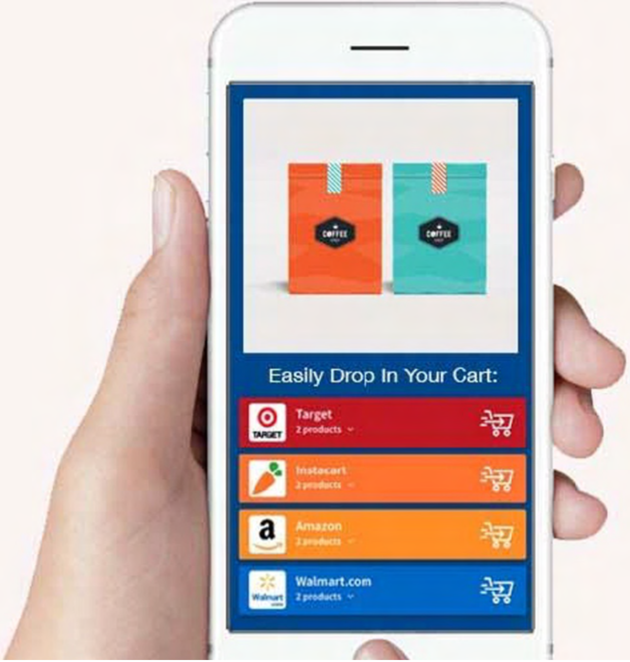


smart commerce

The New Rules of meCommerce: Consumer-Centric, Distributed Discovery

(and the opportunities it creates for brands)

SMARTCOMMERCE: Commitment and Agenda

SmartCommerce's #1 commitment is to help clients and partners **drive commerce - today and tomorrow.**

Key to that commitment is **early identification of consumer and industry trends**, so that we can build solutions that give our client partners a head start on driving market share in changing conditions.

Today, we're sharing an update of these key drivers, plus some thought-starters for your brands!

- Consumer Sentiment (General)
- Meta-Analysis of SmartCommerce Data:
  - Consumer Behaviors (Last 12 Months of actual data on off-retailer consumer commerce actions)
  - Special Report: Consumer Perceptions, Expectations, and Behaviors of the economy

THE CONSUMER: Fear as a cultural norm.

Consumer Sentiments

Fear

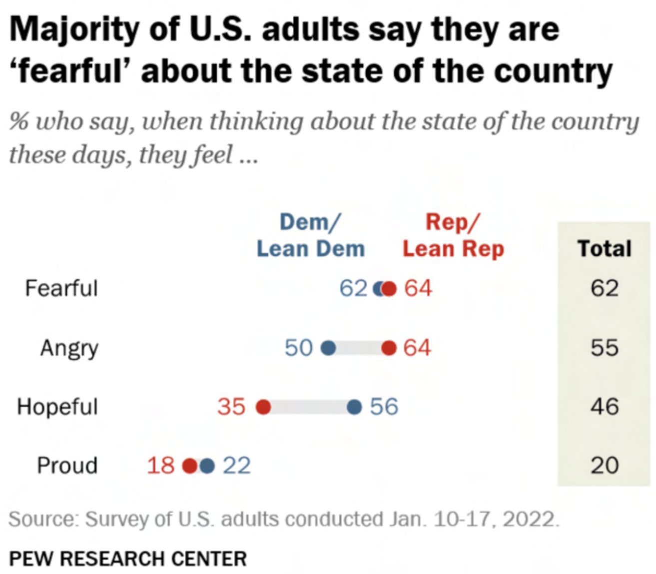
Desynchronised Society

Equitable Resilience

Radical Optimism

A research study on emotional contagion and online virality found that the most-emailed New York Times articles in a three-month period were ones that evoked what are called 'high-arousal' emotions such as awe, anger and fear.

WGSN by Ascential – at https://www.waze.com/ads/article/2022-shoppers-expectations/



THE CONSUMER: Normalized Anxiety/Depression

Psychological Toll of the Pandemic: A Third of Americans Now Show Signs of Clinical Anxiety or Depression

Facebook | Twitter | LinkedIn | Pinterest | Email | More 2

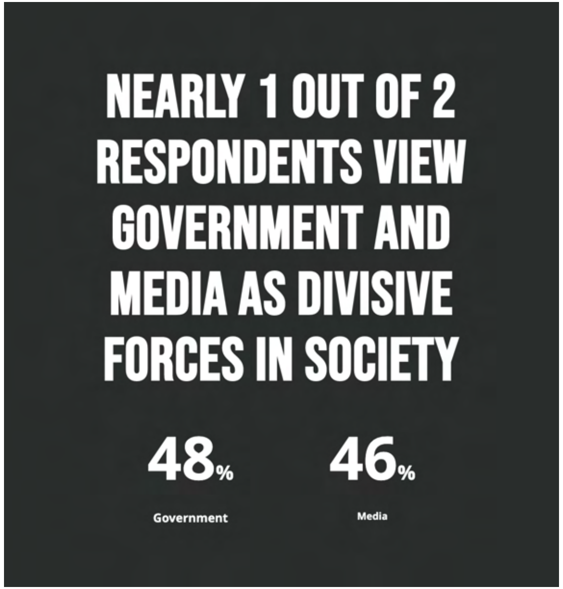
A third of Americans are showing signs of clinical anxiety or depression, Census Bureau data shows, the most definitive and alarming sign yet of the psychological toll exacted by the coronavirus pandemic.

When asked questions normally used to screen patients for mental health problems, 24 percent showed clinically significant symptoms of major depressive disorder and 30 percent showed symptoms of generalized anxiety disorder.

The findings suggest a huge jump from before the pandemic. For example, on one question about depressed mood, the percentage reporting such symptoms was double that found in a 2014 national survey.

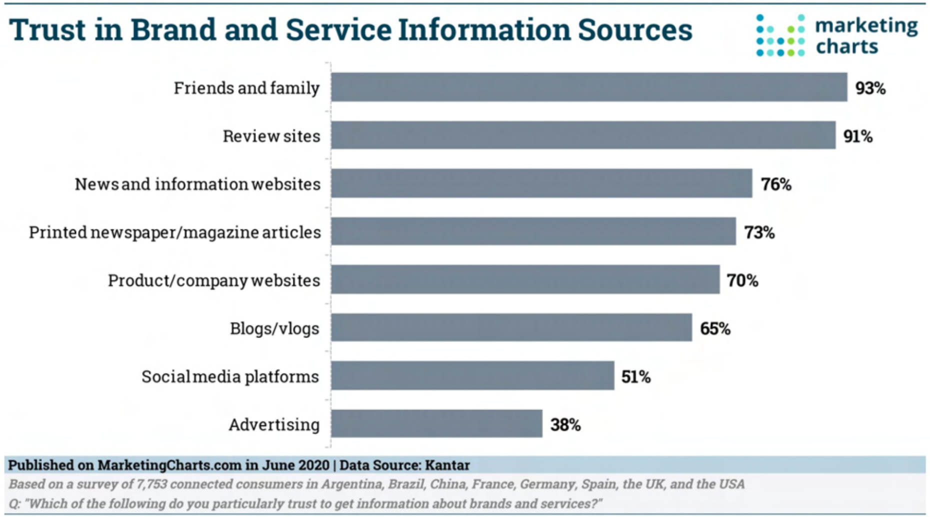
The Spring 2022 Harvard Youth Poll finds that 59% of young Black Americans, 43% of young Asian Americans, and 37% of young Hispanic Americans feel “under attack” “a lot” in America. Nearly half of LGBTQ youth feel under attack “a lot.”

THE CONSUMER: Distrust of Authority/Information



https://www.edelman.com/trust/2022-trust-barometer

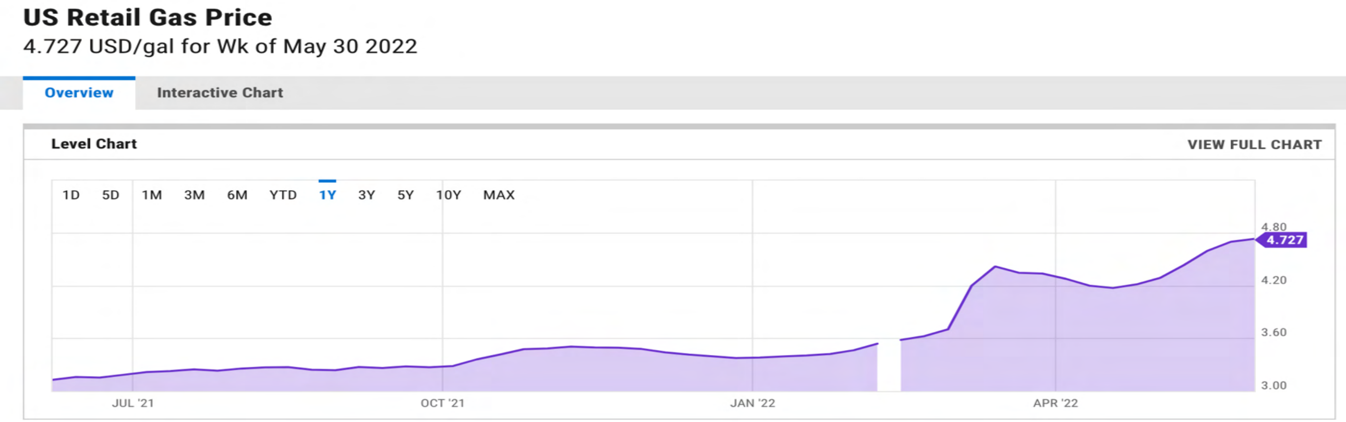
THE **SOCIAL** CONSUMER: Finding trust … in each other

