

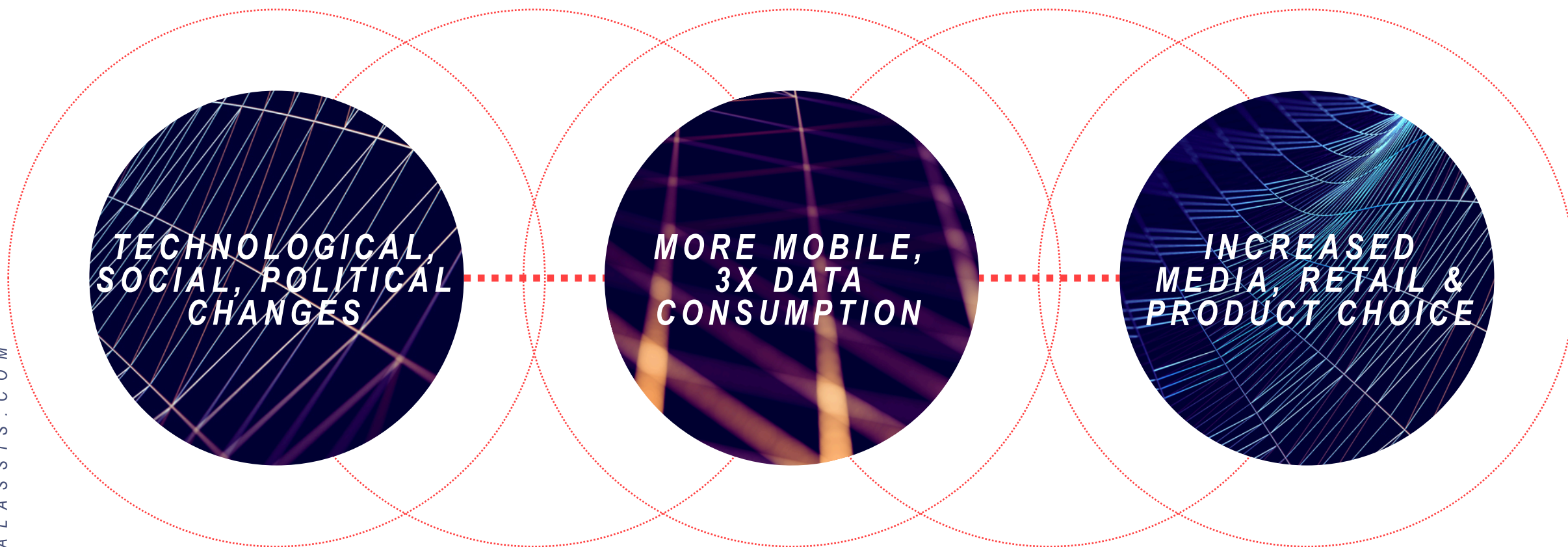


YOU HAD ME AT GOOD BUY: Engaging Consumers in a Distracted Age

Sinead Norenus-Raniere
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ranieres@Valassis.com



The World is a Distracted Place Right Now



ENGAGING CONSUMERS

You Had Me at Good Buy



STRETCH

Your Media Investment



SPEED UP

Your Message Testing



SEND

Your Consumers Shopping



STRETCH



STRETCH YOUR MEDIA INVESTMENT

Influencers May Be the Key to Better Returns



STETCH YOUR MEDIA INVESTMENT

Creative Influencers Can Take This ...

-  **Product**
-  **A Creative Brief**
-  **An Call to Action**



STETCH YOUR MEDIA INVESTMENT

... And Create This and So Much More

Carnal Dish
Sponsored · 🌱

I LOVE everything about @GourmetGarden Garlic stir-in paste! I use it all the time, and I always make sure ...See More




WALMART.COM
Gourmet Garden [LEARN MORE](#)

👍❤️😬 Maria... 103 Comments 617 Shares

👍 Like 💬 Comment ➦ Share

MamaGourmand
Sponsored · 🌱

Talk about easy-peasy weeknight dinner. Who doesn't need more of that? 30 minutes, one skillet, and no ...See More




WALMART.COM
Gourmet Garden [LEARN MORE](#)

👍❤️😬 Patri... 159 Comments 1.6K Shares

👍 Like 💬 Comment ➦ Share

Couple In The Kitchen
Sponsored · 🌱

Noodle lovers rejoice! 🍜 Making this homemade noodle stir fry is a cinch with Gourmet Garden ...See More




WALMART.COM
Gourmet Garden [LEARN MORE](#)

