

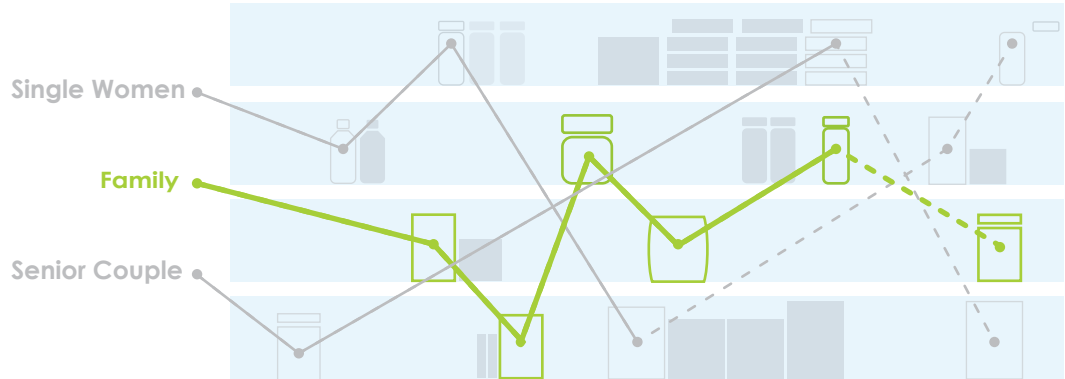
ENGAGING THE SELECTIVE SHOPPER

Why Today's Consumers Expect Personalization

TODAY'S SHOPPERS

Today's shoppers are very selective. Just **0.6%** of UPCs in a grocery store are purchased by the average shopper each year.

Top shoppers who account for **80%** of store sales buy only 0.9%.



SHOPPER PROFILE



Like fingerprints, every Shopper Profile is different. Of **27 million** consistent shoppers, no two bought the same assortment of UPCs over a 12-month period.

TRADITIONAL PROMOTIONS

Traditional Promotions **DON'T ENGAGE** these consumers.

63% of shopping baskets did not include a single UPC of the 2,424 items promoted in a major retailer's Easter Day circular.

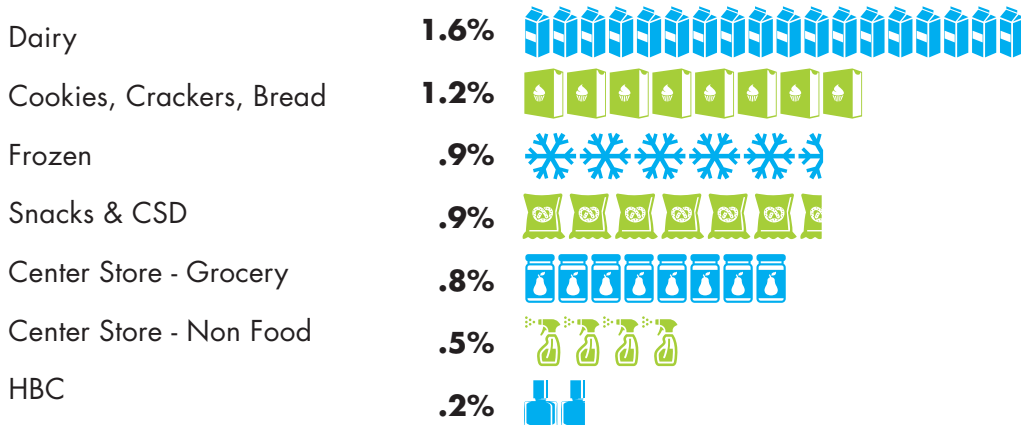


CATEGORY PREFERENCES

Shoppers only buy a small fraction of brands on every aisle.

Department

Percent of Department UPCs Purchased by Average Shopper



TODAY'S BRANDS

Today's brands need to engage the shoppers who care.

Personalized omnichannel engagement, based on in-store purchase behavior, can deliver the right consumers at scale.



Source: Catalina Engaging the Selective Shopper, update for 52 weeks ending 5/8/16

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