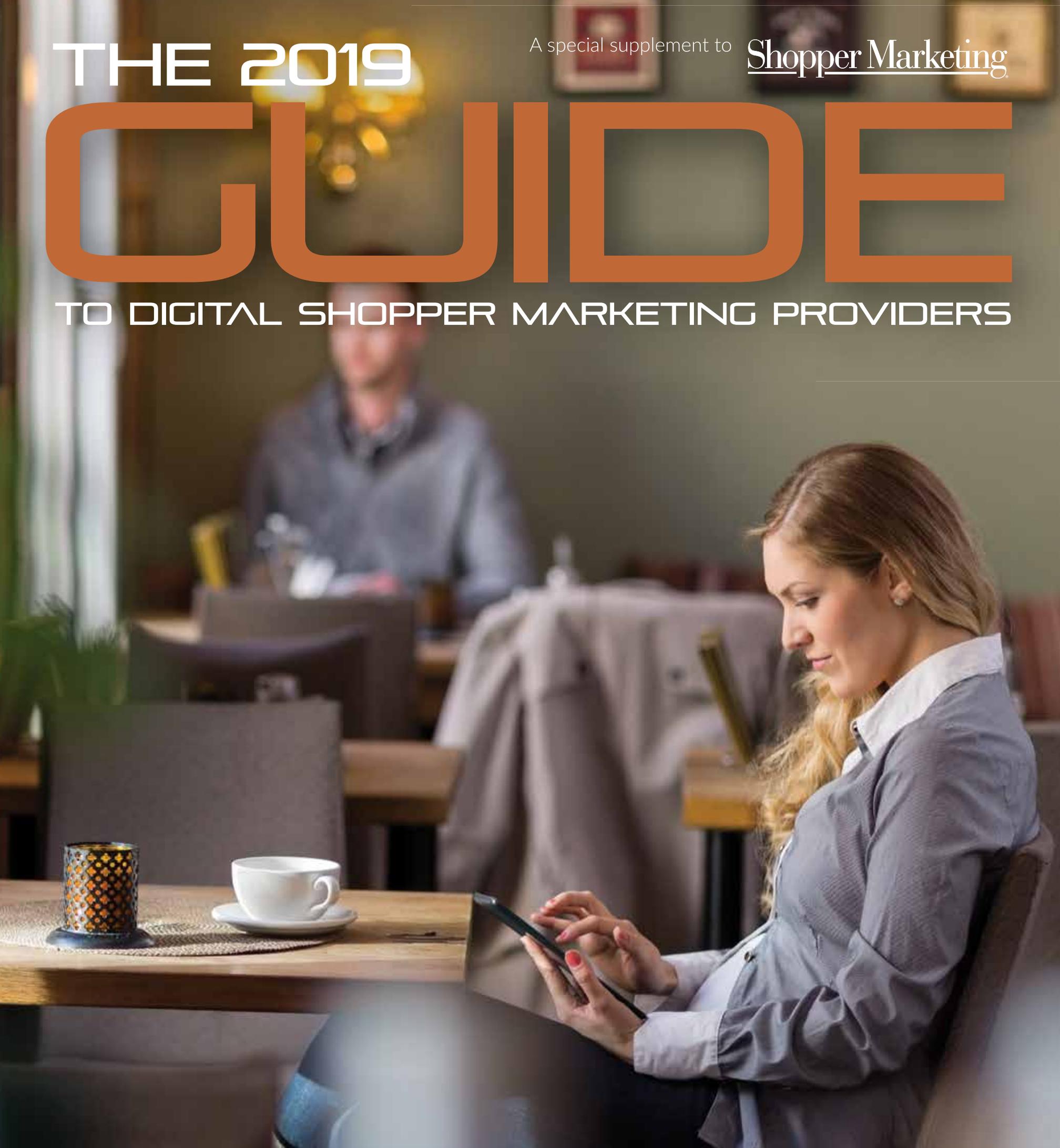


THE 2019

A special supplement to Shopper Marketing

# GUIDE

TO DIGITAL SHOPPER MARKETING PROVIDERS



**Featuring in-depth profiles from leading companies, including:**

- Aki
- GasBuddy
- GroundTruth
- News America Marketing
- Quotient
- ShopLiftr
- Valassis Digital
- Verve



WWW.A.KI/SHOPPER

## CONNECT WITH CONSUMERS DURING THE OPTIMAL MOMENTS IN THE PATH TO PURCHASE

Aki Technologies helps you increase foot traffic, sales and engagement by enabling personalized advertising along the path to purchase.

Our AI-powered moment marketing science predicts how and when a consumer will respond to your advertising message, so you can reach your audience during the right moments and deliver stronger and more cost-effective mobile campaigns. We help you:

### UNDERSTAND YOUR MOBILE AUDIENCE

Unlike radio, TV and even desktop, the mobile experience varies dramatically from person to person and moment to moment. We help you understand a consumer's mobile experience—and how it evolves as they move through their day—so you can shape campaigns that align with each moment.

### FIND THE MOMENTS THAT MATTER

Consumers spend hours each day on mobile devices, but not every moment represents a strong opportunity for advertising. We apply machine learning to the full spectrum of data—demos, mobile data signals, third-party and CRM data, plus our own proprietary insights—to predict which moments will deliver for your campaign goals.

## OUR NUMBERS SPEAK FOR THEMSELVES

# 20%

CPG/Candy brand beats sales benchmark by 20% by targeting Point-of-Sale Moments.

# 42%

National retailer sees 42% lift in store traffic with Aki's moment strategy.

### PERSONALIZE YOUR MESSAGE

Consumer attention is difficult to capture—even in the most receptive moments. We help you tailor mobile creative to the consumer's needs and available attention during a given moment, resulting in a better experience for your audience and more cost-effective campaigns.

### STAY AHEAD OF THE CURVE

Consumer behavior is constantly evolving, which means the learning never stops for marketers. We serve as your partner in mobile marketing, providing deep campaign insights, including foot traffic, sales and moment-by-moment performance details, and generally helping you stay ahead of the curve.

