

WASTE-FREE ADVERTISING®

Engage shoppers online. Drive sales on premise.

WHOLESALE DIRECT

Promote your products locally by placing cost-effective, measurable digital advertising on relevant websites that drive shoppers to retail stores.

TURN EYES INTO FEET: DRIVE SHOPPERS TO STORES

Brands incent wholesalers to promote their products in local markets. For years, this has been accomplished through physical displays and print media, which have become more and more expensive, while at the same time, less and less effective. The solution: promote your brands where your shoppers spend their time – online – on their desktop and mobile devices. With **Wholesaler Direct**, PlaceWise Media can turn online views, or “eyes”, into local foot traffic, or “feet”.

THREE COMPONENTS OF WHOLESALE DIRECT

1. Digital Direct

Digital Direct is an effective, affordable and smart online advertising service that reaches nearby shoppers as they browse third-party websites via desktop or mobile, for a fraction of the cost of traditional media. It utilizes a combination of parameters, including geography and online behavior, to find the most relevant, receptive audience while they are online.

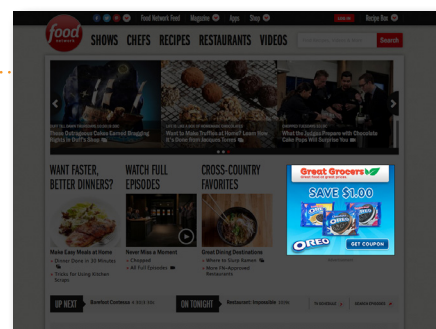


2. Virtual Endcap

Much as a physical endcap provides increased product visibility in a retail environment, PlaceWise Media's Virtual Endcap contains online brand information, giving brands greater visibility and moving the shopper along the path to purchase. When shoppers click on a Digital Direct ad, they are routed to a mobile-optimized, PlaceWise created and hosted landing page, or Virtual Endcap, with the ultimate goal of bringing the shopper to the participating retailers in closest proximity to the user.

3. Reporting

Unlike physical and print promotion options, Wholesale Direct is measurable. Results are tracked and reported for each campaign, identifying total traffic and click-through rates for all elements, allowing you to continually evaluate and optimize your campaigns.



ABOUT PLACEWISE MEDIA

Based in Denver, PlaceWise Media is the leading provider of digital marketing services to retail destinations and the companies that own them. PlaceWise's advertising and data network includes nearly 700 malls and shopping centers and 1,400 grocery retailers nationwide. With 10 million monthly visitors and more than 200 million total page views annually, PlaceWise offers shopping centers, retailers and brands real-time access to active shoppers currently intending to purchase relevant products and services, as well as unique first-party shopper data to help clients better understand their target shoppers' intentions and make more informed business decisions. For more information visit www.placewise.com.

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