



Tell Your Story

...Where It Matters Most.

Shopping Media on Meijer.com is the latest innovation from RichRelevance, the leading provider of dynamic e-commerce personalization. Building on Meijer's cutting-edge design and merchandising, RichRelevance's advertising vehicles enable brands to contextually target consumers deep inside the purchase funnel—across premium real estate on Meijer.com—**when** and **where** consumers are making purchase decisions.



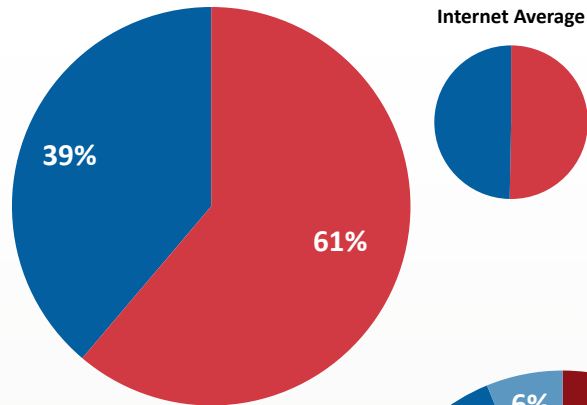
Meijer Advertising Profile

Meijer is a Grand Rapids, Mich.-based retailer that operates 199 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois and Kentucky. As a pioneer of the “one-stop shopping” concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings.

Shopper Info

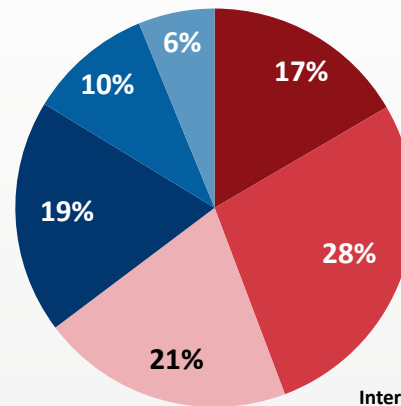
Gender

- Female
- Male



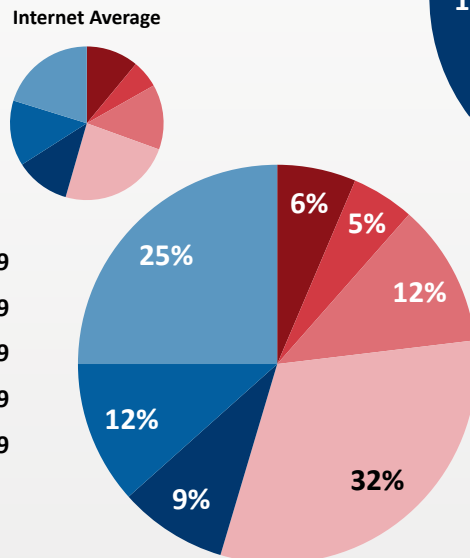
Age Range

- Under 25
- 25–34
- 35–44
- 45–54
- 55–64
- Over 64



Household Income

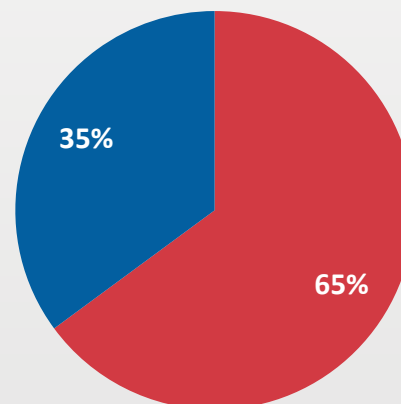
- Under \$15,000
- \$15,000–\$24,999
- \$25,000–\$39,999
- \$40,000–\$59,999
- \$60,000–\$74,999
- \$75,000–\$99,999
- \$100,000+



Children in the Home

Children in the Home

- Have children
- Do not have children



3 Million
Monthly Uniques
34 Million
Monthly Page Views

ComScore, July 2012

Advertising Vehicles

Categories

Available Categories

Meijer.com shopping media offerings include placements on the home page, as well as across all category, product detail (banners only), and search results pages.

- » Grocery
- » Health & Beauty
- » Clothing & Jewelry
- » Baby
- » Furniture & Home
- » Garden & Patio
- » Toys
- » Electronics
- » Sports

RichPlacement Branded Recommendations

An entirely new ad unit that leverages the millions of product recommendations delivered by RichRelevance every day

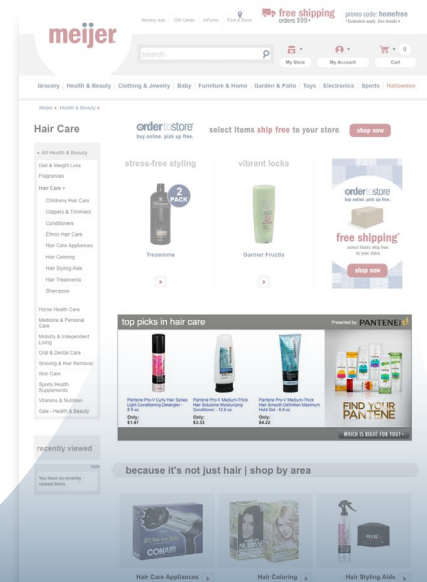
Advertisers can wrap their brands around sponsored RichRelevance product recommendation carousels and/or choose to highlight their products within the recommendation set.