Ready to learn more? Contact us at [shoppermarketing@a.ki](mailto:shoppermarketing@a.ki)  
And get our moment marketing science best practice guide: [www.a.ki/shopper](http://www.a.ki/shopper)

## AT-A-GLANCE

### WHO WE ARE

Aki Technologies helps brands connect with mobile consumers during the most receptive and relevant moments. Founded by mobile adtech pioneers, the company was built on the belief that mobile success depends on a smarter and more empathetic approach to consumers.

### EXPERTISE

We help shopper marketers drive stronger brand engagement, foot traffic and sales by personalizing mobile advertising to the moment. Our AI-powered technology uncovers patterns in mobile behavior, identifying when and how to best capture audience attention along the path to purchase.

### PRODUCTS & SERVICES

- AI-Powered Audience Intelligence
- Pre-Campaign Analysis
- Mobile Moment Planning and Targeting
- In-House Creative Studio
- Sales Lift, Foot Traffic and Engagement Analytics

### MAJOR CLIENTS

- Johnson & Johnson
- MARS/Wrigley
- Coca-Cola
- Nestlé
- Hershey
- Colgate-Palmolive
- Whirlpool

### CONTACT

Matt Knust, VP, Sales  
[mknust@a.ki](mailto:mknust@a.ki)

Todd Benedict, CRO  
[tb@a.ki](mailto:tb@a.ki)

A hand is holding a black smartphone. The screen of the phone is black and displays white and orange text. The background is a blurred city street scene.

**YOU SEE  
YOUR  
SHOPPERS  
BUT DO  
THEY SEE  
YOU?**

You spend a lot of money to reach your shoppers, but if they're not open and receptive to your messaging, they simply won't see it.

**Aki Technologies** predicts when and how a shopper will respond to marketing messages to more effectively influence awareness, engagement, foot traffic and sales. Get the moment marketing science advantage.

[www.a.ki/shopper](http://www.a.ki/shopper) | [shoppermarketing@a.ki](mailto:shoppermarketing@a.ki)



Moment  
Marketing  
Science



BUSINESS.GASBUDDY.COM

## WHY GASBUDDY?

With more than 75 million downloads and 12 million active monthly users, GasBuddy is the essential car companion app and engagement platform in the United States and Canada. GasBuddy users search for gas prices; rate, review, and locate convenience stores; and save money through GasBack™ offers and the Pay With GasBuddy card.

GasBuddies love to save. Drive incremental sales by integrating your brand into the GasBuddy ecosystem and promoting relevant offers.

Key figures:

- 12M active monthly users
- 16M email subscribers
- #7 most positively-reviewed app in the history of the Apple App Store
- Top #3 travel app on Apple and Android

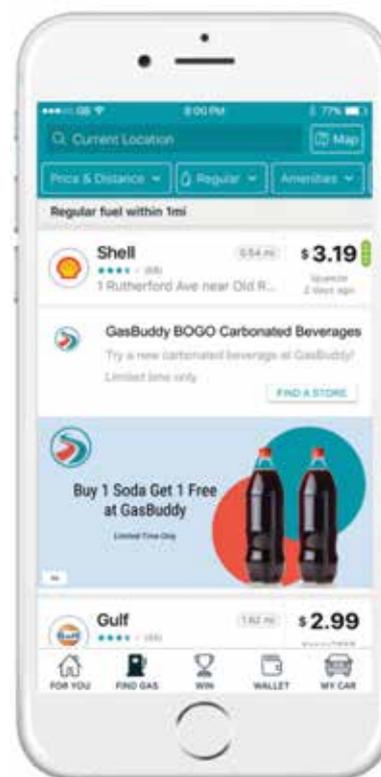
## THE GASBUDDY DIFFERENCE

GasBuddy's Digital Shopper Marketing Solutions position your products top-of-mind to fuel and convenience retailing customers. Backed by first-party, GPS-based data, we provide the attribution and analytics that you require to defend your investments.

Solutions include:

- Native anchor units
- Proximity-based, stitched advertisements
- Custom email and editorial content
- GasBack™ rebates

## SUCCESS STORY GasBuddy and a Leading CPG Brand



Sample native ad

### CAMPAIGN RESULTS

**185%**

Uplift in visit rate variation when comparing users who saw an ad versus users who did not



## ACTIVATE FUEL AND CONVENIENCE STORE CUSTOMERS

Approximately 165 million U.S. consumers visit fuel and convenience retailers daily—driving \$237 billion total in-store sales in 2017. The average GasBuddy user visits convenience stores four times per month and spends 6m 34s during their visits. This is three minutes more than the average time spent refueling.

With more than 150,000 locations, GasBuddy unites the fragmented fuel and convenience industry. We enable brand activation more broadly, but can also drive visits to specific retailers.

GasBuddies also frequent restaurants, grocers, auto parts stores, and are active travelers in need of hotels and rental cars. We work with many brands outside of the fuel and convenience industry.

## AT-A-GLANCE

### WHO WE ARE

GasBuddy connects drivers with their Perfect Pit Stop. As the leading source for crowdsourced, real-time fuel prices at more than 150,000 gas station convenience stores in the U.S. and Canada, millions of drivers rely on GasBuddy daily.

### EXPERTISE

GasBuddy positions products and brands top-of-mind to the largest addressable audience of fuel and convenience store customers. Through mobile and digital advertising, our Digital Shopper Marketing Solutions transform impulse buys into planned purchases.

