

HELPING RETAILERS DRIVE OMNI-CHANNEL RESULTS WITH DYNAMIC, PERSONA-BASED HIGH IMPACT ADS

Undertone, the leaders in intelligent high impact advertising for over 20 years, have evolved retailer's promotional content distribution with our data-driven, dynamic, High Impact capabilities, strategically distributed across our premium publisher network which reaches 200MM+ unique users every month.

We're marrying proven best practices around advanced audience segmentation, dynamic messaging and personalization of real-time offer content with Undertone's unique high-impact and interactive display formats. We help retailer's drive significant omnichannel results, while remaining turn-key and simple for brands to activate.

PROVEN PERFORMANCE IN KEY RETAILER OUTCOMES

- Lift In Store Visitation
- Number Of Store Visits
- Sales/Conversions/ROAS
- Lift In Site Visitation
- Post Site Activity
- Unique Media Metrics



Online Conversion Data



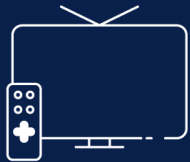
Source: Lucid Proof



Source: Lucid Proof

HOW WE DO IT:

PROPRIETARY, CROSS CHANNEL, HIGH IMPACT FORMAT SUITE



CTV



Desktop



Mobile & Tablet



Online Video

PRECISE TARGETING AND PERSONALIZED EXPERIENCES UTILIZING ADVANCED DATA

- Advanced targeting such as: 1st party audience segmentation, site-visitation data, and 3rd party demographic, behavioral, purchase history and hyper-local geo-location data to reach in-market shoppers
- Premium Publisher list reaching 200MM+ unique users



WE PROVIDE SOLUTIONS FOR ALL BUSINESS CHALLENGES THROUGH SMART CUSTOMIZATION & DELIVERY

Weekly Circular/
Promotional Distribution

Local Awareness &
Foot Traffic

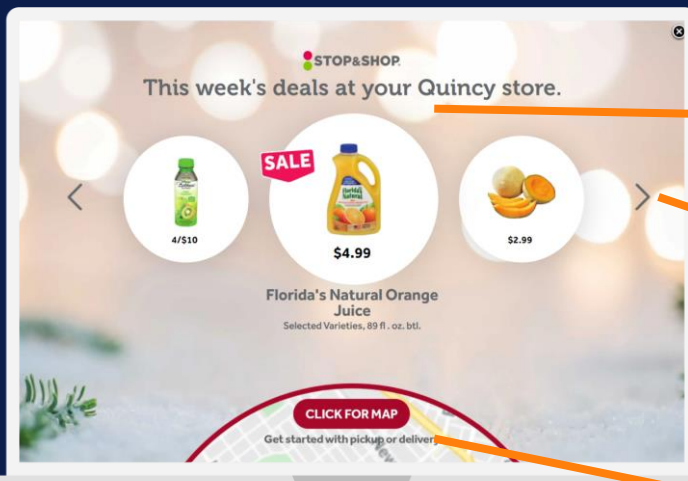
Scaling Audience Aligned
Messaging

Store Openings &
Transitions

Increase In Site Visitation

& More

TURN-KEY, PERSONALIZED HIGH IMPACT FORMATS: KEY ELEMENTS OF CREATIVE ARE DYNAMICALLY UPDATED FOR A CUSTOM AD EXPERIENCE, CURATED TO ACHIEVE KPIS



DEMO

High Impact ad format houses eye-catching creative elements & advanced interactivity

Messaging, imagery aligned with advanced audience segmentation & consumer persona

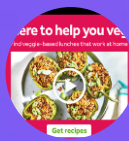
API integration infuses real-time offers, curated for each audience segment based on what is available in their local store

Store-level information, including maps, directions, e-commerce fulfillment options and offer details are based on each user's location

Sample Dynamic Elements



Weekly Price &
Item
(Using Flipp, Fusion 92 or
custom feeds)



Persona
Based
Messaging



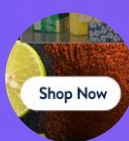
Hyper-Local
Maps



Hyper-Local
Call-Outs



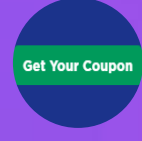
Weather
Messaging



Calls-to-Action



Dynamic
Countdown
Messaging



Couponing

Email us at retailmarketing@undertone.com



RETAIL
EVOLUTION
MARKETING



SEE REAL EXAMPLES BELOW FOR IDEAS ON HOW THIS COULD WORK FOR YOU!

SCALING PROMOTIONAL DISTRIBUTION ACROSS DIGITAL CHANNELS

FULL PAGE INTERSTITIAL



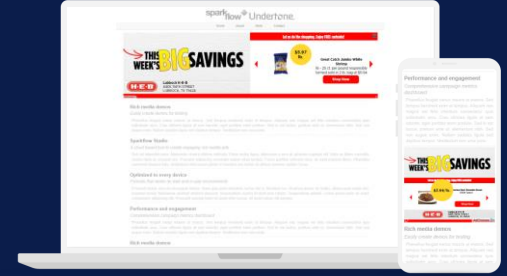
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HIGH IMPACT INLINE



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ENHANCED STANDARDS



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- **Retail enabled high impact product suite** allows you to reach your shopper wherever they are with personalized offers & messaging

