

ShopAdvisor & Retailience

Providing Publishers, Advertisers and Retailers with Unmatched Platform for Delivering Mobile Shopping Experiences that Drive a Consumer's Path to Purchase



Who is ShopAdvisor?

ShopAdvisor is a data-driven content experience provider that captures signals at the point of product discovery to optimize, personalize, and localize the consumer path-to-purchase. ShopAdvisor analyzes content, measures consumer behavior, and creates engaging content experiences utilizing our Shopping Intelligence Suite.

BARNES & NOBLE
BOOKSELLERS

Levi's

GUESS

 VINCE CAMUTO

CONDÉ NAST
CountryLiving

CookingLight

COSMOPOLITAN

E L L E

HEARST corporation

HouseBeautiful
Prevention

Popular
Mechanics

REAL SIMPLE

 **RODALE**

StyleWatch

 **TabletPCReview**

THE SOURCE

This Old
House

Time Inc.

Woman's Day

Women's Health



ShopAdvisor's Technology

ShopAdvisor's Intelligence Suite is comprised of:



Product Intelligence

Analyzes content, maps product metadata (e.g. brand, category, price point, and retailer availability) and enables signal capture from user interactions



Content Intelligence

Utilizes Product Intelligence to customize and personalize content based on a user's affinities and preferences



Location Intelligence

Connects location with user preferences, product affinities and purchase intent to deliver highly personalized, compelling offers that engage users in the physical world



Who is Retailigence?

Retailigence is an online-to-offline (O2O) marketing platform for driving product sales in-store. Our products improve path-to-purchase marketing metrics and user experience by leveraging information about the availability of products and brands inside more than 200,000 retail locations.



Retailgence's Technology

Data Platform and Actionable Insights to Increase Store Product Sales for Brands



Visibility
on retail product and
inventory coverage



Product Location data
for category
management



Inventory Aware
Synchronize brand
initiated digital media
campaigns



Campaign tracking
and performance
measurement during
and post campaigns



What is the opportunity?

- U.S. online ad spending in 2015 reached \$58B, with \$12B spent by retailers¹
- 79% of smartphone owners are 'smartphone shoppers'
- 84% of these shoppers use their phone to help shop while in a store



How will it work?



Product Intelligence

ShopAdvisor will add Retailigence's 12 million location-specific products across 200,000 retailers to its Product Intelligence capabilities, allowing for more comprehensive consumer insight and shopper profiles.



Content Intelligence

ShopAdvisor will also integrate Retailigence's technology into its Content Intelligence, enabling further customization of content and deepening its drive-to-store capabilities.



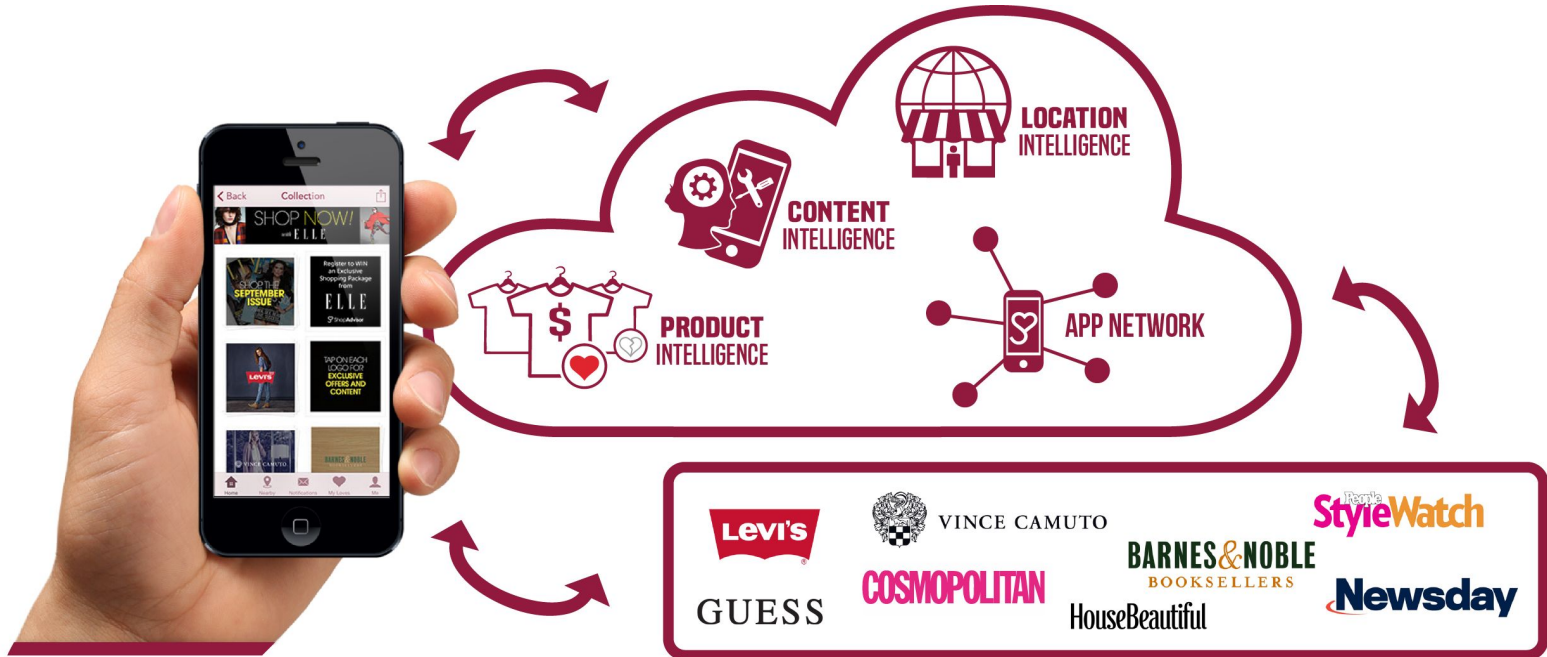
Location Intelligence

Retailigence's technology will add another layer to ShopAdvisor's Location Intelligence through more effective targeted messaging. The combined forces will also strengthen and build upon Retailigence's relationships with demand-side providers (DSPs) by providing more complete targeting data.



How will it work?

ShopAdvisor will further enhance its Intelligence Suite with Retailintelligence's technology, and product and store information which is collected continuously, giving shoppers the most up-to-date information as possible.



How will it benefit our customers?

FOR MEDIA

Media now have a fully customizable, end-to-end solution for attributing users' behavior and actions from the point of product discovery in editorial content to the point of purchase at the retailer.



FOR RETAILERS

Retailers' products are better targeted to more qualified users, catalyzing more purchases and gathering more shopper information for future re-targeting.



FOR BRANDS

Brands' products are presented to users using detailed shopper intelligence and contextual insight to deliver relevant messaging and drive more purchases.



FOR SHOPPERS

Shoppers receive more relevant and valuable content and offers. They are aided through every step of the process of discovering, evaluating, locating and purchasing products.