### PRODUCTS & SERVICES

- Advertising
- Affiliate Marketing
- GasBack™
- Pay With GasBuddy payment platform
- GasBuddy Data & APIs
- Fuel Retailer Solutions

### INDUSTRIES SERVED

- CPG
- Retail
- Quick-Service and Casual-Dining Restaurants
- Financial Services
- Automotive
- Travel and Lodging

### KEY EXECUTIVES

Jordan Grossman, EVP, Advertising Sales  
 Suz Lampert, VP, East Coast Advertising Sales  
 Chad Beasley, VP, West Coast Advertising Sales  
 Scott Thompson, VP, Midwest Advertising Sales

### CONTACT

Jordan Grossman  
 EVP, Advertising Sales  
 jgrossman@gasbuddy.com  
 Suz Lampert  
 VP, East Coast Advertising  
 slampert@gasbuddy.com  
 Chad Beasley  
 VP, West Coast Advertising  
 cbeasley@gasbuddy.com



# TRANSFORM IMPULSE BUYS INTO PLANNED PURCHASES.

## Activate Convenience Store Customers

GasBuddy is *the* leading source for the most accurate, real-time fuel prices at 150K gas stations across the U.S and Canada.

Through mobile and digital advertising, GasBuddy Digital Shopper Marketing Solutions transforms traditional convenience store impulse buys into planned purchases—giving brands access to consumers during the path to purchase.

## WHAT WE OFFER

- Brand-safe, premium owned and operated advertising environment
- 12M active monthly users
- 16M active email subscribers
- GPS based, first party data
- Access to GasBuddy's precise footfall attribution, analytics, and insights

## PROVEN RESULTS

- Visit uplifts of 278% and 185% in recent CPG campaigns
- Video click-through rates of 1.65X and 1.3X GasBuddy's benchmark in recent campaigns
- 3.7M unique devices reached in a recent proximity marketing campaign



TO LEARN MORE, CONTACT [GBFORBRANDS@GASBUDDY.COM](mailto:GBFORBRANDS@GASBUDDY.COM)



GroundTruth®

GROUNDTRUTH.COM

## OUR FOUNDATION

Our location platform is powered by our proprietary Blueprints mapping technology and patented location signal verification algorithm. Groundtruth is the only location company that exclusively uses multi-layered polygons for over 5M businesses, while filtering billions of location signals every month to ensure a store visit actually occurred.

**Verification and Accuracy are critical to performance**

- In-Store
- On-Lot
- Retail Block

**GroundTruth Blueprints™**

**Visit Verification**

- ✓ Inside store Blueprint™
- ✓ Visit during open hours
- ✓ Check employee status
- ✓ Speed of device (filter for drivebys)
- ✓ Accurate GPS signal
- ✓ Meets dwell time threshold
- ✓ Filter out outlier signals from same device
- ✓ Filter out fraudulent or suspect devices

## WHAT MAKES US DIFFERENT

**Proprietary data at scale:** A superior database of location- and weather-based behaviors built off seeing more than a billion physical trips a month across 21 countries globally. This provides us with the most comprehensive data and largest scale in the industry.

**Real World Performance:** We build and optimize campaigns using privacy compliant offline data including visitation and in-store sales to drive offline results for shopper marketing programs. We target the right shoppers in the right moments and drive them to places where they can convert efficiently and effectively.

**Multiple Ways to Activate:** GroundTruth offers everything from managed service campaigns, to programmatic buying, to our newly released self-serve buying platform, GroundTruth Ads Manager. Allowing clients to activate programs on their own terms.



## DATA AND INSIGHTS • OFFLINE PERFORMANCE • QUALITY AND TRANSPARENCY

### AT-A-GLANCE

#### WHO WE ARE

GroundTruth is a global location technology company that drives results. By unlocking our data and insights, we enable you to build off what real people are doing in the real world and influence what they do next.

#### EXPERTISE

We drive in store visits and sales by leveraging location as the primary source of intent. Through real-time location targeting and location-based audience targeting, we influence purchase consideration and increase store trips of real customers.

#### PRODUCTS & SERVICES

- Location based targeting
- Guaranteed performance
- Measurement and analytics
- Self-Serve buying platform
- Data and insights
- Creative services

#### MAJOR CLIENTS

- Procter & Gamble
- PepsiCo
- Kraft Heinz
- Kimberly Clark
- Johnson & Johnson
- Mars Wrigley

#### CONTACT

Mark Fleisch, Head of Industry, CPG & Healthcare  
mark.fleisch@groundtruth.com



**GroundTruth**

Driving real-world  
performance with  
**mobile location**  
advertising.



Learn more: visit [www.groundtruth.com](http://www.groundtruth.com)

[f](#) [t](#) [i](#) @groundtruthco

# NEWS AMERICA MARKETING

NEWSAMERICA.COM

## WE ARE YOUR SHOPPER EXPERTS

We offer a broad reaching, omni-channel network of proven solutions that help brands and retailers guide consumers from shopping to buying.



### WHAT MAKES US DIFFERENT:

We make it easy to turn data into action across the whole path to purchase.



**Broad reach:** our ever-growing network reaches a broad audience along the entire path to purchase.



**Omni-channel/cross-platform:** our executions across our at-home, in-store and digital solutions offer superior integrated measurement.



**Data driven:** our proprietary shopper hub is powered by hundreds of millions of dollars of verified receipt data.



**Validated:** for truly meaningful metrics, we measure sales lift and ROI, along with clicks and impressions.

“ We used a high impact mobile ad and targeted email, linking to a coupon to drive awareness and increase sales at our key retailer. Because we amplified our coupon offer with NAM’s digital media offerings, redemptions came in 3x higher than normal. ”

—Shopper Marketer

## AT-A-GLANCE

### WHO WE ARE

We are your shopper experts. Leveraging data into action across every moment of decision, we offer a broad reaching, omni-channel network of proven solutions that help brands and retailers guide consumers from shopping to buying.

### EXPERTISE

We are experts in the ability to diagnose and understand clients’ challenges and needs. This has helped us create the best strategies and employ the right solutions. Our strategies and solutions share these critical qualities: data driven, broad-reach, omnichannel/cross-platform, ease and validated.