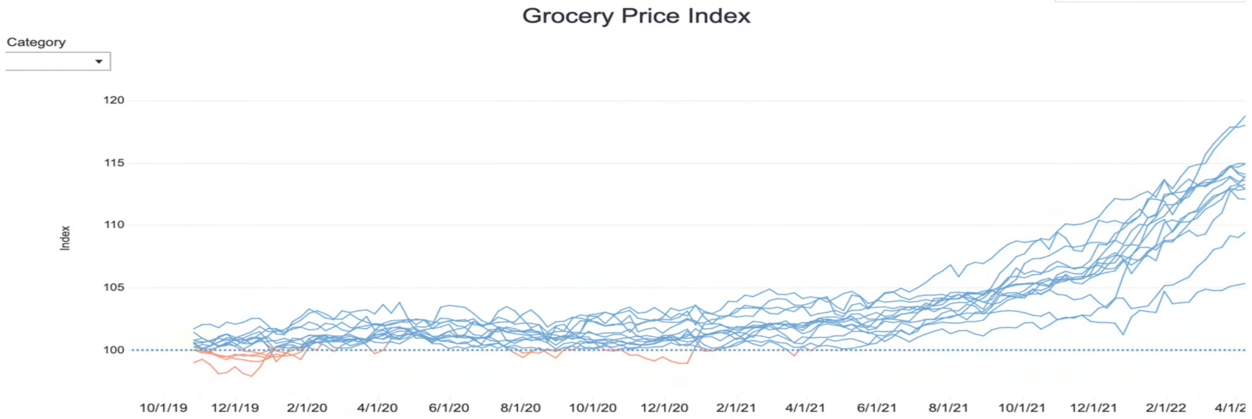


41% of respondents specified that they found consumer reviews and ratings the most important factor while making a purchase online, while, in comparison, low prices were deemed the most important only by 20% of the same group of respondents. - IntelligenceNode

In 2021, 52% of socially-engaged shoppers made a purchase through a social platform. Further, 35% of non-socially-engaged consumers purchased via social commerce. - Inmar/RetailTouchpoints

THE ECONOMY





Gas: https://ycharts.com/indicators/us_gas_price. Grocery: https://datasembly.com/grocery-price-index/

meCommerce: The Gen3 of shopping, **with the consumer at the center**

Brand-Centric

Driven by brand consolidation (retailers still mostly mom & pop).

Consumers and retailers come to me!

Power plays:

- Differentiation
- "New and Improved"

Brands win with:
Differentiation, reach

Retailer-Centric

Driven by retailer consolidation
Fueled by data

Brands and consumers come to me!

Power plays:

- Loyalty programs (data!)
- Lookalike white label
- Retailer media

Brands win with:
Distribution, Visibility

Consumer-Centric

Driven by technology (enablement) and control

Brands and retailers come to me (*Whatever I want, however I want it, whenever I want it*).

Power plays:

- Relevance
- Ease
- Ubiquity

Brands with with:
Convenience, Transparency, Relevance, Ease, and Ubiquity

meCommerce: The Gen3 of discovery, **with the consumer at the center**

Consumer action (purchase and repurchase) is driven by relevance and ease:
the right message at the right action moment … THROUGH HIS/HER FILTER.

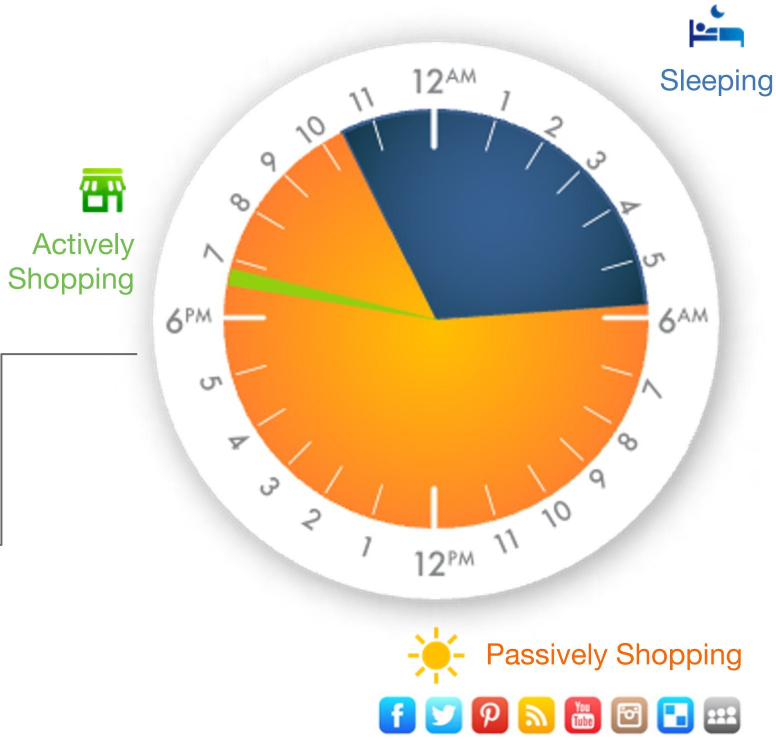
And fulfilled the way the consumer wants it.

Old definitions of ”in the store” and “out of store” are blurred – in meCommerce, *the store is wherever I am*.

Welcome to an Omnishopping Revolution

FROM:
"Active Shopping" in Stores
17 minutes per day
Retailer-Centric

TO:
"Reactive Shopping"
Everywhere
Any time, any place,
Consumer-Centric



Meta-Analysis of Behavioral Data and Attitudinal Research

WHAT CONSUMERS ARE SHOWING US:
BEHAVIORAL DATA FROM OVER 50 MILLION “REACTIVE SHOPPING” CONSUMERS IN THE LAST 12 MONTHS, dropping >$3B of products in carts

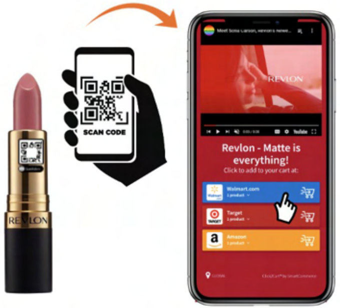
WHAT CONSUMERS ARE TELLING US:
ATTITUDINAL DATA GATHERED FROM CONSUMERS IN THE LAST 2 MONTHS (focus on current economic conditions)

Reference: Launch Points Used in Analysis

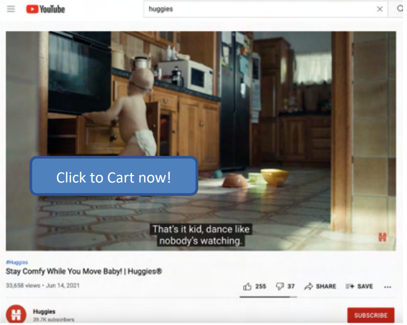
Ads

Social

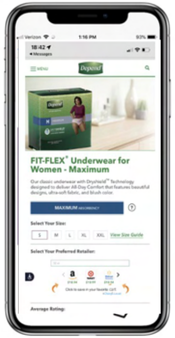
Packaging



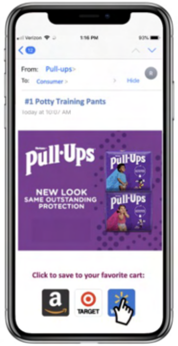
Video



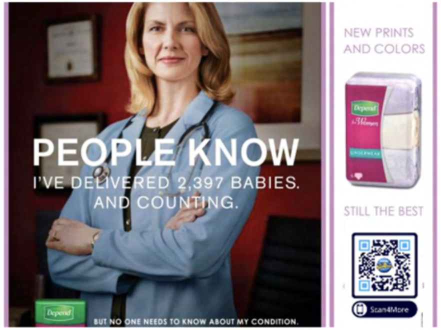
Websites



Email

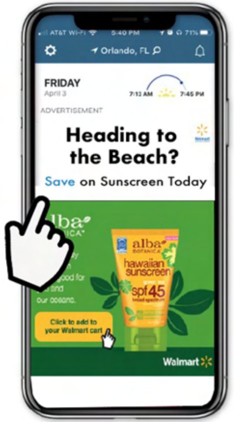


Print



Reference: Paths to Purchase Used in Analysis

Click2Cart Direct



Direct path from intent to a product in the cart – highest cart rates.

Dynamic OOS substitution

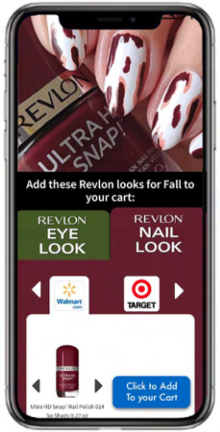
Uses: Display, Video, Social, Email, Influencers, Packaging

Shopper's Choice

"Fair and equitable" retailer choice, optimized for user location and retailer stock status. Dynamic OOS substitution.

