



YOUR EPIC CHANCE TO RESET

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Predicting Intent is in Our DNA

Unmatched tenure and distinct data and reach create the foundation for performance

50 years

of HH Buying Trends & Offline Media Engagement

2B+ Coupon Redemptions

120M+ Unique Consumer Addresses

14 years

of 1:1 Behavioral Trends & Online Media Engagement

110B+ Daily Intent Signals

33B+ Daily Location Signals

14 years

of building our Platform

7T+ Model Calculations

2M+ Queries per Second

SO, WHAT'S GOING TO HAPPEN NEXT?

This is Not the Time to Wait it Out

89%

of consumers appreciate brands that go out of their way to deliver relevant and timely information during the pandemic

65%

of consumers will make an unplanned purchase just to treat themselves in the next month

**You never get a
second chance
to make a first
impression?**



WHY RESET?

Making a Brand Connection





CAPITALIZE ON THIS RESET MOMENT



WHAT DOES IT TAKE?

What Does It Take?



NIMBLE RESET

Your Epic Chance to Reset



DATA

See the Field



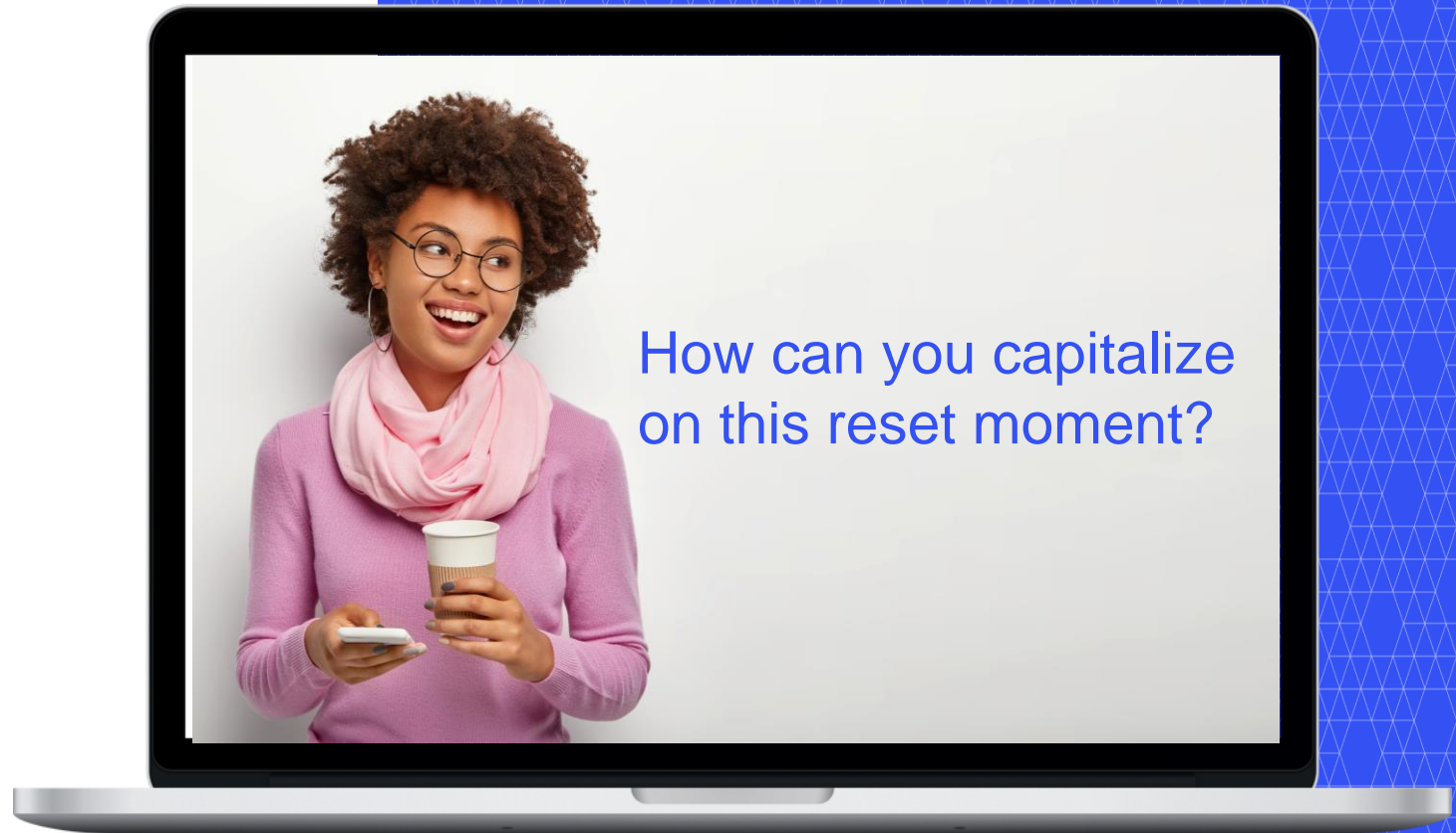
INSIGHT

Design the Opportunity



EXECUTE

Make the Connection



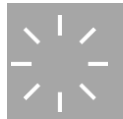
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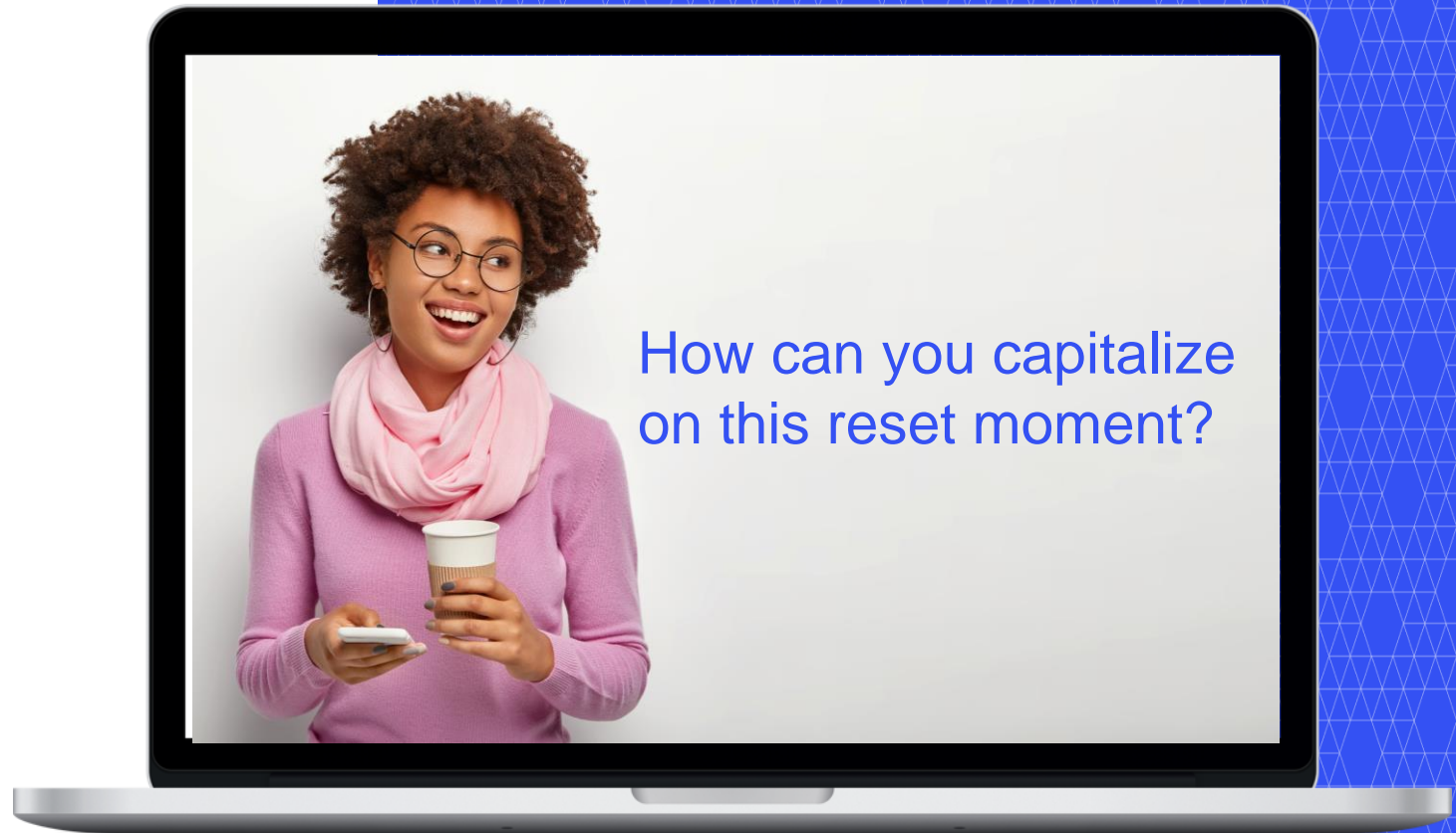
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SEE THE FIELD