### PRODUCTS & SERVICES

- **At-home/print:** From efficient newspaper coupon inserts, to direct mail and custom sampling, our broad print network delivers innovative solutions to shoppers’ homes. By connecting our digital and print ecosystem, we can personalize content and drive relevancy.
- **In-store:** A variety of advertising and coupon vehicles — located in over 55,000\* stores in the US and Canada, serviced by over 3,400\* field representatives, across multiple classes of trade. \*As of November, 2018.
- **Digital:** Digital media, including programmatic display, email, social, and video, along with an extensive digital coupon network comprised of mobile cash back apps, retailer load-to-card programs, and print-at-home couponing.

### INDUSTRIES SERVED

We serve a variety of clients over many verticals. This includes, but is not limited to, retail, CPG, telecom, direct response, QSR/FSR, financial/banking, nonprofit, etc.

### MAJOR CLIENTS

Most major CPG and retailers including:

- P&G
- Johnson & Johnson
- General Mills
- Clorox
- Unilever
- SCJ
- PepsiCo
- Albertsons Safeway
- Kroger
- Dollar General

### CONTACT

Lauren Holland, VP, Digital  
lholland@newsamerica.com

# NEWS AMERICA MARKETING.

MAKING SHOPPING EASIER FOR EVERYONE.



## TRANSFORMING SHOPPERS INTO BUYERS.





QUOTIENT.COM

## QUOTIENT TECHNOLOGY

For CPGs and retailers under pressure to deliver ROI on marketing spend, it's time to move to a more efficient and effective way to convert sales: a holistic, mid-to-low funnel digital approach that delivers measurable business outcomes.

With technology embedded throughout our exclusive retail partner's stores, dominant leadership in digital promotions and best-of-breed media and ad tech, we are the only marketing partner that can deliver maximum results for your business.

Our end-to-end solution is driven by exclusive consumer data and delivers powerful, personalized ad content through our market-leading Promotions and Media channels—so you can target consumers with pinpoint precision.

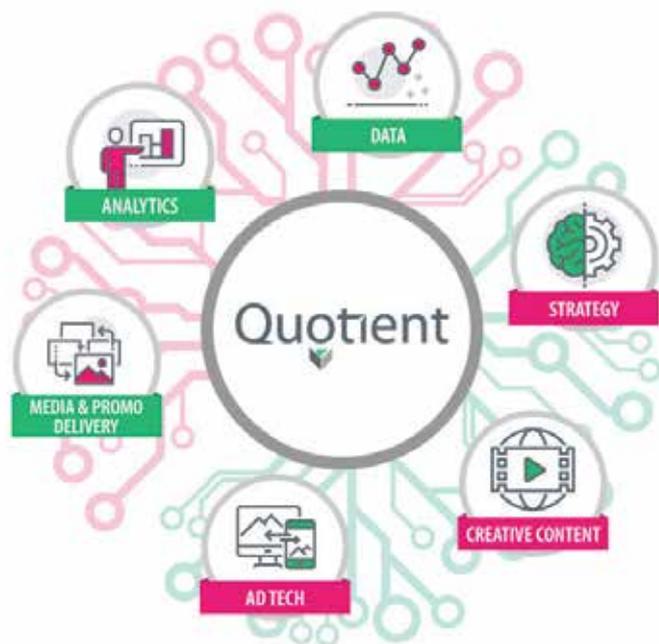
By engaging the right individuals at the point of consideration with personal and frictionless experiences, we inspire them to act, driving quantifiable brand sales, and data analytics to optimize performance.



## WHAT MAKES US DIFFERENT

### A Connected Technology Engine

Only Quotient has a comprehensive suite that brings together consumer data, promotions, media and analytics as a strategic, integrated cycle that can drive results at scale.



### Consumer Data, Intelligence & Reach

Quotient provides the single biggest point of consumer access and understanding in the CPG industry – so you can drive the most powerful, data-driven campaigns out to the widest possible audience.

### Creative That Converts

Quotient sees ad content differently. Instead of churning out static assets, we have the technology and the exclusive access to create truly personalized content and creative at unprecedented scale.

### Unparalleled Industry Experience

Quotient has the unique and essential combination of deep CPG & retail expertise, as well as the technology acumen of a digital native. With both industries integral to our DNA, we are better placed than anyone else to engineer your success.

### The Future of CPG Marketing

The world of CPG marketing is changing rapidly—and in this shifting paradigm, traditional marketing methods cannot deliver the results you need. At Quotient, we are defining and pioneering the future of CPG marketing with vision and purpose.

## AT-A-GLANCE

### WHO WE ARE

Quotient Technology is an innovative digital commerce marketing company serving CPG and retail marketers. Using proprietary shopper data and advanced technology, we deliver personalized digital media, promotions and data analytics that drive sales, both in-store and online.

### KEY EXECUTIVES

- Mir Aamir, Chief Executive Officer
- Chad Summe, Chief Operating Officer
- Jason Young, Chief Marketing & Media Officer

### PRODUCTS & SERVICES

- Quotient provides a broad range of digital commerce products and services including:
- Quotient Promotions Network
  - Quotient Retail Performance Media, including:
    - Albertsons Performance Media
    - Peapod Digital Labs Media Partnerships
    - DG Media Network
    - SEG Media Hub
  - Quotient Data & Analytics
  - Ahalogy social influencer platform

### INDUSTRIES SERVED

- Consumer Packaged Goods
- Grocery, Dollar, Drug, Convenience, Club and Mass Retail
- Specialty and Franchise Retail

### MAJOR CLIENTS

- Ahold Delhaize USA
- Albertsons Companies
- Dollar General
- Southeastern Grocers
- The Clorox Company
- General Mills
- Johnson & Johnson
- Kellogg's
- Nestle
- Procter & Gamble
- S.C. Johnson
- Unilever

### CONTACT

Mike Weis  
 Vice President, CPG Team Leader  
 949.395.5308  
 mweis@quotient.com



**Quotient**

# Data-Driven Performance Marketing Solutions

Exclusive  
Data

Personalized  
Media

Digital  
Promotions

[Quotient.com/solutions](https://quotient.com/solutions)



SHOPLIFTR.COM

## SHOPPABLE MOMENTS THAT *LIFT* SALES

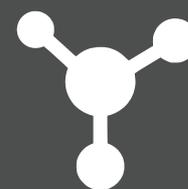
**ShopLiftr's SMART™** digital ad personalization platform delivers the right message to the right person, at the right time and place, to drive superior sales lift.