Using RichRelevance's proprietary ad serving technology, you can control where you want ads to show (search, category, product pages, etc.) and target ads by a variety of attributes including search terms, geo-location, past behavior and more.


As the shopper interacts with the recommendation module she is presented with an engaging experience, which includes your brand creative, custom-created by RichRelevance.

Creatives can feature:


- » Video
- » Coupons
- » Lead generation
- » Reviews
- » Geo-targeting
- » Social content
- » Customer Insights
- » And more...




top picks in hair care Presented by: PANTENE




Pantene Pro-V Curly Hair Series Light Conditioning Detangler - 8.5 oz
Only: \$1.47



Pantene Pro-V Medium-Thick Hair Solutions Moisturizing Conditioner - 12.6 oz
Only: \$3.33




Pantene Pro-V Medium-Thick Hair Smooth Definition Maximum Hold Gel - 6.8 oz
Only: \$4.22



FIND YOUR PANTENE

WHICH IS RIGHT FOR YOU? >



What are you looking for in your Hair Care Product?

- ☐ Volume
- ☐ Curly
- ☐ Shine
- ☐ Anti-Breakage

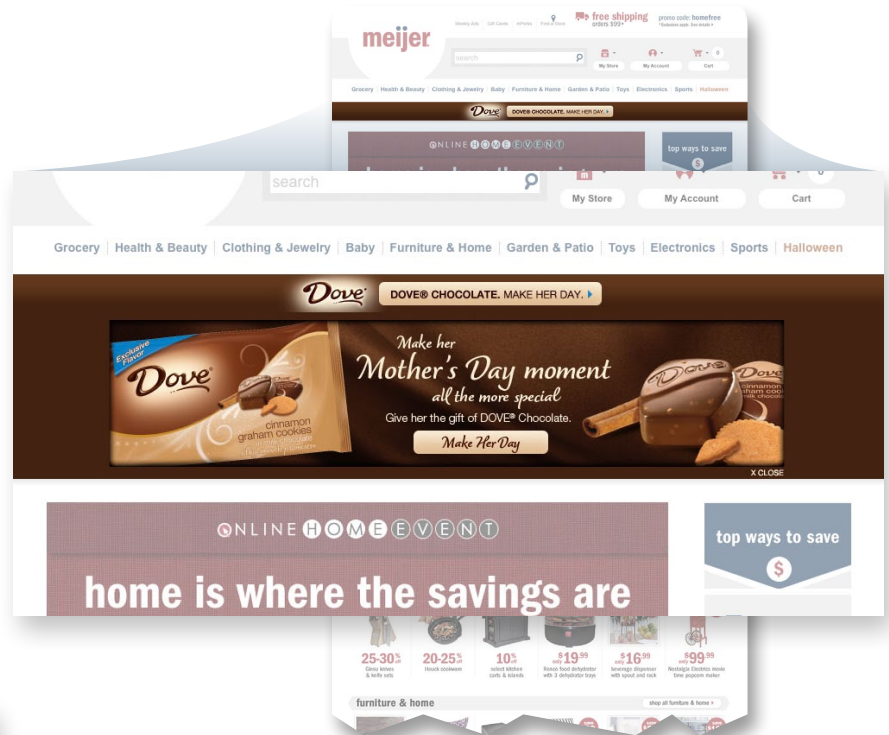
PANTENE

Advertising Vehicles

Premium Push-Down Bar

A high-impact, above-the-fold placement that sits directly under the site navigation bar

This exclusive and time-based placement runs across an entire category. Upon mouseover, a drop-down unit is activated, pushing down all content on the page. The drop down—which can be a video, advertorial, etc.—directs shoppers to an internal product page, brand showcase or an external landing page.



Targeted Banner Ads

Contextually targeted banner ads that reach shoppers while they're making purchase decisions

This placement is offered in the following standard IAB sizes: 160x600, 300x250, and 728x90. Based on investment levels, RichRelevance can be commissioned to create custom banner ad units.

Placement is available on the home page, as well as most category, search, product detail pages. Please contact RichRelevance for a full list of available categories.



Reach consumers with the content and offers they want—right when they want them.

Learn More

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