The Pandemic Has Changed Behaviors



46%

Want more deals, coupons, promotions



37%

More excited to receive mail each day



43%

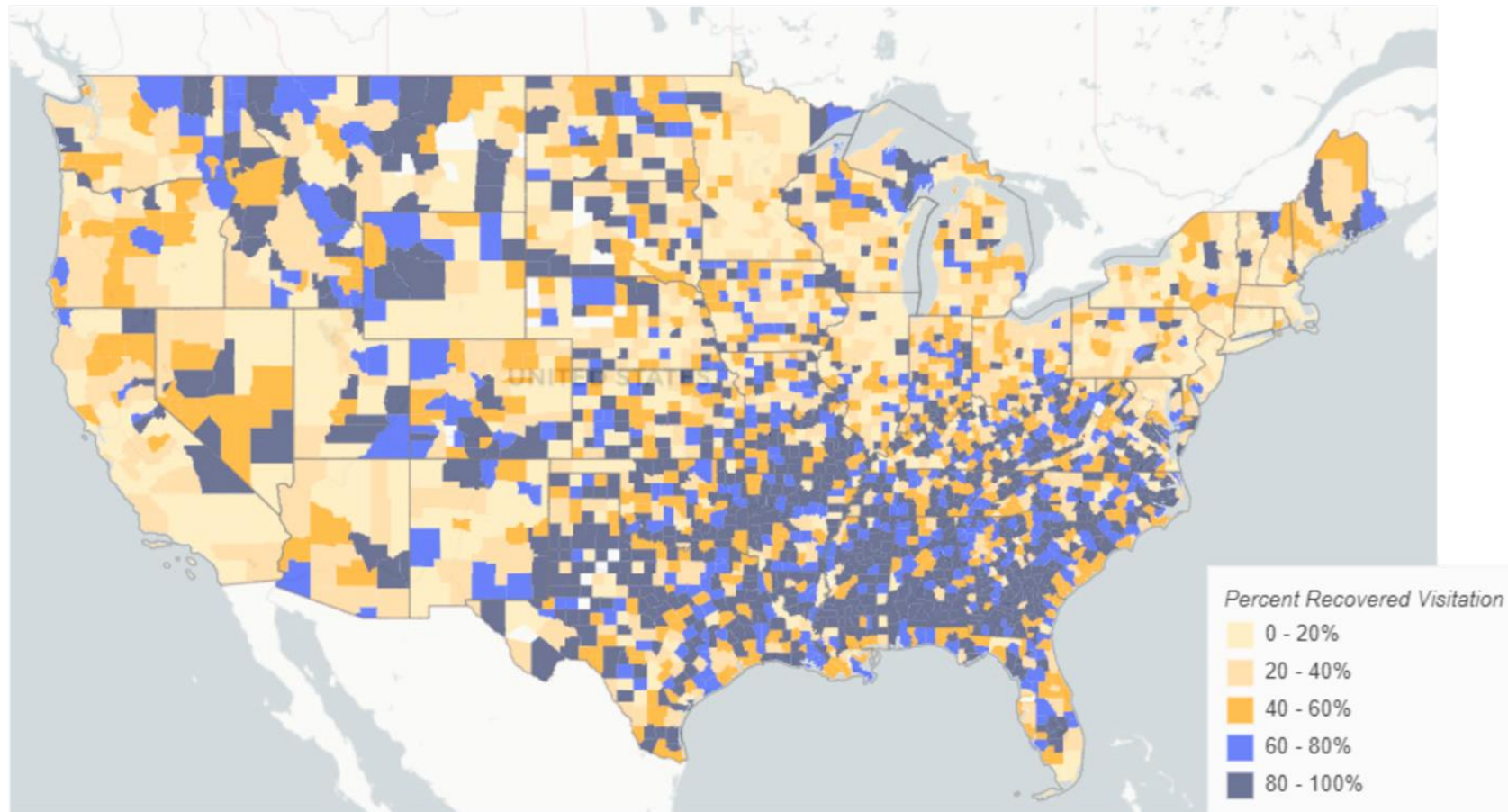
Spending more time watching streaming TV