**ShopLiftr** uses trade promotions and event-based triggers to create dynamic, personalized digital experiences, rendered in real-time, bridging the gap between on-line and in-store.



### LOCAL TRADE PROMOTIONS

Motivate shoppers to action by alerting them to nearby promotions from our real-time database of **200,000+** monthly promotions from over 300 retailers.



### REAL-TIME TRIGGERS

Make sure your message is contextually relevant and responsive to your shoppers dynamic environment.



### HYPER-LOCAL TARGETING

Connect with shoppers at the right time in the right place, influencing them at the critical touchpoints along their journey.



### DYNAMIC CREATIVE

A unique dynamic creative solution that integrates localized trade promotions and retailer information in real time, directly in your ads.

## AT-A-GLANCE

#### WHO WE ARE

**ShopLiftr** helps CPG brands, retailers, and their agency partners delight their customers by enhancing creative with hyper-local trade promotions and our dynamic ad rendering technology to create highly relevant and location-based campaigns.

#### INDUSTRIES SERVED

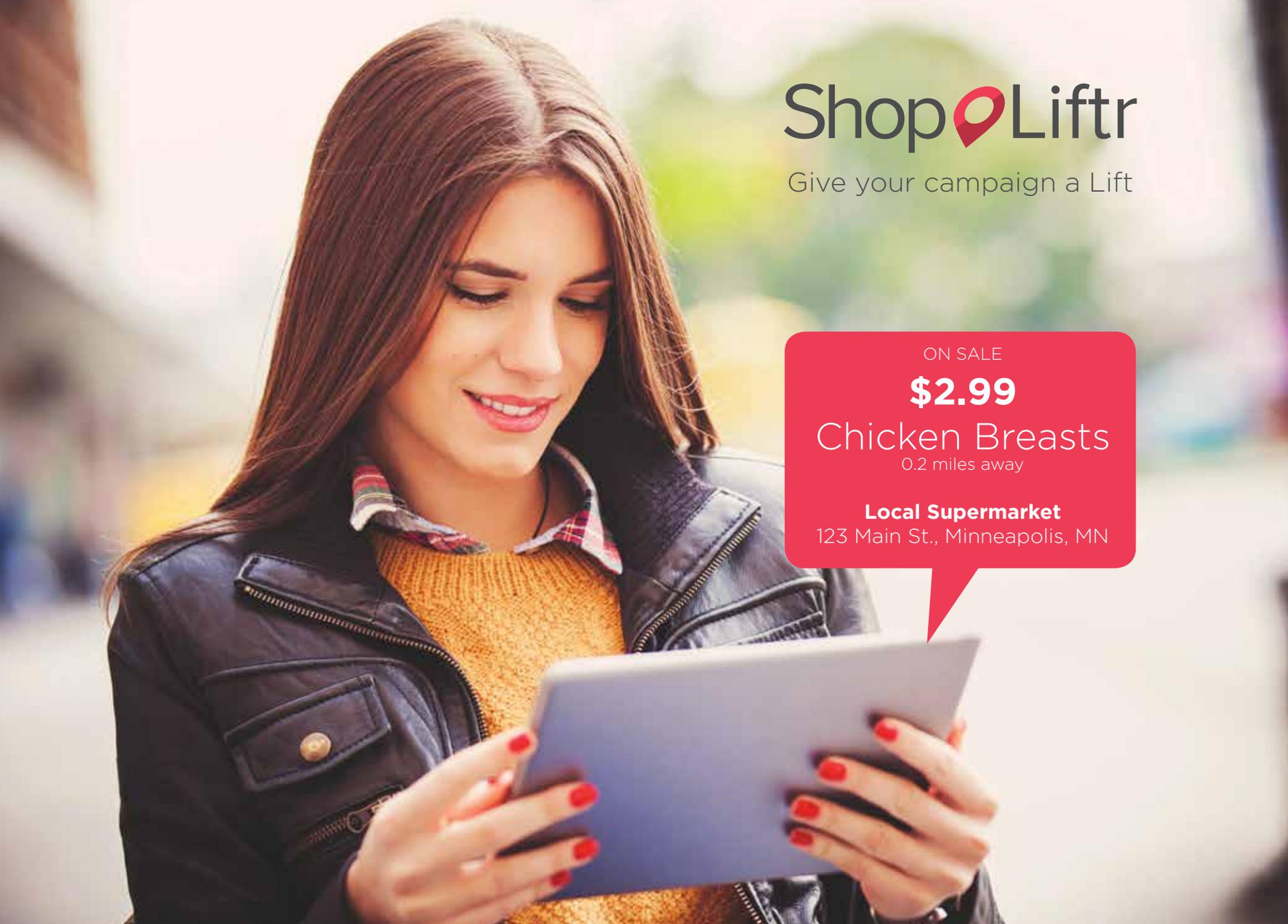
- CPGs
- Retailers
- Agencies

#### PRODUCTS & SERVICES

- SMART™
- INSPIRET™
- API Integration

#### MAJOR CLIENTS

- ConAgra
- General Mills
- Gorton's
- Hannaford
- J.M. Smucker



# ShopLiftr

Give your campaign a Lift

ON SALE

**\$2.99**

Chicken Breasts

0.2 miles away

**Local Supermarket**

123 Main St., Minneapolis, MN

**A personalized ad with infinite possibilities,  
rendered in real-time ... that's SMART™**

**ShopLiftr** uses trade promotions and event based triggers to create **SMART™** ads in real-time - dynamic, personalized digital experiences that drive superior in-store sales lift.

