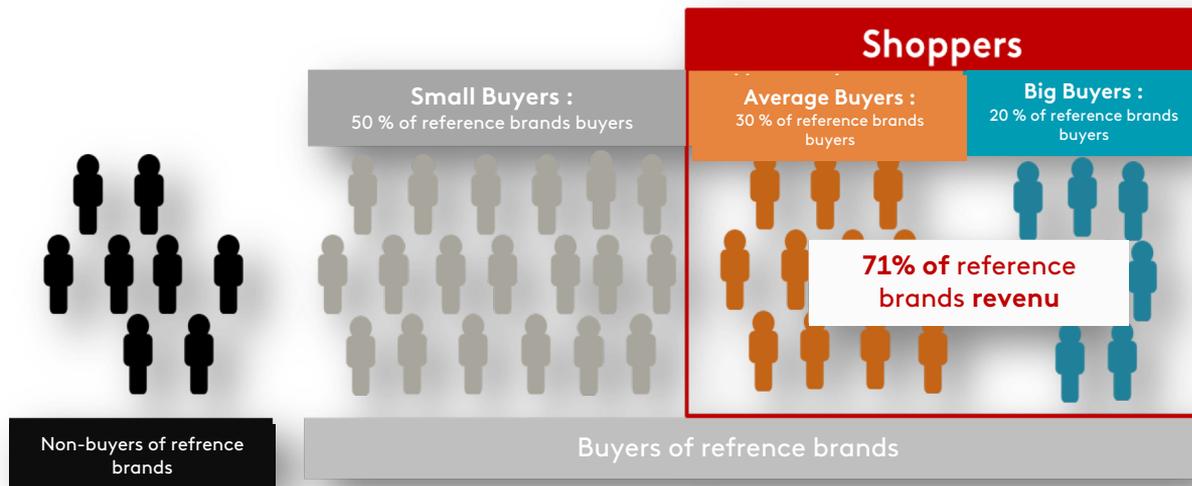


Shoppers account for 71% of national brand sales

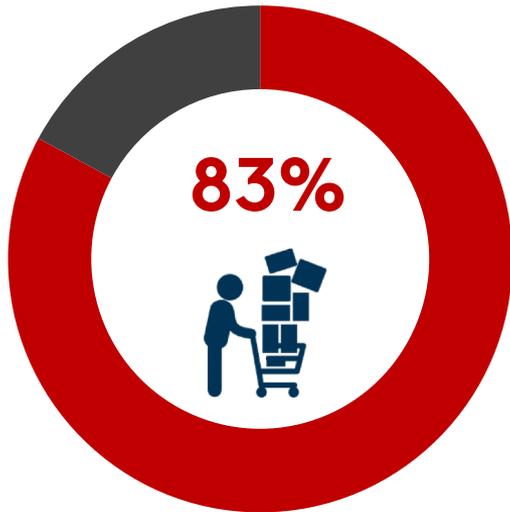


Advertiser
Benefit

Media planning
optimization

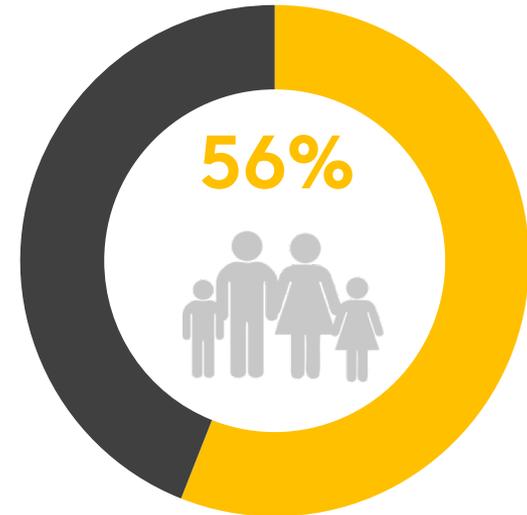
Shoppers make a very strong contribution to value impact

SHOPPERS TARGET
CONTRIBUTION TO VALUE IMPACT



36% of the primary shopper population

MEDIA TARGET
CONTRIBUTION TO VALUE IMPACT



51% of the primary shopper population



Incremental revenue doubled per contact point



INCREMENTAL REVENUE PER CONTACT POINT

X 2.1

vs MEDIA TARGET

*In 96% of campaigns, data targets are **more effective than** their socio-demographic equivalent*