SEE THE FIELD

Localized Approaches are Important

National Visitation to Businesses

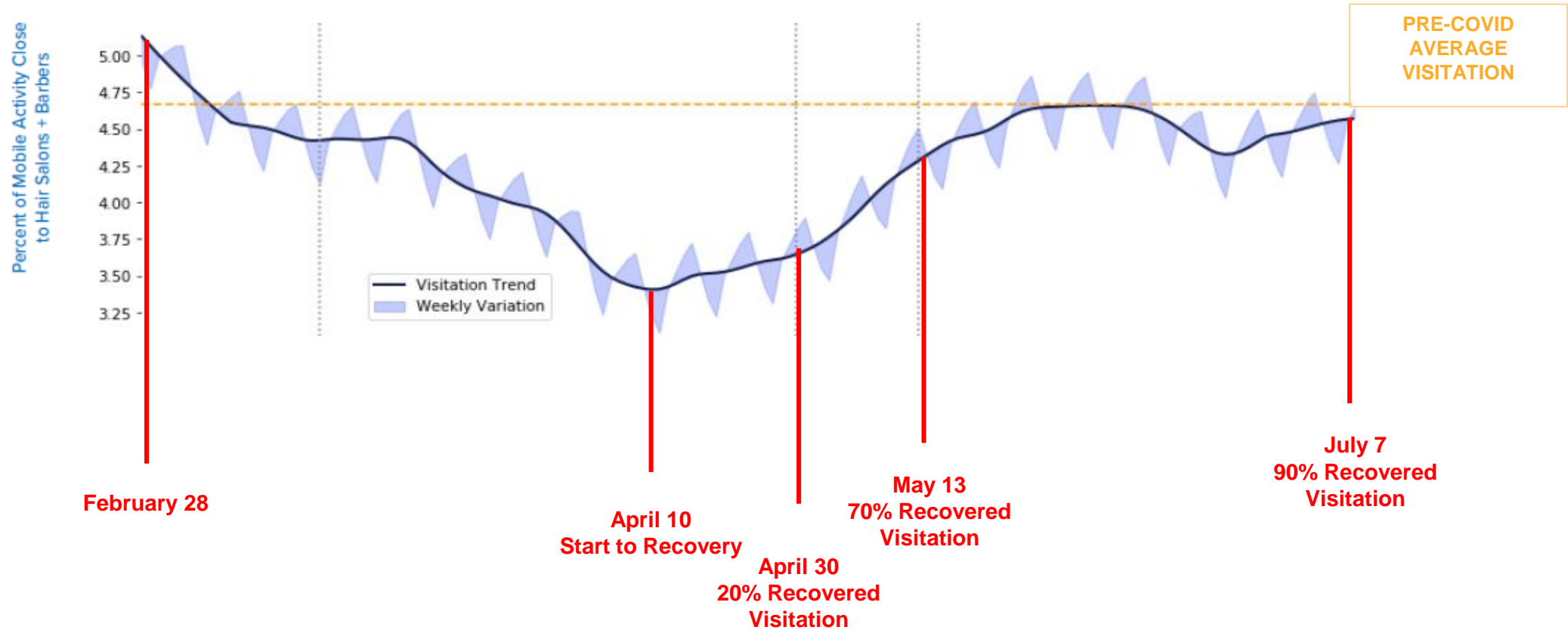
Last Updated 5/17/2020



SEE THE FIELD

The Pandemic Has Altered Patterns

Daily Visitation to Hair Salons + Barbers
 City: Tampa, FL; Neighborhood: 33609B1