👍❤️😬 Eliza Guti... 7 Comments 77 Shares

👍 Like 💬 Comment ➦ Share

Blackberry Babe - Recipes by Michelle Goth
Sponsored · 🌱

Y'all, long ingredient lists are a huge bummer. So are recipes that require a ton of chopping! ...See More



WALMART.COM
Gourmet Garden [LEARN MORE](#)

👍❤️😬 Voila Rana... 7 Comments 8 Shares

👍 Like 💬 Comment ➦ Share

STRETCH YOUR MEDIA INVESTMENT

Taking Ads From Standard to Enticing

In The Channels Consumers Are Engaging And Commonly Found



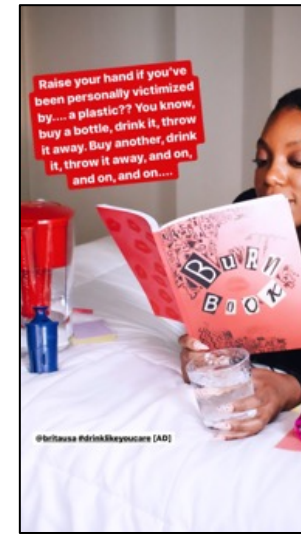
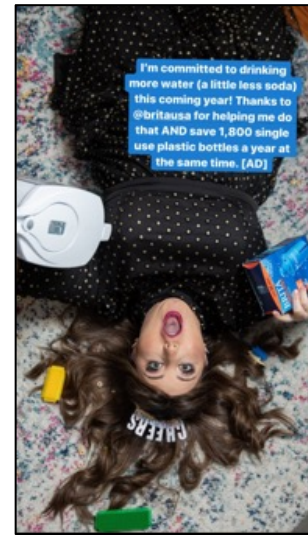
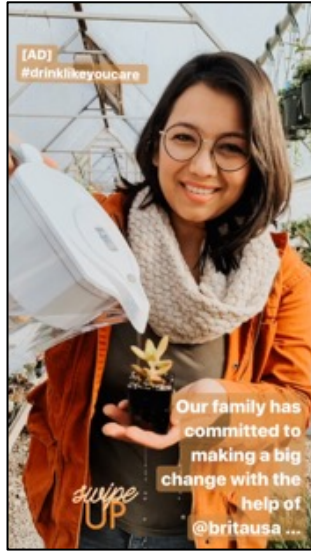
14.5x more \$'s in Cart
7x more transfers

SPEED UP



SPEED UP YOUR MESSAGE TESTING

Influencers May Be the Key to Faster Testing



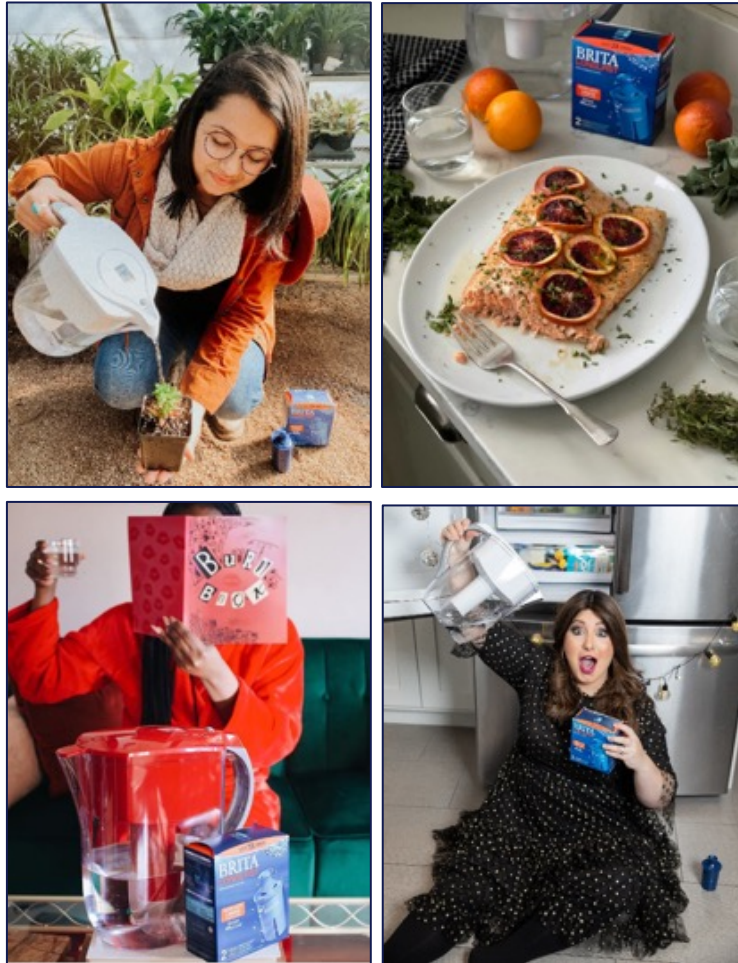
SPEED UP YOUR MESSAGE TESTING

Which Message Will Resonate?



