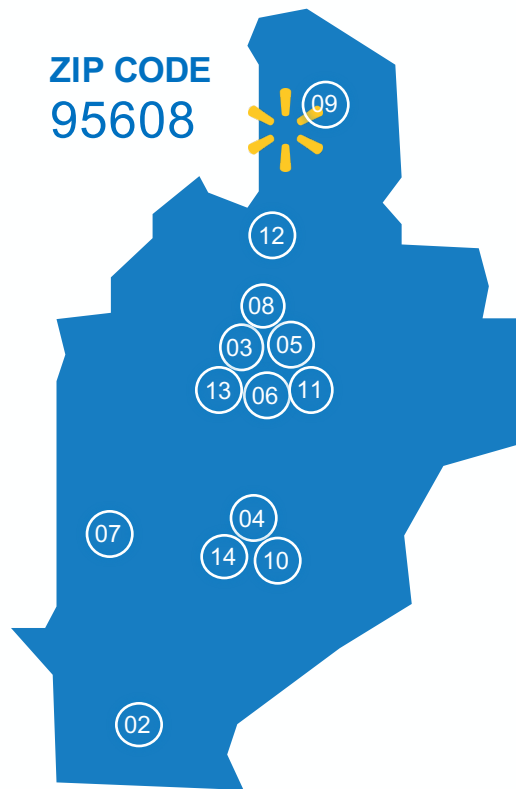


Unmatched Shopper Analytics



	Brick & Mortar	Online (Loss) ↓
* Walmart N Mkt	\$456 K	\$134 K
02 Raleys Supermarket	\$530 K	\$156 K
03 Bel Air Market	\$417 K	\$122 K
04 99 Cents Only Store	\$108 K	\$32 K
05 Safeway Store	\$521 K	\$153 K
06 Big Lots	\$144 K	\$43 K
07 CVS Pharmacy	\$49 K	\$14 K
08 Dollar Tree	\$75 K	\$22 K
09 Fallas Discount Stores	\$63 K	\$19 K
10 Thrift Town	\$126 K	\$37 K
11 Rite Aid	\$31 K	\$9 K
12 Save Mart	\$300 K	\$88 K
13 Smart & Final Extra	\$130 K	\$38 K
14 Walgreens	\$31 K	\$9 K

Shopper leakage for total shopper spend (including e-commerce)



Legacy Panels



Small Panel,
Spotty Data



Traditional
Grocery Coverage



Long Data Lag Times



Custom Costs You Extra



What... But Not Why



Legacy Panels



Small Panel,
Spotty Data



Traditional
Grocery Coverage



Long Data Lag Times



Custom Costs You Extra



What... But Not Why

InfoScout is Different



Massive,
Representative Panel



Omnichannel, Omniscategory



Insights Now via
Flexible Reporting



Custom Segments
On-Demand



The Why Behind The Buy

Purchase Data Across All Channels

InfoScout

InfoScout merges data from individuals' physical store receipts with their online e-receipts to capture purchases across ALL retail formats providing a single source for Omnichannel insights.

GROCERY, MASS, CLUB, DRUG, ETC



ECOMMERCE



APPAREL, DEPARTMENT STORE



CONSUMER ELECTRONICS



RESTAURANT



SPECIALTY



Capturing purchases from over 15,000 other retailers, across all channels!

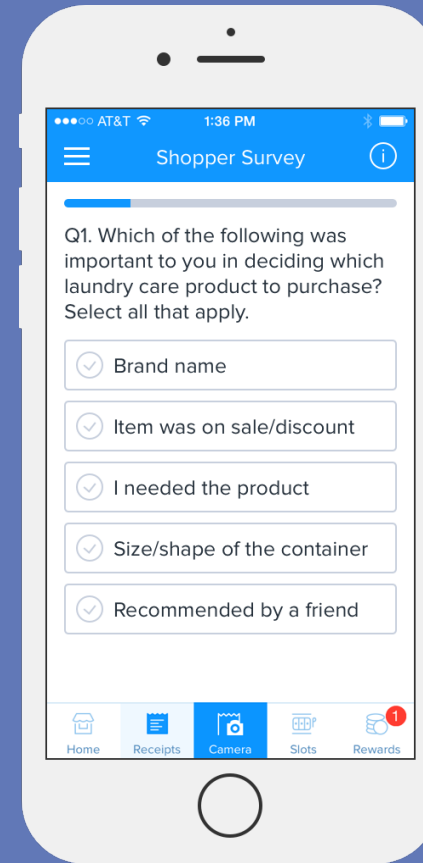
Capture the BUY



TRIGGERED SURVEYS

Find shoppers based on any criteria.
Reach them moments after the purchase is made.

Then ask WHY



SPEED TO COMPLETION

Results from a larger sample, faster.
Achieve 50%+ response rates within a week.

Achieving Mutual Growth through Data Centered Collaboration



Innovations in Offline Data Capture, Analytics & Insights

November 4, 2016

CROSSMARK®

David Newman
Chief Insights Officer



Jared Schrieber
Co-founder & CEO

1 Col

- Rethinking ROI on Trade Spend
- Buyer Group Logic
- Category Promotions Mapped
- Promotion Effectiveness Measurement Methodology
- Identifying Promotion Influence
- Promotion Success: Brand + Retailer
- Promotion Design Changes
- Demo and Sampling
- Crossmark's Initiative
- Applying the Methodology: Crossmark Case Studies
- Drive collaboration between suppliers and retailers

Two Col

- Rethinking ROI on Trade Spend
 - Buyer Group Logic
 - Category Promotions Mapped
- Rethinking ROI on Trade Spend
 - Buyer Group Logic

Two Col w/Subtitle

SUBTITLE

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Section Title