Uses: Display, Video, Social, Influencers, Packaging

SmartShelf



Brand-owned, curated virtual "shelf" - lets a shopper choose among brands or make complex choices. Dynamic OOS substitution.

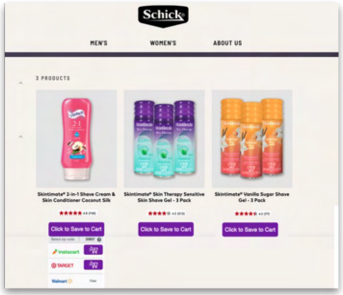
Uses: Influencers, Packaging, E-shop

Carousel

Simple code added to product pages that allows a consumer to make a single-click choice among products and send to retailer's carts. Dynamic OOS substitution.

Uses: Websites

SmartButton



Simple code added to category pages that enable a consumer to make a 2-click choice to send to retailers' carts. Dynamic OOS substitution.

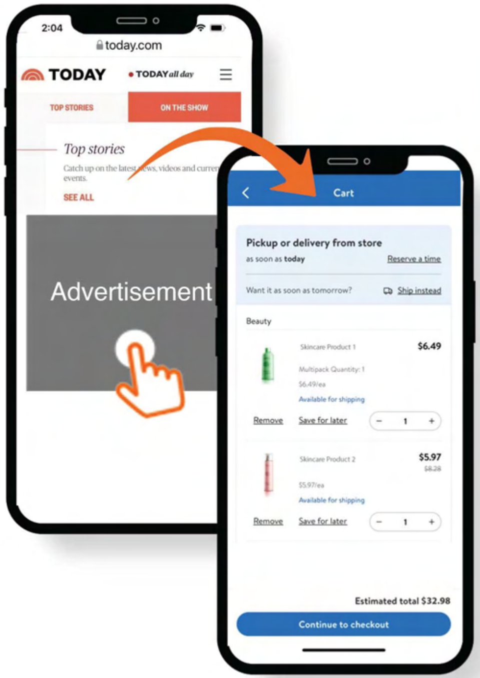
Uses: Websites

*For mock up purposes only

Examples Across Brands/Categories

Category	Type	Description	Results $ Carted	People Carting	Length	Retailer
Food	Display Ad	Bundle of 3 Confectionery products with C2C	$1,000,000	25K	2 weeks	Walmart/Sams
Food	OnLine Video Ad	1 Confectionery product with C2C	$1,100,000	157k	2 weeks	Walmart/Amazon
Food	Display Ad	Single Breakfast Packaged food product with C2C	$68,000	2.3k	2 weeks	Target
Food	Email	Included C2C links, Diet Food brand	$28,000	1.5k	2 weeks	Walmart
Personal Care/Wellness	Text Ad	Google text ad with C2C, Baby Care brand	$252,000	8k	3 weeks	Amazon
Personal Care/Wellness	Email (+coupon)	Included C2C Links, Eye Care brand	$1,200,000	116k	2 weeks	Target
Personal Care/Wellness	Email (+coupon)	Included C2C Links, 2 product bundle, OTC	$1,150,000	45k	2 weeks	Target
Personal Care/Wellness	Email + Website	Email + On-Site Links + Social Posts, OTC brand	$83,000	1.8k	3 months	Walmart/Target/Amazon
Personal Care/Wellness	Integrated Link	Integrated link in a specialty media platform	$25,000	3.1k	2 weeks	Target
Personal Care/Wellness	Integrated Link	Integrated link in a specialty media platform	$85,000	3k	2 weeks	Walmart/Amazon
Personal Care/Wellness	Email	Included Bundled C2C link, beauty brand	$1,700,000	23k	1 week	Walgreens
Household	Email	Included C2C Links, Household Personal Care product	$179,000	3.8k	2 weeks	Amazon
Household	Website	Product Pages on Brand Website, Paper Goods brand	$112,000	3.1k	8 weeks	ALL

Skincare Campaign 2 Product Bundle



Total Carted Value:

$2,707,745

Campaign Type:
Display Ad

Campaign Length:
4 Weeks

Products Carted:
252,316

Retailers: Walmart, Amazon and Target

DROVE ACTION

Used 3 Click2Cart SmartLinks to replace traditional “learn more” link, driving action vs. just interest

SIDESTEPPED OOS

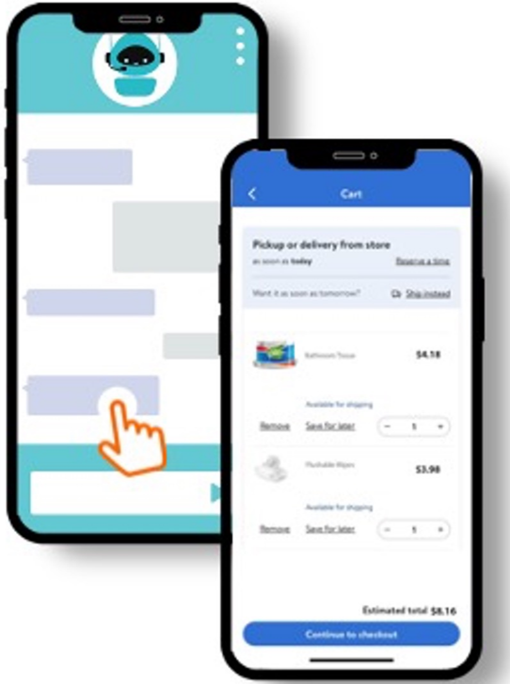
Eliminated out of stock friction by using SmartSubstitution

BUNDLED PRODUCTS

Encouraged purchase of multiple products by carting all 2 together

smart commerce | Campaign Overview Skincare

Toilet Paper & Wipes Campaign
2 Product Bundle



Total Carted Value:
$2,661,941

Campaign Type: Chat-bot

Campaign Length: 16 Weeks

Products Carted: 191,961

Retailer: Walmart

DROVE ACTION

Used Click2Cart SmartLink to replace traditional "learn more" link, driving action vs. just interest

SIDESTEPPED OOS

Eliminated out of stock friction by using SmartSubstitution

CHAT-BOT CAMPAIGN

Chat-bot Campaign used 1 Click2Cart® SmartLink to add items to Walmart carts

Reference: Over 2000 Click2Cart Retailers Worldwide Used in Analysis

...and many more...

WHAT CONSUMERS ARE **SHOWING** US

1. Reactive Shoppers are Friction-Averse

DATA POINT

Data Says: Each intermediary step between intent and purchase loses ~ 80% of interested CPG shoppers.

Data Says: But not every starting point works the same.

DATA POINT

Games, Video

Social, banner, email

Influencer

Brand Websites

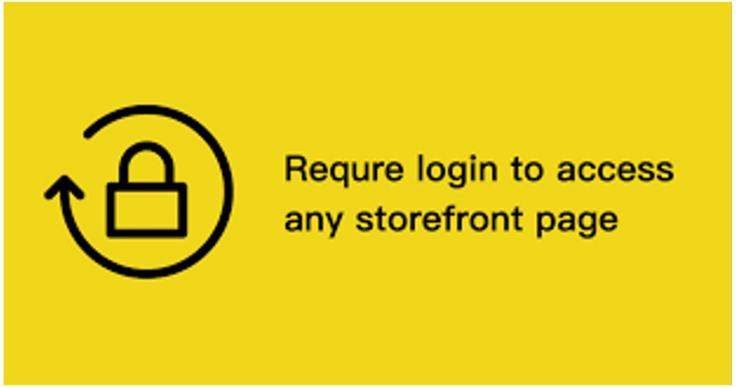
Samples/ Packaging/ Print (QR)

HIGHEST FRICTION LOSS
Typically 95%+

LOWER FRICTION LOSS
Typically <50%

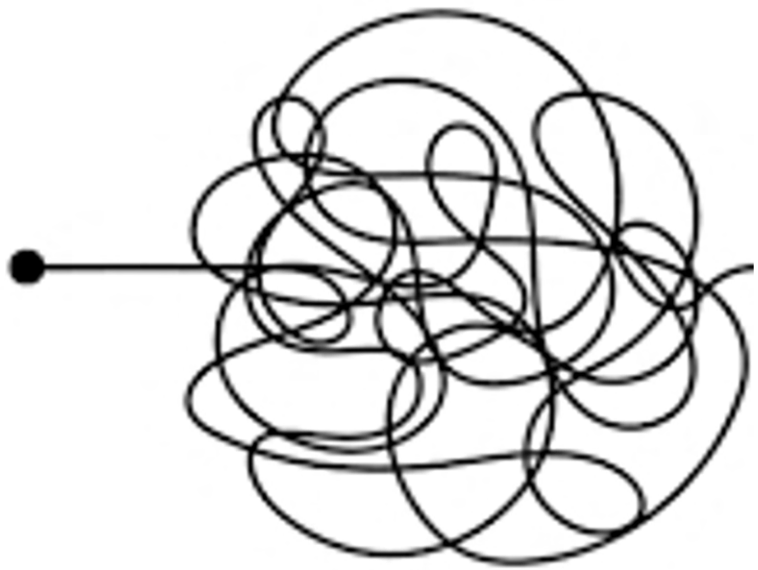
DATA POINT

Data Says: Opt-ins, required logins, or an attempt to require an immediate purchase can drive even higher friction loss – up to 99.5%!