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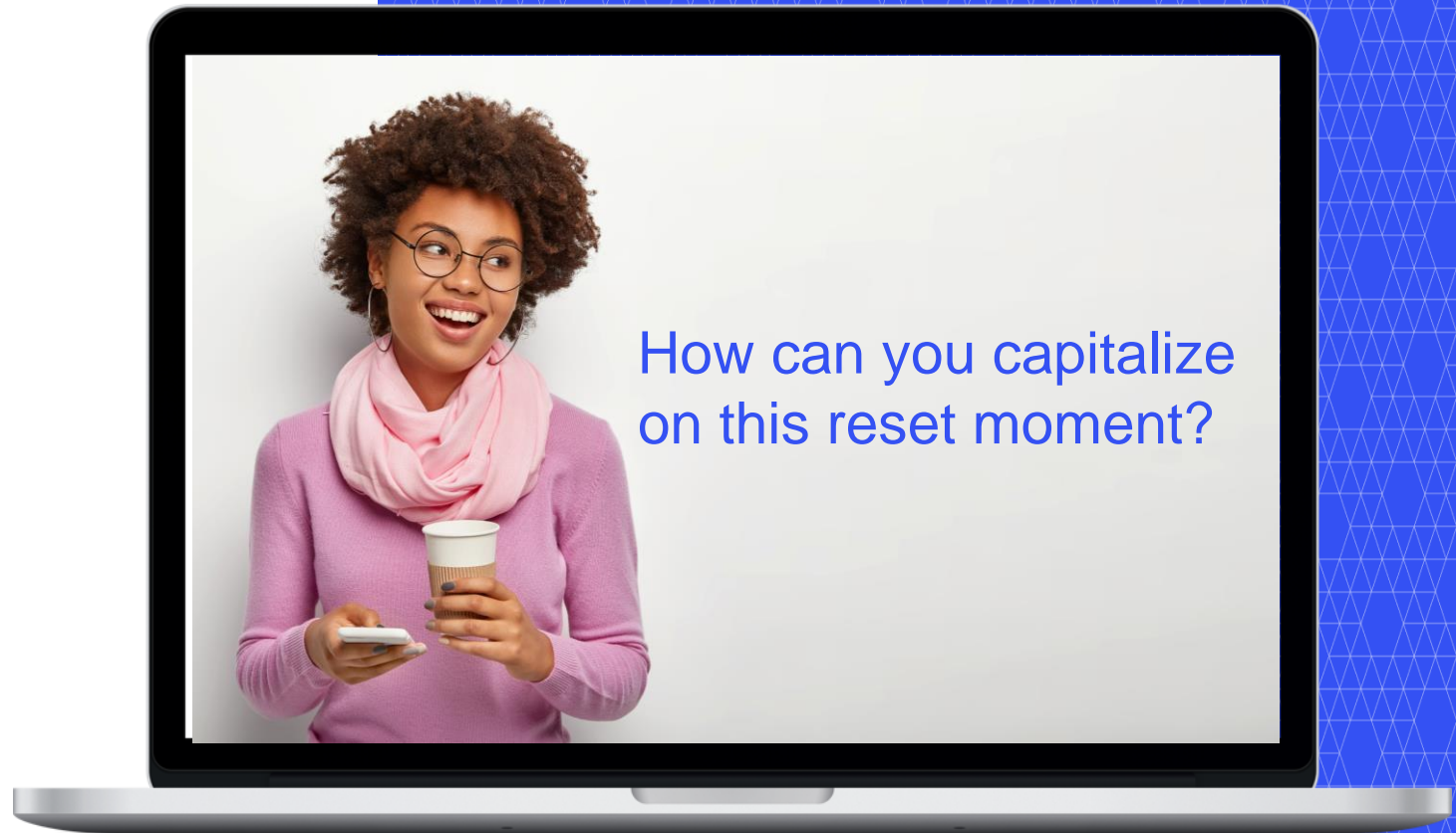
INSIGHT

Design the Opportunity



EXECUTE

Make the Connection





DESIGN THE OPPORTUNITY

Consumers Are Looking for Discovery

76%

of consumers agree:
“I enjoy discovering new products based on deals I receive from brands”¹

