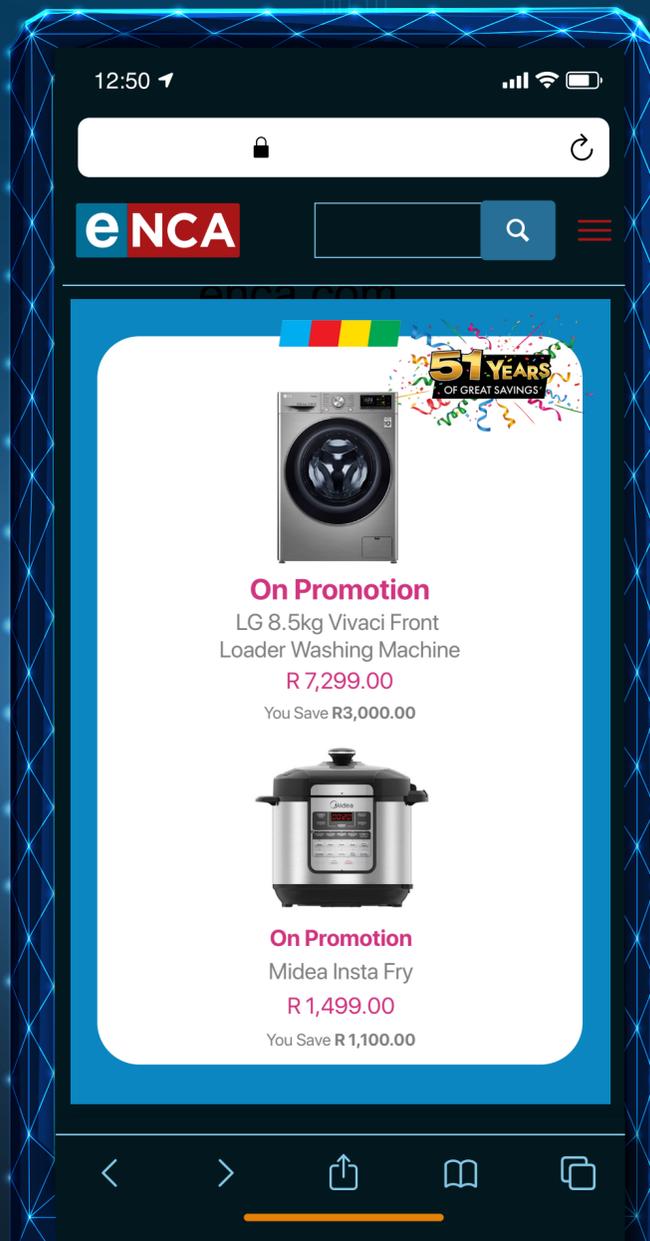


DEALFEED: THE DIGITAL TRANSFORMATION OF THE PRINTED CATALOGUE

A digital catalogue solution that **amplifies your current retail strategy with a more cost-effective, targeted and data-driven approach**. Take all the benefits of the printed catalogue, add 1st party data and measurement, and you get a game changer offering greater campaign ROI, lower costs and reduced environmental impact.



RETAIL GOES MOBILE

Create the ultimate retail reference point for users to consume in their own time - with large mobile ad units, dynamic product feeds and multiple CTAs.

- Showcase a wide variety of products, including loss leaders, to cast your net wide
- Optimise your marketing efforts with a cost effective always-on mobile catalogue strategy/campaign
- Target consumers who shop locally with different catalogues according to store location



1ST PARTY DATA: THE DRIVING FORCE BEHIND DEALFEED

Vicinity Media leverages 1st Party Location Data through direct integrations with SA's top publishers.

- Fish where the fish are: eliminate wastage by targeting consumers who have shown intent
- Vicinity 4D data targeting reaches users further down the purchase funnel
- Gain insights into consumer behaviours and trends for a more targeted, data-driven advertising campaign



PROSPECT WIDE THEN TARGET NARROW

Let users browse through a variety of offers and engage with those that are most relevant to them - then hone in on those users with a product specific catalogue.

- Multitude of templates, transitions and executions available
- Dynamic store and distance information
- Ability to cover every store or target specific non performing stores



Multiple call to actions e.g. navigation, rewards sign ups, social share, "Ad2cart" and "download catalogue"- all of which shows intent and can be retargeted

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DOWNLOAD CATALOGUE AND AD2CART OPTIONS

When complexity is reduced, conversions improve, which is exactly what Ad2cart and "download catalogue" achieves.