SPEED UP YOUR MESSAGE TESTING

Programmatically Test and Optimize in Real Time



Influencer Content



Top Performing Paid Social Ads



Display Ads
Print Ads
Email

V A L A S S I S . C O M

SEND



SEND YOUR CONSUMERS SHOPPING

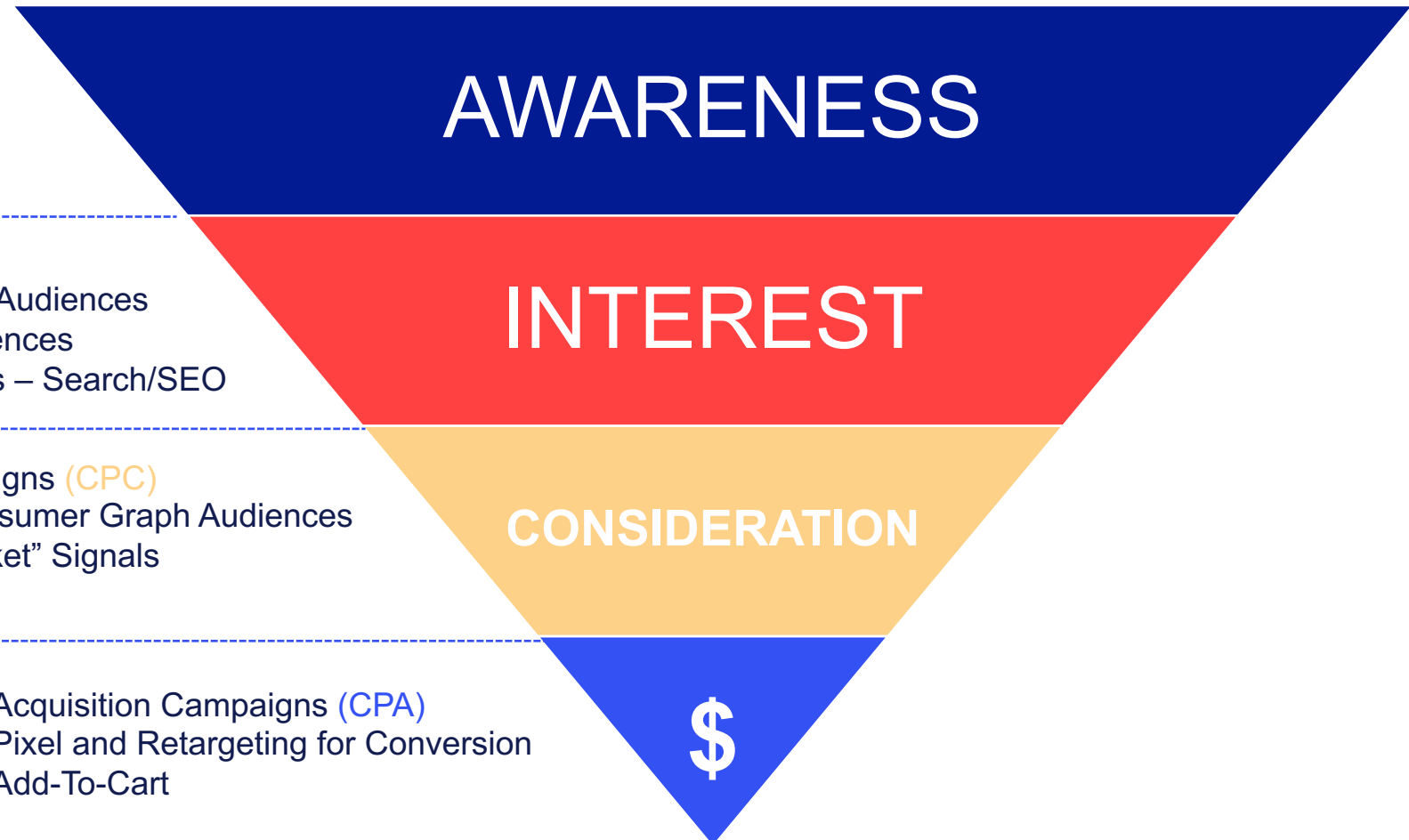
Tactics for Lower Funnel Conversions with Influencer Marketing & Paid Social