¹ Source: Valassis / Dynata survey June 2020, n=1000



DESIGN THE OPPORTUNITY

Real-time Insights Illuminate the Right Audience



In-market Signals
What I want to buy now



Interest Over Time
Things I enjoy
throughout my life



Store Visits
Stores I like and frequent



Demographics
My predicted age, gender,
ethnicity, and income



Purchases
My products and categories I prefer

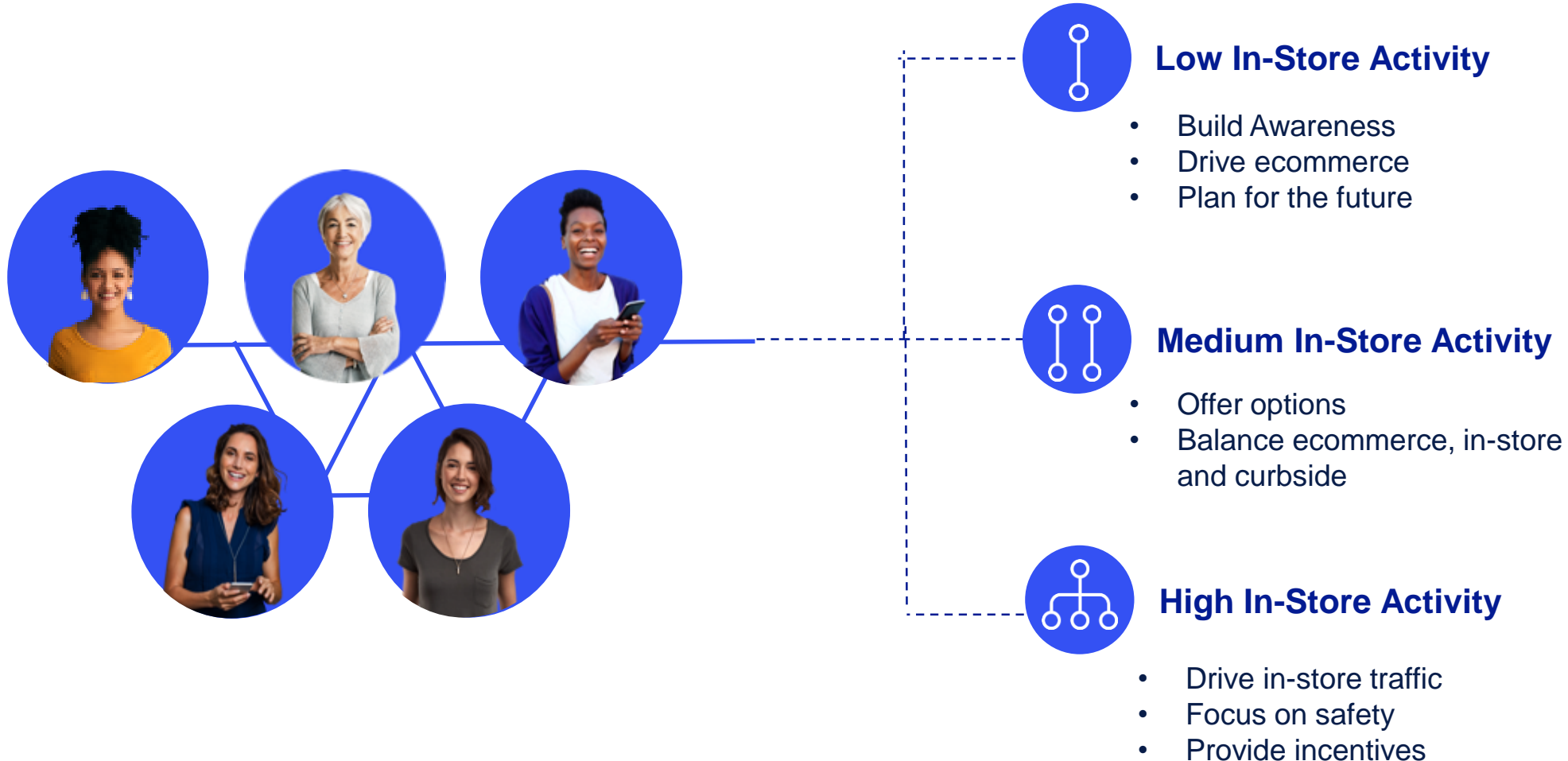


Coupon Redemption
How likely I am to redeem a coupon in a
given category or product area