Go beyond targeting the right person at the right time and place with **ShopLiftr's** personalized messaging to achieve superior results.

## Contact Us!

**John Scott**

Co-Founder & EVP  
1.866.760.2525 x.112  
jscott@shopliftr.com

**Ian Clark**

VP, Sales  
1.866.760.2525 x.124  
iclark@shopliftr.com

**Mike Ede**

Regional Sales Director  
1.866.760.2525 x.122  
mede@shopliftr.com

Experience our demonstration, visit ...

[shopliftr.com/demo](http://shopliftr.com/demo)



VALASSISDIGITAL.COM

## VALASSIS DIGITAL SPARKS ACTION

Valassis Digital connects advertising to consumers in an efficient and powerful way to ignite sales. Our advanced data science and patented approaches pinpoint your ideal consumers and engage them when and where it matters. Every decision we make is informed by historical knowledge of the user, media, and device from previously run campaigns. This artificial intelligence powers campaign performance and focuses on delivering last-mile conversions ranging from online form fills to in-store purchases – enabling you to move your ideal consumers from ad to action.

### OUR DIFFERENCE

We deliver superior results with our industry leading identity resolution and media, powered by the Valassis Consumer Graph™. The Graph unites our fully owned targeting and execution platforms with unprecedented data connectivity by:

- Combining exclusive audience and location intelligence for a more complete consumer view
- Building a single consumer identity for intelligent, 1:1 targeting across channels
- Anchoring devices to households for data stability and targeting neighborhoods for scale
- Connecting data, devices, and media buying to reach ideal consumers when and where it matters
- Understanding top responders in flight to optimize delivery and activate similar audiences
- Leveraging unrivaled online and offline reach to precisely engage consumers, delivering higher ROI\*

\*The Total Economic Impact™ Of Advertising With Valassis Digital, 9/18, Forrester Consulting

### VALASSIS CONSUMER GRAPH™



“Valassis Digital’s ability to very specifically target the right people at the right time who shop at the retailer...is where they bring a ton of value.”

- DIGITAL MEDIA BUYER, Midwest CPG Company\*

### AT-A-GLANCE

#### WHO WE ARE

Valassis Digital is a leading consumer and marketing intelligence company with proprietary consumer data and diverse online and offline reach. We pinpoint individuals who are ready to buy and present marketing precisely when and where it matters to spark action.

#### INDUSTRIES SERVED

- We work with 1,500+ clients across every major vertical, including:
- 19 of the top 20 national advertisers
  - Top 10 ad agencies
  - Top 10 retailers and CPGs

#### PRODUCTS & SERVICES

- Display
- Video
- Dynamic Mobile
- Email
- Coupons
- Identity Resolution
- Data Enrichment
- Measurement
- Innovative Ad Formats: Connected TV, Social, Conversational, and Add-to-Cart

#### EXPERTISE

With a highly patented, AI-driven platform, Valassis Digital drives consumer action. We combine advanced technologies in one platform for greater cross-channel audience reach and unparalleled performance. Our decades of historical data guides real-time campaign decisioning and optimization, yielding higher ROAS.

#### VERIFIED AD ASSURANCE



#### CONTACT

Jason Kaplan  
404.338.0173  
jasonkaplan@valassis.com



# MOVING YOUR IDEAL CONSUMERS FROM AD TO ACTION

With targeting precision and  
advanced media optimization



IN MARKET FOR AN SUV

EATS OUT 4X A WEEK

DOG ENTHUSIAST

HOMEOOWNER

FREQUENTS ORGANIC MARKETS

CHECKS SOCIAL MEDIA IN AM

MILLENNIAL

LIKES TO HIKE ON WEEKENDS

YOUNG PROFESSIONAL

LOVES FINE DINING

SEARCHING FOR VACATION HOME

ONLINE SHOPPER

SEARCHING FOR MIXING GEAR



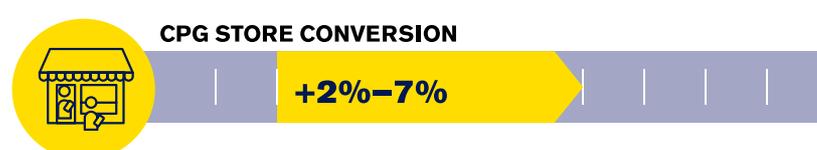
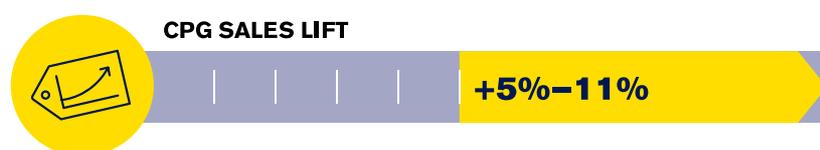
VERVE.COM

## EMBRACING MOVEMENT SCIENCE™ TO DRIVE PATH TO PURCHASE

Watch where people go, habitually, over time, and you gain a detailed understanding of who they are and what moves them. The many signals generated by a consumer's mobile device, directly sourced and meticulously analyzed, are superlative predictors of human behavior and can be used to shape not just targeting but the messaging and creative end-user experiences that convert likely shoppers and drive them to make a purchase in retail partners' locations. It's something Verve calls Movement Science, and we use it to produce mobile marketing experiences that drive engagement, action, and sales, both online and in the brick and mortar world.



## HELPING BRANDS SUCCEED



### AT-A-GLANCE

#### WHO WE ARE

Verve™ is a location-based mobile marketing platform that connects advertisers with consumers to deliver successful business outcomes. The company's proprietary location intelligence, patented technology, premium mobile inventory, and analytics capabilities empower marketers to reach and engage consumers with compelling mobile advertising experiences.

#### EXPERTISE

In a world where up to 80% of exchange data is inaccurate, Verve's methodology cuts through the clutter to find the cleanest, most accurate signals possible — from direct integrations — then uses them to inspire consumers to action that drive sales.