(This is a serious challenge with D2C reactive shopping for most CPG.)

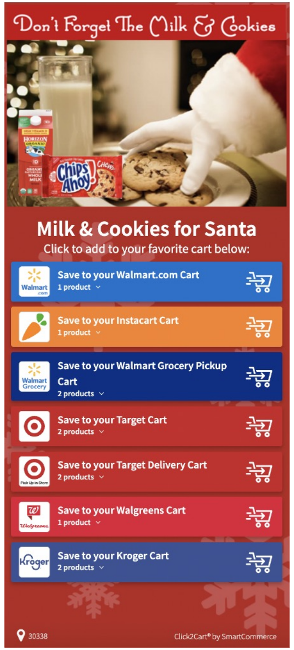
2. Reactive Shoppers are Complexity-Averse

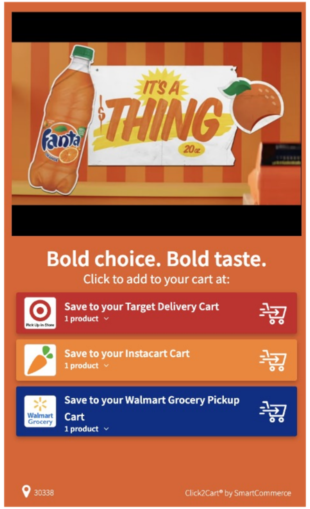


?

Data Says: Choice Complexity Kills Action

DATA POINT





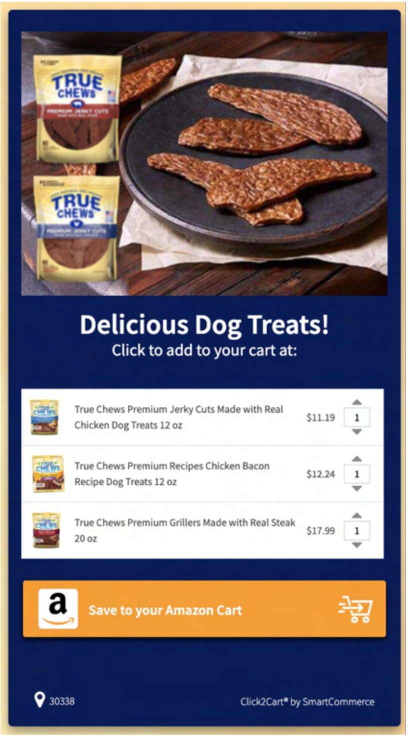
Mockups – for illustration purposes only

Offering reactive shoppers three or fewer retailer choices drives double the carting of 4 or more!

"The single biggest driver of stickiness, by far, is 'decision simplicity'." – Harvard Business Review

Data Says: Variant Complexity Kills Action

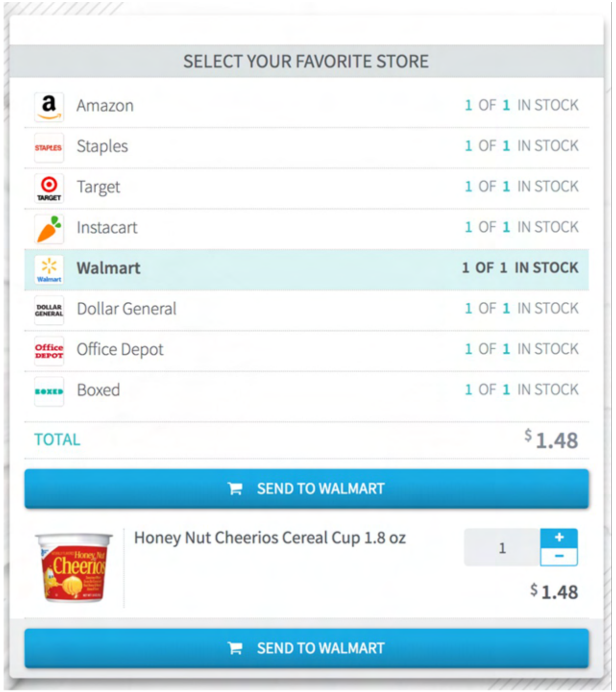
DATA POINT



Offering reactive shoppers a **single size or variant option** drives <u>13x or more volume</u> over multiple size options.

Data Says: With rare exceptions, price slows - rather than drives - action.

DATA POINT



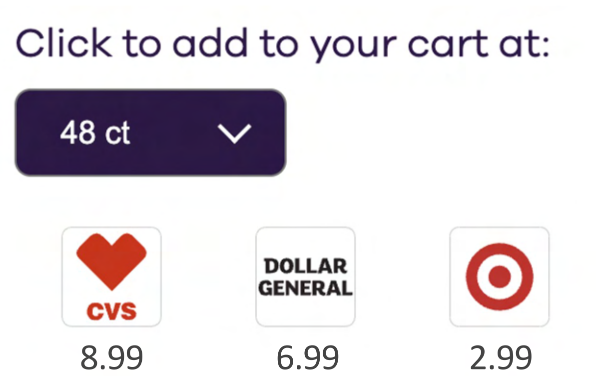
Mockup – for illustration purposes only

Given the easy opportunity, <2% of reactive shoppers click to compare prices among retailers before making a retailer choice.

In fact, Having price present <u>at all</u> has a mild negative impact on the number of these shoppers taking action.

Data Says: But price doesn't change retailer choice!

DATA POINT

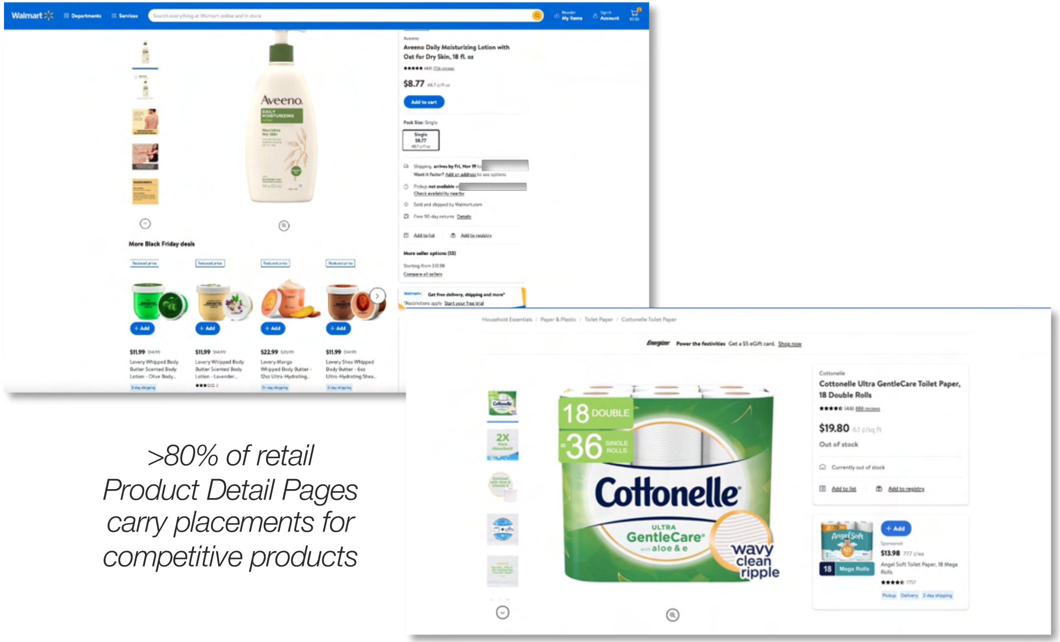


Even with significant price differences – we've seen up to 10x! – the retailer choice percentages in that category stay the same!

3. Reactive Shoppers are Easily Distracted

Data Says: The PDP is a Dangerous Place for Reactive Shoppers

DATA POINT

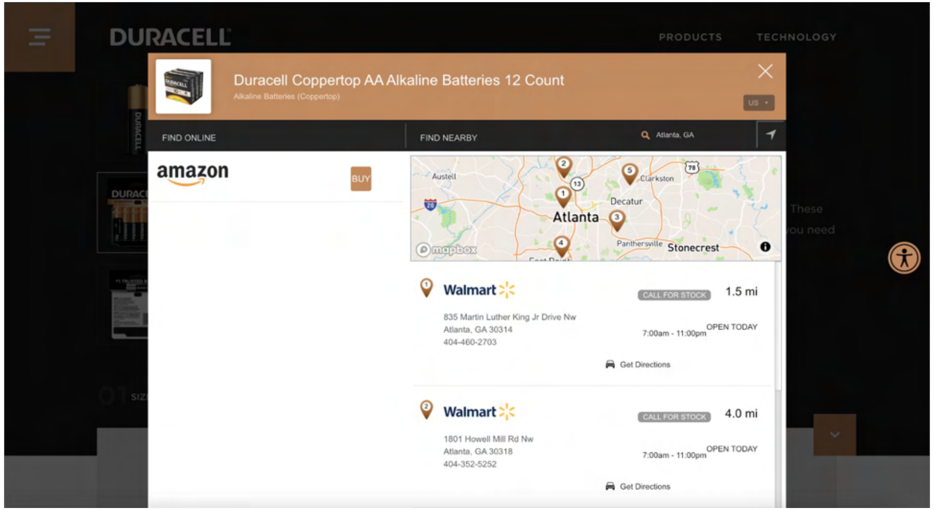


>80% of retail Product Detail Pages carry placements for competitive products

When reactive shoppers are offered competitive options on PDPs, ~10-30% (varies by category) switch to a **competitive** product!