- Awareness Campaigns (CPM)
- Earned Media PR placements
- Product reviews/endorsements
- Organic Influencer Content

- Click Campaigns (CPC)
- Valassis Consumer Graph Audiences
- Influencer Look-Alike Audiences
- Influencer Product Reviews – Search/SEO

- Click Campaigns (CPC)
- Valassis Consumer Graph Audiences With “In Market” Signals
- Add-To-Cart

- Acquisition Campaigns (CPA)
- Pixel and Retargeting for Conversion
- Add-To-Cart



SEND YOUR CONSUMERS SHOPPING

Connect With The Right Audience: In-Market Signals

((•)) 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:

((•)) LOCATION
Where I spend my time.



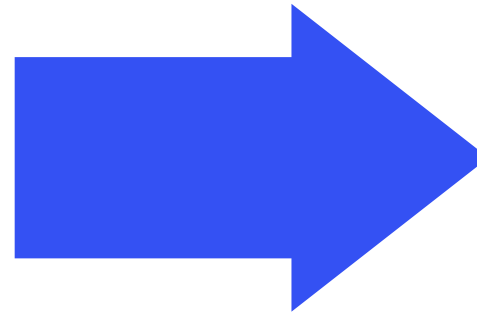
👤 DEMOGRAPHICS
My observed age, gender, ethnicity, income

👛 COUPON REDEMPTION
Likelihood...
Eg: *How likely I am to redeem a coupon for a category or product*

💰 PURCHASES
Categories/Products I prefer:
Eg: *Preferred consumer products and categories based on prior purchases...example: skincare, haircare, cosmetics*

SEND YOUR CONSUMERS SHOPPING

As Demand for eCommerce Rises ...



In Stock.

Qty: 1 ▾

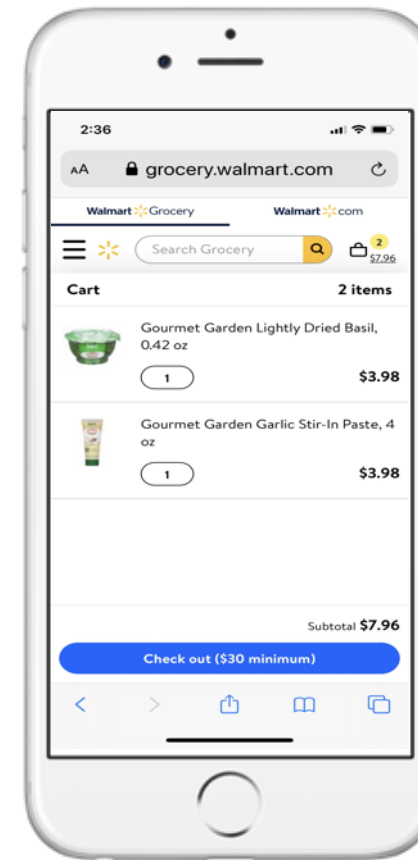
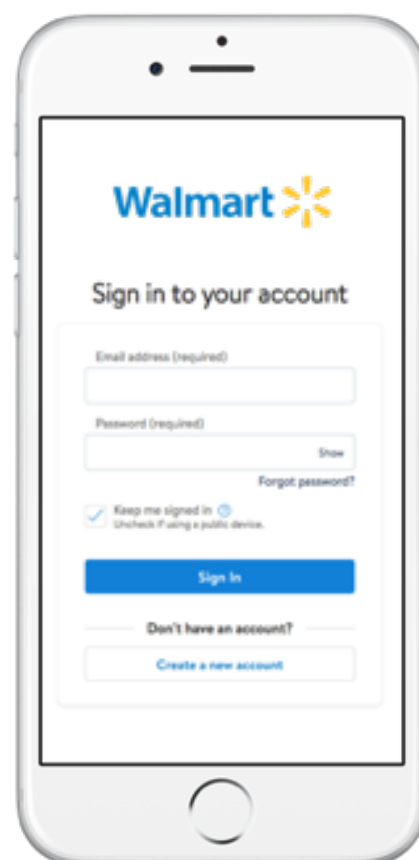
 Add to Cart

 Buy Now

Ships from and sold by Amazon.com.

SEND YOUR CONSUMERS SHOPPING

... Go From Their Timeline to Their Shopping Cart



1. Influencer-generated content showcases products and inspires consumers to add products to their carts.

2. User is automatically linked to website.

3. Products are automatically added to cart.

ENGAGING CONSUMERS

You Had Me at Good Buy

How to best engage consumers in our distracted age?

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THANK YOU

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