#### PRODUCTS & SERVICES

- A complete location-powered **mobile marketing platform** accessible via self or managed service
- Premium **in-app publisher inventory**
- First-party location data sets to inform **robust audiences** with reach and scale
- Full range of mobile **creative experiences**, including rich-media, video, and shoppable formats
- **Campaign analytics and dashboard** highlight attribution, location-data visualization, and in-store insights

#### INDUSTRIES SERVED

- Consumer Packaged Goods
- Retail
- Quick Serve Restaurants
- Auto
- Entertainment
- Travel and Hospitality

#### MAJOR CLIENTS

- Amazon
- American Express
- Bloomin' Brands
- Dell
- Ford
- Marriott
- Merck
- PepsiCo
- The Home Depot
- Unilever

#### KEY EXECUTIVES

Tom Kenney, CEO  
Erin Madorsky, CRO  
Julie Bernard, CMO

#### CONTACT

Dan Engebretson, VP Sales  
dan.engebretson@verve.com



# THE DOMINANT MOBILE PLATFORM FOR PROGRAMMATIC VIDEO AND DISPLAY MARKETING

## FIND YOUR CUSTOMERS

Proprietary location-driven audiences, CRM, and third-party data power sophisticated geo-aware messages

## CONNECT IN THE MOMENT

Direct SDK publisher relationships with premium apps enable reliable, safe, mobile engagement

## INFLUENCE PURCHASES

Data-informed mobile video and display experiences drive brand awareness and motivate purchases

## SEE THE RESULTS

Full transparency into performance and store-visitation metrics support superior campaign optimization

# SPOTLIGHT:

# 'SHOPPER MARKETING' SPECIAL REPORTS

The writers and editors of *Shopper Marketing* supplement monthly feature articles, reports and campaign stories with a variety of bonus content. Some of the content is produced in collaboration with sponsors. Among the special reports ...

## ANNUAL WHO'S WHO

- **Who's Who in Merchandising**, February 2018
- **Who's Who in Shopper Marketing Agencies**, April 2018
- **Who's Who in Digital Shopper Marketing**, June 2018
- **Who's Who in Shopper Marketing**, August 2018
- **People to Watch**, September 2018
- **Who's Who in E-Commerce**, December 2018

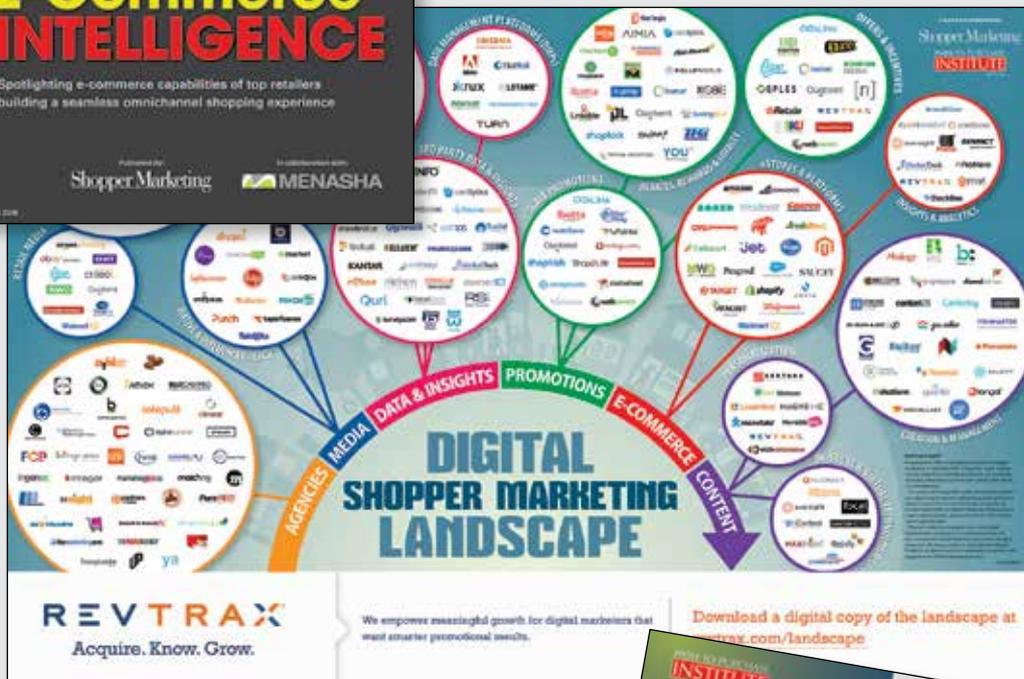
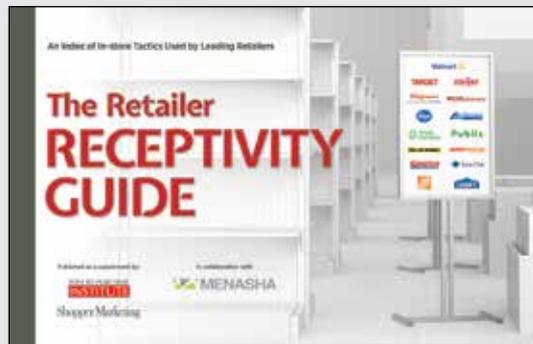
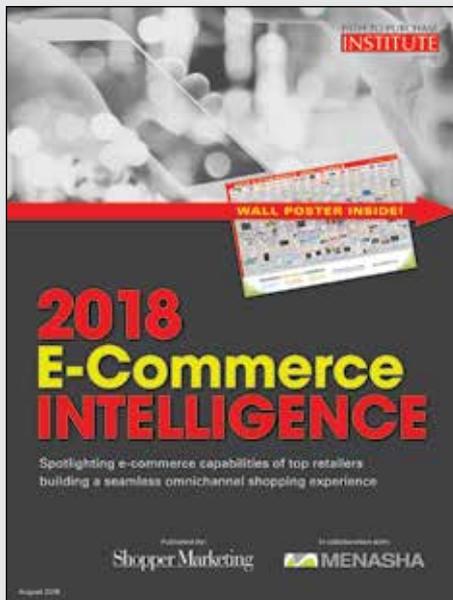