Data Says: Don't Encourage a Consumer to Wait!

DATA POINT



Data Says: You can derail an online consumer with offline alternatives. When a store locator is presented alongside the "buy online", online carting is reduced 32% or more.

4. Reactive Shoppers are Driven by Inspiration

Data Says: Context Wins

Mockup – for illustration purposes only

Multi-Product ads typically enjoy 1.2 – 2x the CTR of single-product ads.

Based on a retrospective analysis of actual ads, we believe this is mostly due to the ads with multiple products being better marketing than single-product ads.

WHAT CONSUMERS ARE **TELLING** US

Shoppers Trying New Things for Novelty

Research Insight: Trade-Offs Data, Novelty

DATA POINT

In the past two months, have you bought new products or new brands in the following categories because ...	"My preferred brand was out of stock"	"It seemed fun or entertaining to try something new"	"I wanted to save money"	"My current brand wasn't working well"
Any Yes	90.7%	72.3%	71.8%	48.5%
Beauty/grooming (hair care, cosmetics, skin care, shaving)	33.0%	26.3%	24.8%	19.7%
Food & beverages (including snacks)	71.8%	48.2%	49.7%	22.8%
Home care (kitchen, bath, or floor cleansers, etc.)	41.5%	19.7%	27.3%	17.7%
Paper goods (paper towels, toilet paper, etc.)	69.0%	19.2%	40.0%	17.5%
Laundry care (detergents, fabric softeners, etc.)	38.8%	19.5%	28.5%	15.0%
Personal care (tampons, condoms, incontinence, etc.)	22.8%	12.8%	14.8%	9.3%
Pet Food/snacks	21.5%	13.7%	13.5%	8.2%
Alcohol (wine, beer, spirits)	18.8%	22.0%	12.8%	6.0%
None of the above	9.3%	27.7%	28.2%	51.5%

How likely are you to continue purchasing the new product or brand in the future?	"My preferred brand was out of stock"	"It seemed fun or entertaining to try something new"	"I wanted to save money"	My current brand wasn't working well"
Top 2	61.5%	66.5%	61.3%	45.5%
Definitely will	16.5%	19.7%	20.8%	18.0%
Probably will	45.0%	46.8%	40.5%	27.5%
Probably won't	21.0%	9.7%	12.8%	12.8%
Definitely won't	5.2%	4.7%	4.3%	5.7%
Haven't used it yet/unsure	12.3%	19.2%	21.5%	36.0%

MUSICAL CHAIRS!

While you're doing what you can to keep your products in stock and priced right, also be sure to leverage the power of novelty to get and keep your brand's chair under as many consumers as possible.

Shoppers are adapting to economic realities … and perceptions

smart commerce

CURRENT ECONOMIC PERCEPTIONS & EXPECTATIONS

SECTION 1

The consumer price index has risen 8.3% over the past 12 months, setting a 40 year high for the CPI.[1] With high inflation continuing to impact consumers, we explored current consumer sentiment.

The survey found that **over half of respondents felt positive about their current economic situation. However, sentiment about the economy varied widely by income level and gender.**

Source: (1) www.cnbc.com

PERSONAL ECONOMIC SITUATION

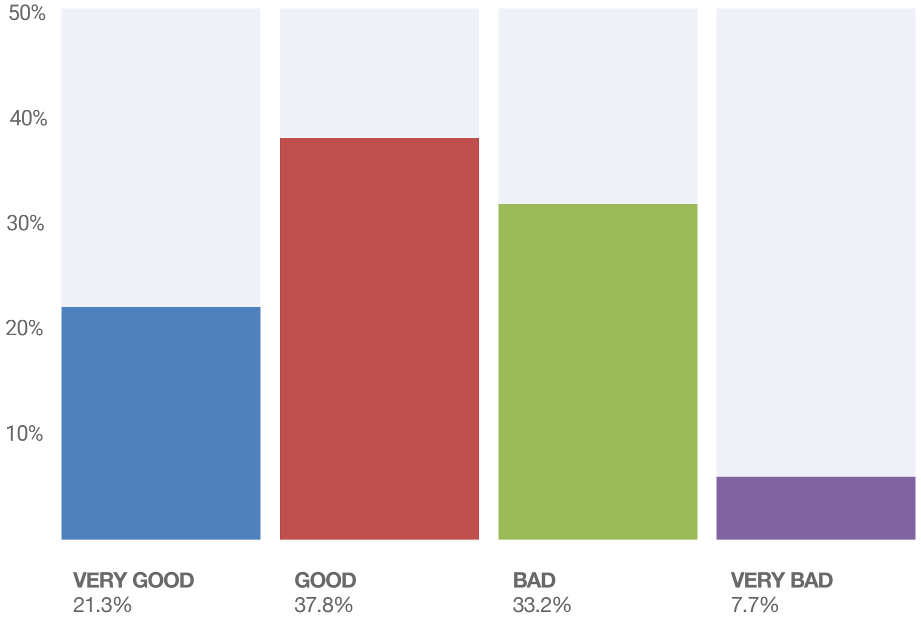
59.1%

More than half of respondents reported feeling *Very Good* or *Good* about their personal economic situation.

40.9%

While not the majority, a significant number of respondents felt negative about their economic situation.

Q: How do you feel about your personal current economic situation?



PERSONAL ECONOMIC SITUATION BY INCOME

Key Finding: Not surprisingly, higher-income respondents are more likely to report feeling positive about their current economic situation.

Under $75K
Grouping <$25K, $25K-50K, $50K-75K

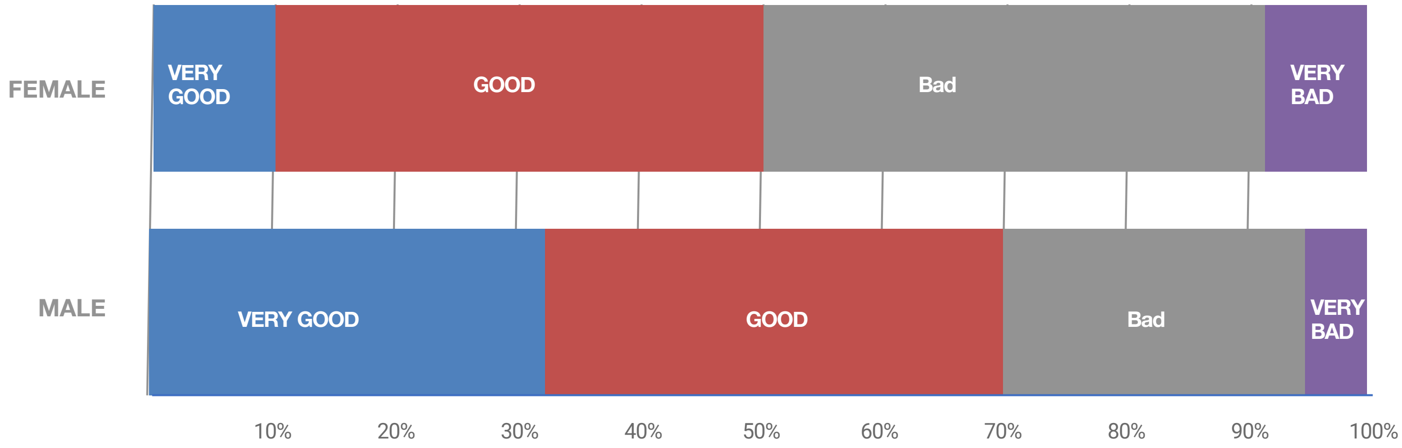
$75K-$125K
Grouping $75K -100K, $100K-125K

$125K+
Grouping $125K, >$150K

PERSONAL ECONOMIC SITUATION BY GENDER

Key Finding:

Male respondents felt more optimistic about their own personal economic situation vs. women.
Over 30% of men reported feeling *very good* vs. just 10% of women reporting the same high-level of economic certainty.
Conversely, 40% of women felt *bad* about their own situation, while just 24% of men reported feeling similarly.