DESIGN THE OPPORTUNITY

Combining Data & Insights, Engaging Thoughtfully

Engaging the right audiences with local awareness of needs & options



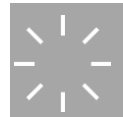
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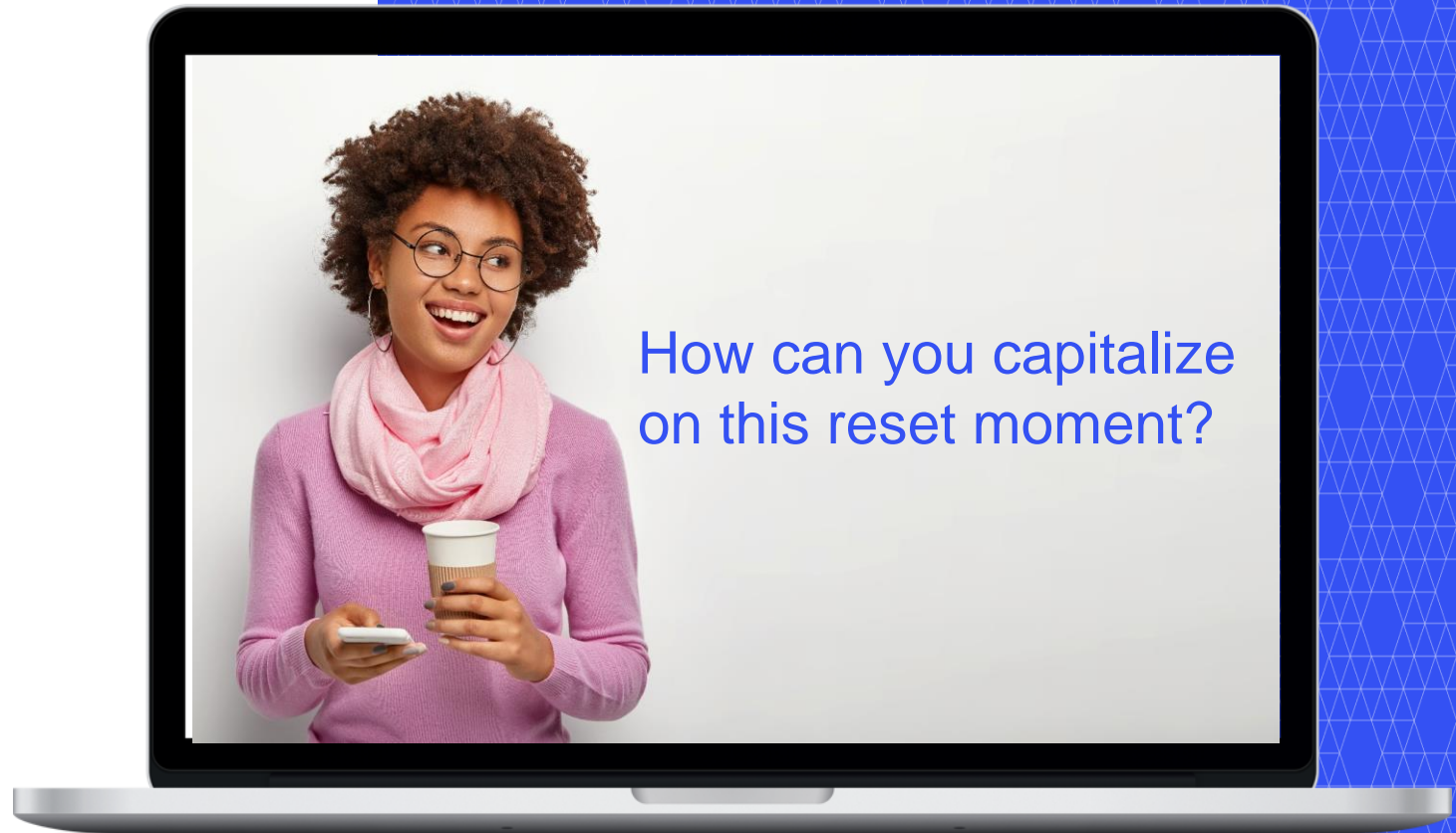
INSIGHT