MAKING AN IMPACT WITH AUDIENCE ALIGNED MESSAGING

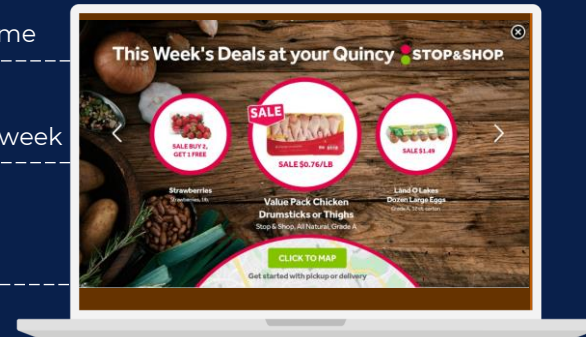


Deal Seeker

Messaging updated around "deals" & to include local store name

Curated product feed showcasing items that are on sale this week

Local Store Map with CTA matching KPI

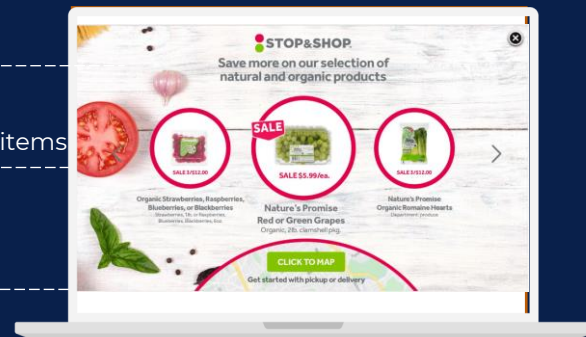


Healthy Shopper

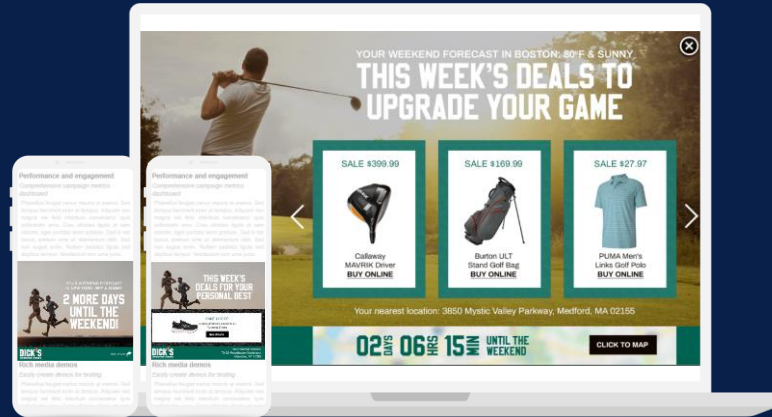
Messaging updated around natural & organic products

Curated product feed & background imagery showing fresh items

Local Store Map with CTA matching KPI



ENVIRONMENTAL OFFERS & HYPER-LOCAL AD DELIVERY



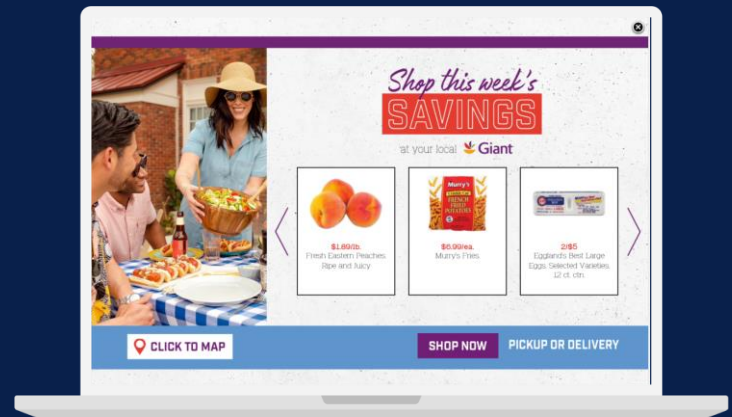
- **Current local pollen count** is pulled into the ad & **allergy related product** is pulled into the ad
- **Promotional pricing** at local store

- **Upcoming local weekend weather & related outdoor sport** is shown into the ad
- **Countdown clock messaging** leading up until the weekend
- Local mapping

SEASONAL PROMOTIONS & PRODUCT DISTRIBUTION

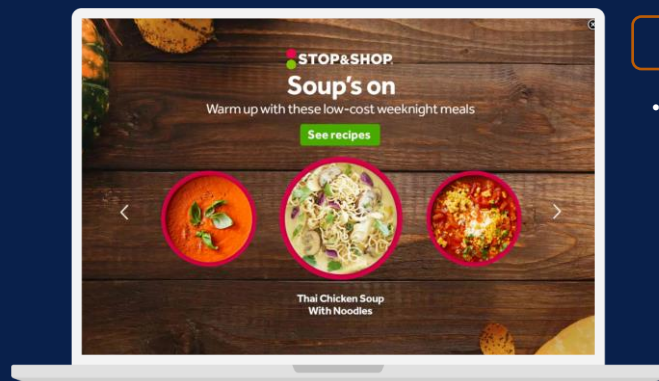


DEMO



DEMO

RECIPE CURATION & DISTRIBUTION



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- **Curated recipes with** item list updated based on season & consumers shopping preferences

ARE YOU READY TO EVOLVE YOUR RETAIL MARKETING STRATEGY?

Email us at retailmarketing@undertone.com



**RETAIL
EVOLUTION
MARKETING**

by **Undertone**®