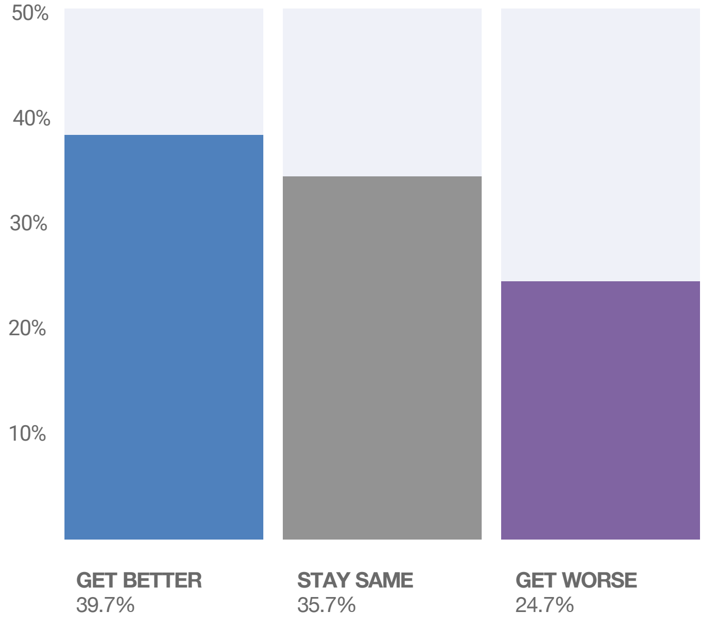
6 MONTH ECONOMIC OUTLOOK

39.7%

When asked "over the next 6 months, what do you expect to happen with the general economy," over 39% of respondents felt that things would get better.

While overall the outlook is positive, about as many consumers expect the economy to stay the same. Almost ¼ of respondents believe things will get worse.

Q. Over the next 6 months, what do you expect to happen with the general economy?



6 MONTH ECONOMIC OUTLOOK BY INCOME

Key Finding: As HH income rises – so does positive sentiment about the general economy!

Under $75K	$75K-$125K	$125K+
Grouping <$25K, $25K-50K, $50K-75K	Grouping $75K -100K, $100K-125K	Grouping $125K, >$150K

CHANGES IN SHOPPING HABITS IN 2022 & WHAT'S DRIVING THEM

SECTION 2

Because of current inflation and higher prices, we sought to understand how this was impacting shopping habits. We asked respondents about their willingness to trade down to other brands/products, as well as their openness to shopping at new retailers.

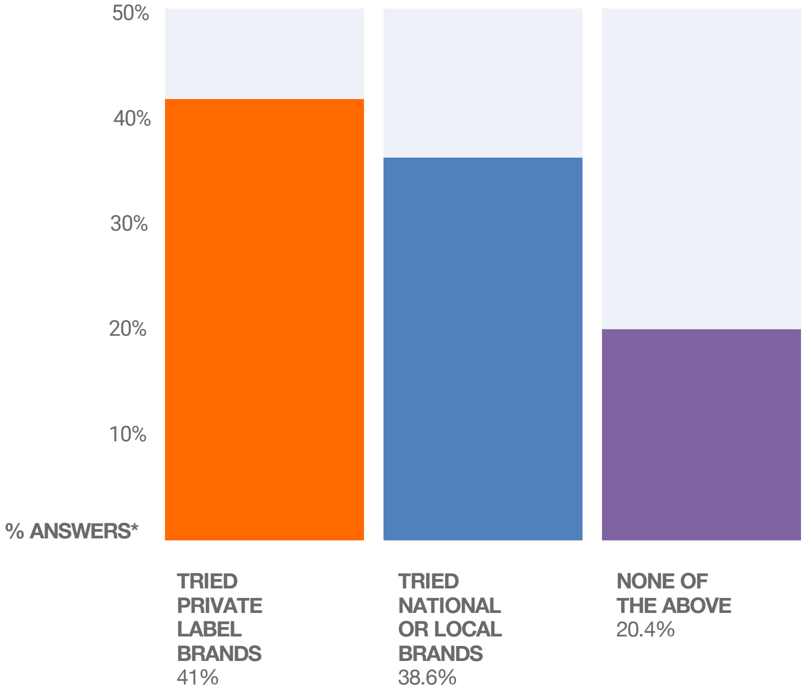
While sales/discounts spurred some of the trial, the desire to try something new for fun was also very strong. The main reason respondents tried a new store? **Convenience (even more so than saving money)!**

CONSUMERS ARE TRYING NEW PRODUCTS

Q: Over the past 3 months, have you made any of the following changes in your PRODUCT CHOICES for grocery or personal care items (*please choose all that apply*)?

Only 20% of respondents reported not making a change to their personal care/grocery product choices in the past 3 months.

Similar numbers of consumers switched to to private label and national or local brands.



** Percent (Answers) is calculated by dividing each answer count by the total counts collected.*

WHY ARE CONSUMERS TRYING NEW BRANDS?

Respondents reported that the main reasons they tried new brands was because of the availability of sales/coupons, as well as to try something new and for fun.

Q: If you tried new brands, what was the driving reason?

33.2%	25.4%	17.7%	12%	11.3%	.4%
Because there was a sale/rebate/ coupon	To try something new for fun	The product just seemed really interesting	The product seemed more in line with my values	My current products were out of stock	Other

** Percent (Respondents) is calculated by dividing each answer count by the total unique respondents.*

NEW PRODUCT TRIAL BY GENDER & INCOME

Key Finding: Women and lowest-income respondents were more likely to try new brand products to *save money.* Higher-income respondents and men were most likely to have tried something new *for fun and because it seemed interesting*.

37.6%   34.9%

SALE/COUPON

38.3%   27.3%

TRY SOMETHING NEW/
FOR FUN

NEW PRODUCT TRIAL IS LESS LIKELY TO BE DRIVEN BY OOS

Key Findings: Even with record-high OOSs in many areas/categories, <12% of new product trial was reported as driven by OOS, across all ages, genders and income levels.

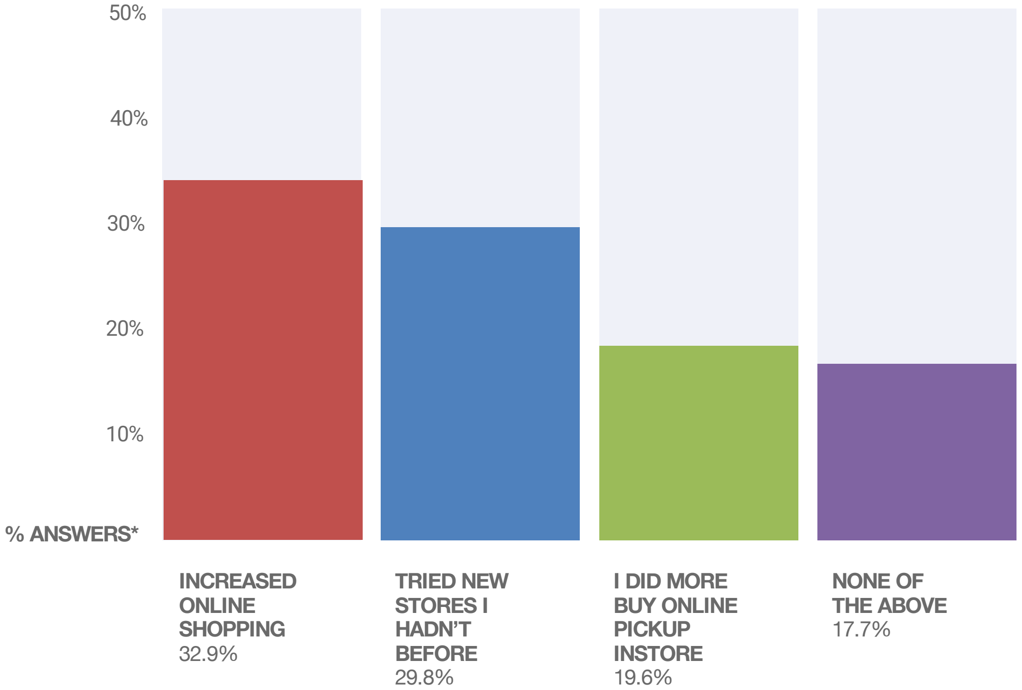
Image Source: Pexels

CONSUMERS ARE TRYING NEW WAYS TO SHOP

50%+ Still Increasing Online Shopping

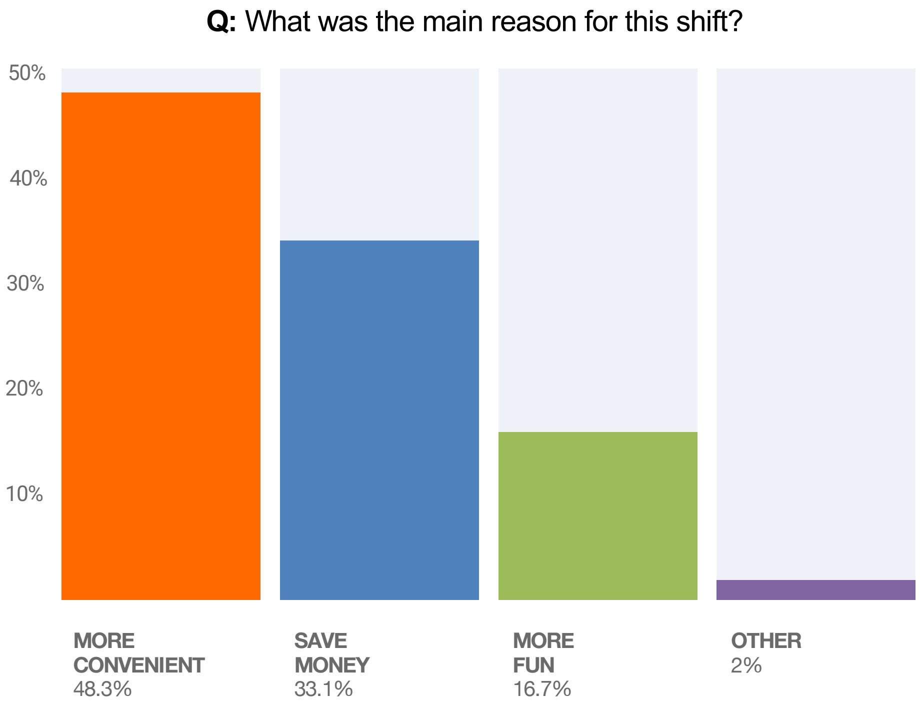
Over 30% of respondents increased their online shopping in the past 3 month, and almost an additional 20% used more buy online and pickup in store. **Consumers are continuing to move online for their grocery and personal care shopping!**

Q: In the past 3 months have you shopped in different STORES for groceries or personal care items (*select all that apply*)



** Percent (Answers) is calculated by dividing each answer count by the total counts collected.*

WHY THE SHIFT IN STORES?