## REPRESENTATIVE SPECIAL REPORTS

- **Mastering Retailer Ad Platforms**, August 2018
- **Voice Assistants and Shopping**, July 2018
- **Shopper Marketing Effies**, June 2018
- **The Evolution of Retail Environments**, May–July–September 2018
- **Under the Influence: Influencer Marketing Virtual Roundtable**, May 2018
- **Data Design: Finding Order in the Chaos**, April 2018
- **Urban Shoppers and Store Formats**, March 2018
- **Zero-Based Budgeting**, February 2018



## REPRESENTATIVE WALL CHARTS, ETC.



- **E-Commerce Intelligence**, August 2018
- **The Retailer Receptivity Guide**, December 2017
- **Digital Collaboration Playbook**, October 2017
- **Retail Promo Guide**, September 2017
- **Digital Shopper Marketing Landscape**, July 2017

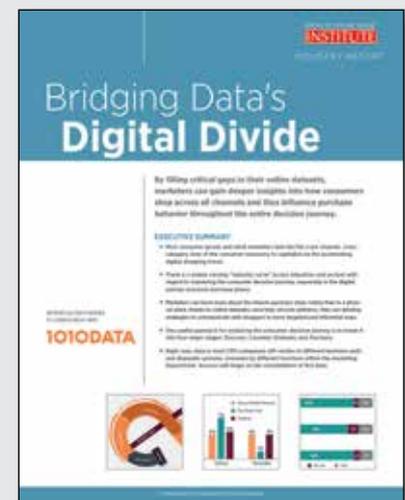
## ANNUAL SURVEYS

- **Trends Report, January 2019**



## WHITE PAPERS

- **Data's Digital Divide, October 2018**



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**Bill Schober**  
Managing Director,  
Content and Editorial  
**25+ years with P2PI**  
bschober@ensembleiq.com  
(773) 992-4430



**Peter Breen**  
Editor-in-Chief,  
*Consumer Goods Technology*  
**15+ years with P2PI**  
pbreen@ensembleiq.com  
(973) 607-1300



**Tim Binder**  
Executive Editor,  
*Shopper Marketing*  
**9+ years with P2PI**  
tbinder@ensembleiq.com  
(773) 992-4437



**Charlie Menchaca**  
Managing Editor,  
*Shopper Marketing*  
**2+ years with P2PI**  
cmenchaca@ensembleiq.com  
(773) 992-4432



**Patrycja Malinowska**  
Associate Director,  
Content, P2PI.org  
**8+ years with P2PI**  
pmalinowska@ensembleiq.com  
(773) 992-4435

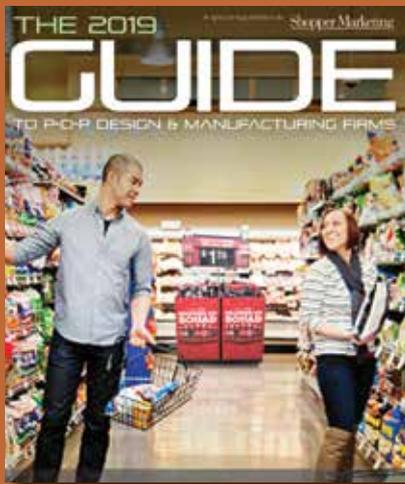


**Cyndi Loza**  
Associate Editor, P2PI.org  
**4+ years with P2PI**  
cloza@ensembleiq.com  
(773) 992-4439

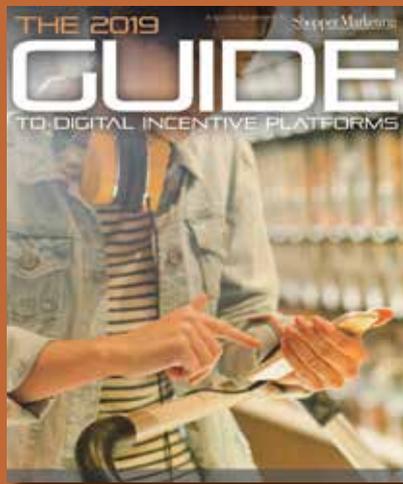


**Jackie Barba**  
Associate Editor, P2PI.org  
**In 1st year with P2PI**  
jbarba@ensembleiq.com  
(224) 632-8214

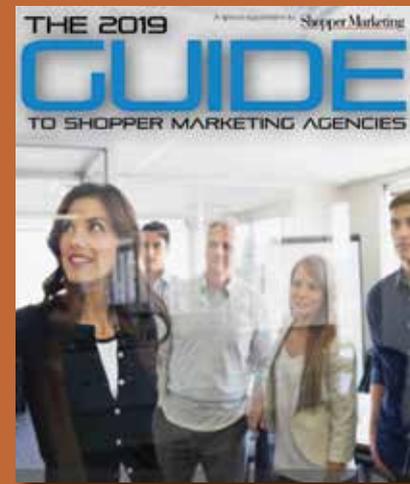
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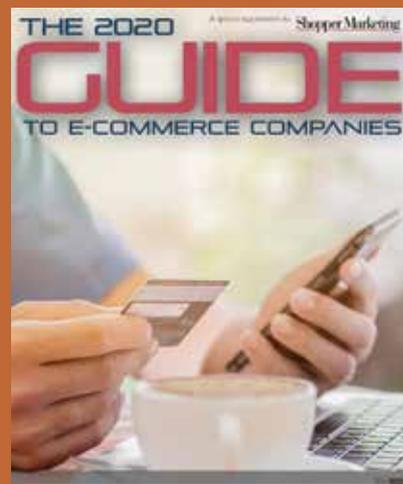
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*Contact Rich Zelvin at the Path to Purchase Institute at [rzelvin@ensembleiq.com](mailto:rzelvin@ensembleiq.com)  
or (773) 992-4425 for more information.*