• DOWNLOAD CATALOGUE

The "download catalogue" CTA option provides users with a digital medium they can consume in their own time on their phone, leveraging intent to purchase and/or browse

AD2CART

- Users can seamlessly add items to a retailer cart within the ad unit and proceed to purchase/checkout on the retailers website



INNOVATE AND AUTOMATE

Power your digital catalogue with dynamic feeds from your Google Merchant Centre (CMS) and integration with your store's product set from your website.

- Leverage Rich Media Creatives to increase the desire to engage
- Accommodate "loss leaders"
- Eliminate the stress of having to update product artwork manually by pulling directly from your website
- Receive monthly reporting down to product and location-level

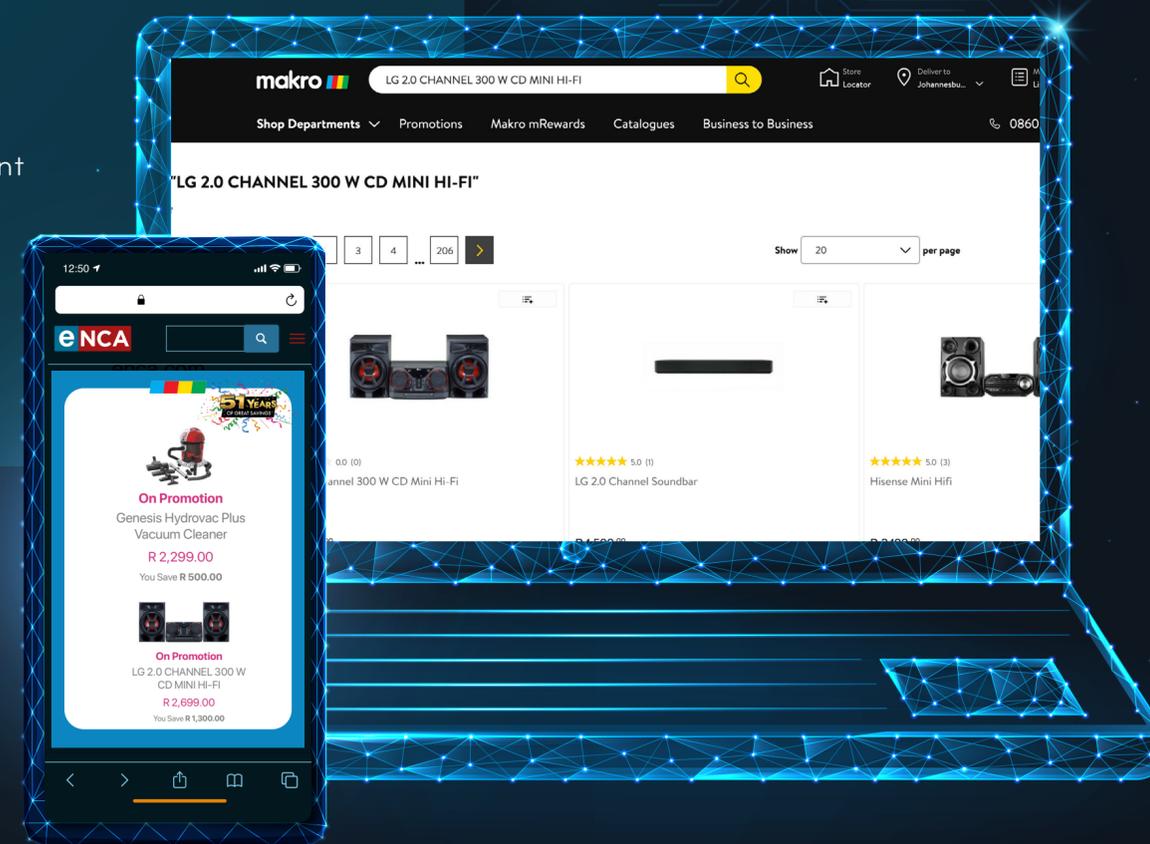


REPORTING AND OPTIMISATION

The Vicinity platform optimises your campaign in real time, analysing which placements, locations, creative and location data types are performing best.

We provide industry leading reporting and post campaign analysis on:

- Impressions/Views
- Clicks
- Engagements
- Product Engagement
- Locations
- Store Visits
- Online Acquisition
- Publishers



JOIN THE DIGITAL REVOLUTION. GO GREEN, GO DIGITAL WITH DEALFEED.

REQUEST A DEMO