EXPECTED FUTURE SHOPPING HABITS AND DRIVERS

SECTION 3

Respondents reported expecting to use a mixture of in-store, buy online/pickup in-store and online only shopping. **Over 40% of respondents said they will continue to use a combination of in-store and online over the next 6 months. Additionally, online-only shoppers continue to grow and is much more prevalent among higher income individuals.**

SHOPPING IN-STORE VS. ONLINE

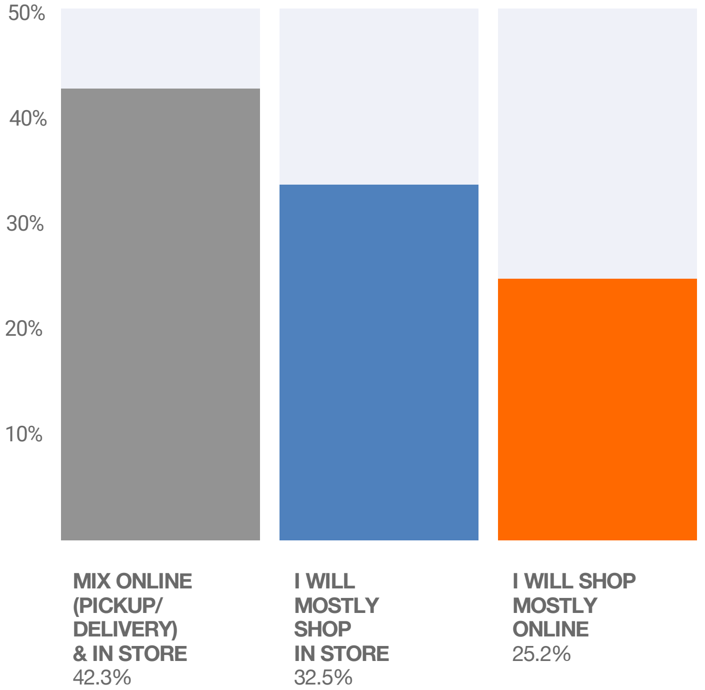
42.3%

Of respondents expect to mix their shopping: in-store, as well as a mix of pick up and delivery. With convenience being a main driver of choosing, this is no surprise that consumers are shopping where it is easiest that day/time for them.

1/4

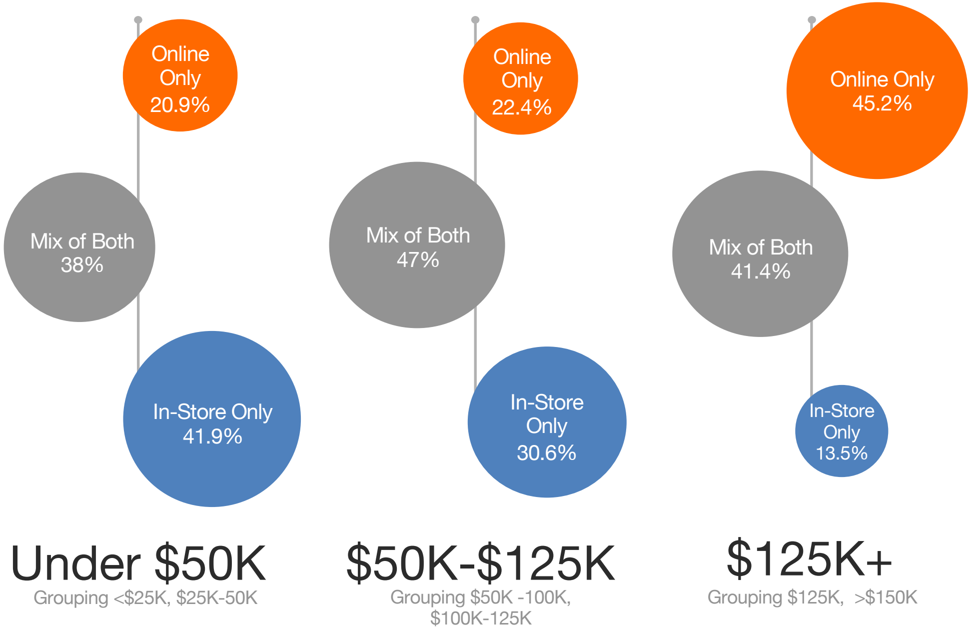
A quarter of respondents reported that they will be shopping **mostly online** over the next 6 months.

Q: How will you be shopping for groceries or personal care items over the next 6 months?



SHOPPING IN-STORE VS. ONLINE BY INCOME

Expected grocery and personal care shopping habits are significantly different by income level, ***with lower-income respondents expecting to shop in-store, and higher-income expecting to shop online***.



EXPLORATION OF “SAVINGS” BEHAVIORS: TRADE-OFFS, PROMOTIONS & TRIGGERS

SECTION 4

With inflation driving higher prices, we wanted to understand how important savings and discounts were to respondents’ current shopping habits. We also sought to understand the preferred method of receiving the savings.

Savings, including coupons and discounts, are important to shoppers, with over **75% using some sort of promotion while shopping every week.** The preferred method to receiving the savings varies by income level and age.

CONSUMERS USE A VARIETY OF SAVINGS OPTIONS

Consumers are using a variety of ways to save, including a mix of coupons, discount codes, in-store promotions and savings apps.

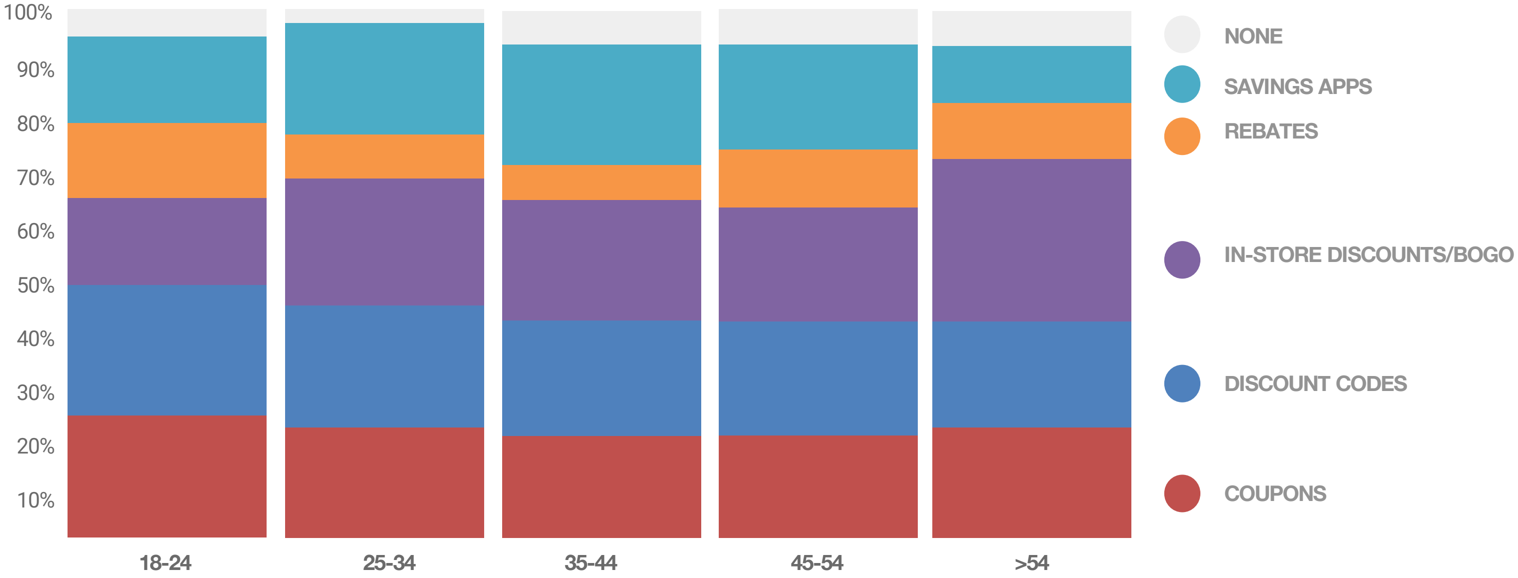
Q: Which of the following do you ever use (*select all that apply*)?

