

OPTIMIZING YOUR DIGITAL PRESENCE

Utilize the Internet and digital media to get shoppers to spend money in physical stores

WHY UTILIZE DIGITAL MEDIA?

The cost of traditional media is rising even as it loses effectiveness. Digital Media is less expensive, is precision-targeted and allows you to track its impact and effectiveness.

In addition, consumers research *everything* online these days, including items that grocery stores sell. Today's busy and time-crunched shopper utilizes computers, tablets and smartphones to answer daily questions such as:

- What do I feed the family for dinner?
- Which are the healthiest snacks for kids?
- What's on sale to create dinners on a budget?

If you aren't online when they are, you lose the opportunity to be top-of-mind as shoppers plan.

HOW CAN PLACEWISE HELP YOU?

PlaceWise Media offers a suite of products for the grocery industry that outfit you with a smart, digital presence that:

- Shifts marketing dollars from costly print to digital
- Efficiently delivers promotions, programs and deals across a network of stores that can align with your high-traffic seasons
- Provides real-time tracking of marketing campaigns
- Leverages our first-party data insights to continuously self-optimize your media buy
- Opens a new channel for spending brand promotional dollars
- Monetizes your digital assets
- Does not require you to buy PlaceWise Media network ad easements

SUITE OF SERVICES FOR GROCERY

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.

Digital Direct can be used to:

- Promote loyalty programs
- Digitally distribute your weekly ad flyer
- Feature signature products
- Advertise special events
- Acquire new customers

Audience Monetization

Your digital assets become valuable when you join PlaceWise Media's independent grocery network comprised of thousands of retail destinations. This allows you to achieve the scale necessary to attract national CPGs and brand advertisers. PlaceWise Media manages ad sales, and retailers receive a revenue share.

Audience monetization is achieved through:

- Greeting window sponsorship that engages site visitors while gathering valuable information on shopper intentions
- Directly-negotiated deals with CPG brands and other national advertisers
- Real-Time Bidding (RTB) for automatic placement of relevant brand advertising

Brand Direct

Utilize the CPG trade marketing funds offered as part of large-scale product buys to place advertising on cost-effective and efficient digital channels such as grocery websites and relevant, geo-targeted third-party sites.

Brand Direct will:

- Extend the impact of trade marketing funds by spending them on less costly but more effective digital channels
- Convert online users to off-line foot traffic through behavioral and geo-targeted messaging
- Find potential consumers on the devices they frequent –computers, tablets and smartphones
- Manage advertising placement across your network through PlaceWise Media's robust enterprise-grade integrated marketing platform

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.

Experts in engaging shoppers and driving foot traffic to your properties.