Design the Opportunity



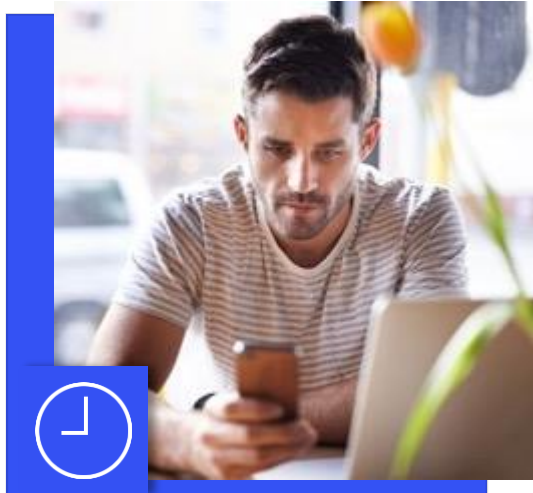
EXECUTE

Make the Connection



MAKE THE CONNECTION

Creating a Spark



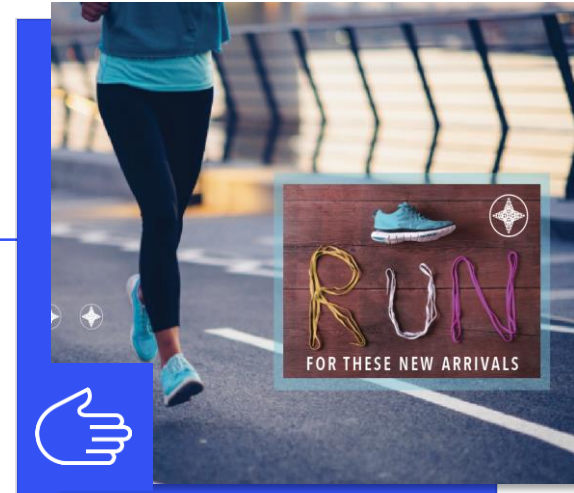
Variation of TIMING

- Precipitating Events
- Active Interest and Intent
- Time of Day
- Location-aware



Variation of TACTICS

- Digital/Mobile
- Direct Mail
- Social / Influencer
- ConnectedTV

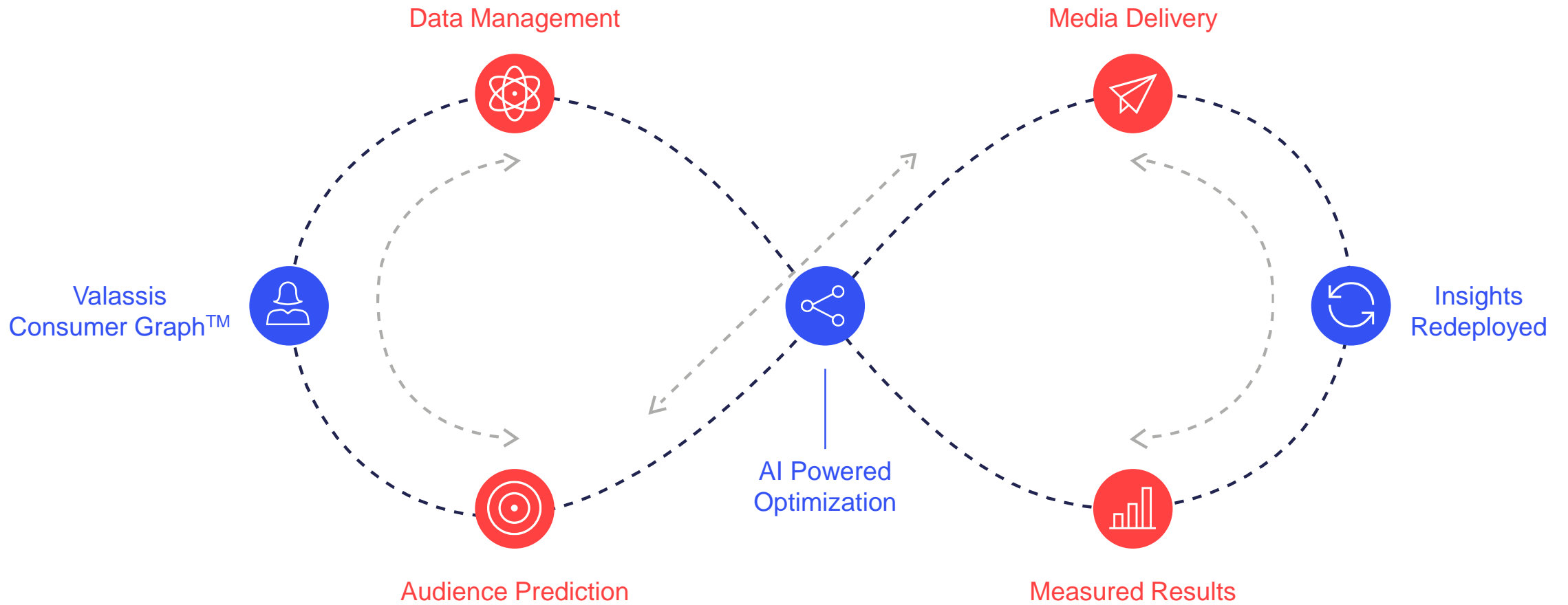


Variation of TONE

- Awareness
- Connection
- Creative alignment

DELIVER THE GOODS

Connecting Data, Insights, and Execution





WHAT YOU CAN DO RIGHT NOW





Stay Top-of-Mind With Consumers



Engage Consumers in Their Preferred Channels



Serving Consumers
in Their New World

Remember We're
All Humans First





THANK
YOU