59.7%	53.8%	54.8%	47.3%	29%	8.5%
Coupons	Discount Codes	In-Store Advertised Coupons	Savings Apps	Rebates	None of the Above

** Percent (Respondents) is calculated by dividing each answer count by the total unique respondents.*

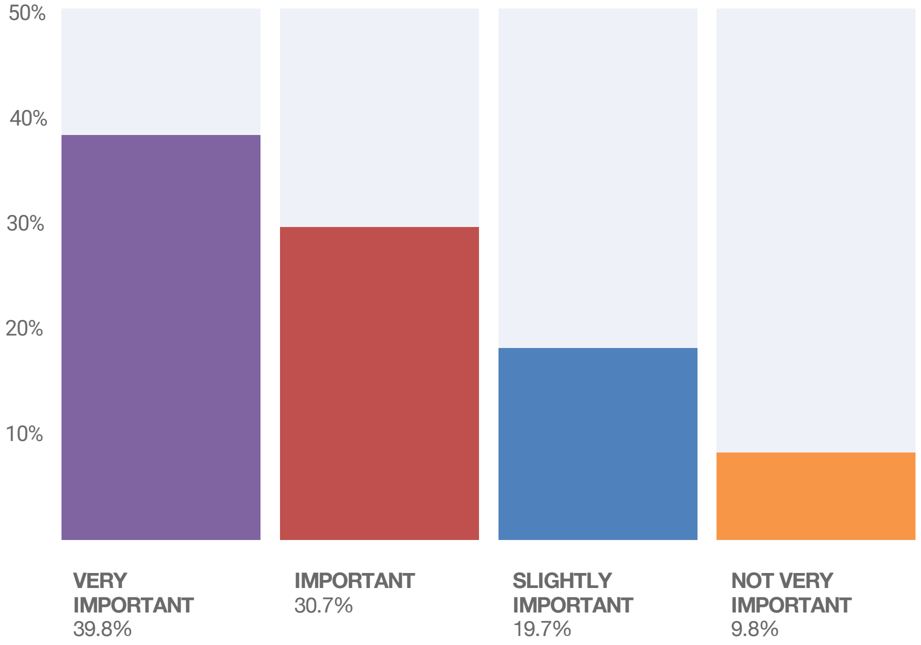
SAVINGS & OFFERS BY AGE

Key Findings: Notably, only 8.5% of consumers report using no promotional tools at all. 18-24 year olds are the highest users of coupons and discount codes.   Also, Savings App usage is highest among 25-44 year olds. The data also showed that higher-income respondents used Savings Apps more than other income groups.



IMPORTANCE OF COUPONS/DISCOUNTS

Q: How important to your shopping experience is the availability of coupons and/or discounts?



70%+

Over 70% of respondents reported that availability of coupons and/or discounts is very important or important to their shopping experience.

<10%

Less than 10% of surveyed individuals said that promotion availability wasn't very important to their shopping experience.

FREQUENCY OF COUPON/PROMOTION USE

35.9%

Over 35% of respondents said that they use coupons/promotions EVERY TIME they shop.

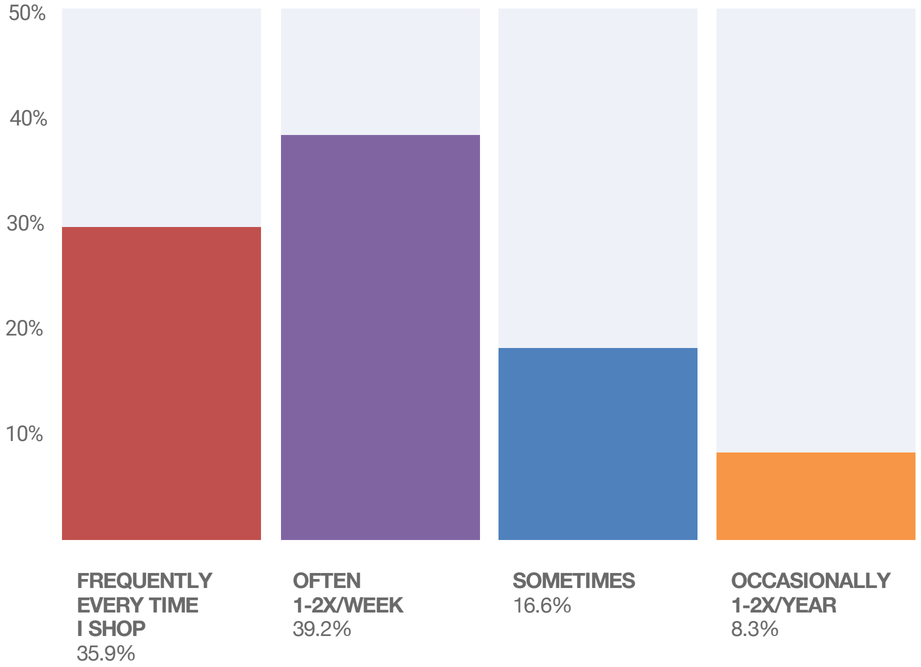
39.2%

An additional 39% said that they use coupons and promotions 1 to 2 times per week.

= 75%+

Use Coupons/Promotions WEEKLY!

Q: How often do you use coupons/promotions when you are shopping?



MANY SHOPPERS ARE WILLING TO TRADE DOWN TO SAVE

Respondents said they were willing to switch to a different brand within a majority of surveyed categories. They were least likely to be willing to trade down on beer, wine and alcohol.

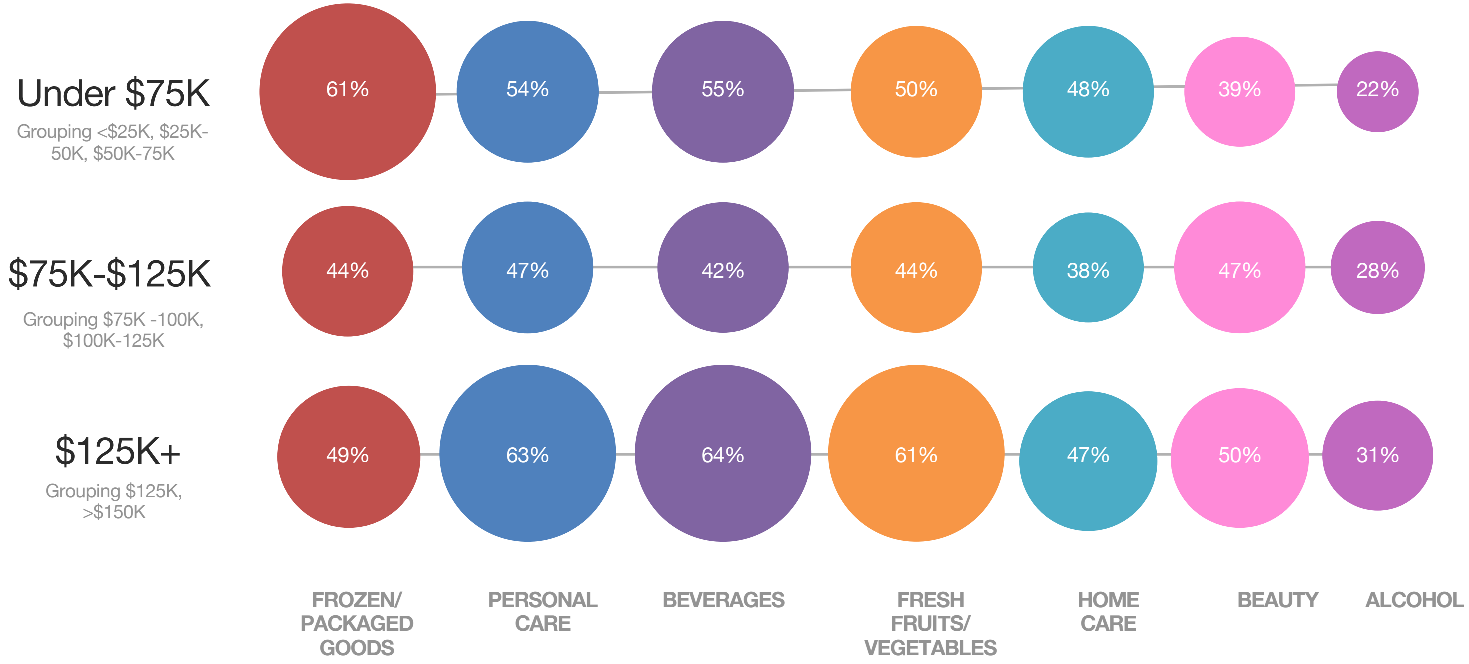
Q: When shopping for groceries or personal care items, in which categories are you willing to switch to a different brand in order to SAVE MONEY (*select all that apply*)?

54.3%	53.7%	53.5%	50%	45.5%	41.7%	25%
Frozen Meals/ Packaged Items	Personal Care	Beverages	Fresh Fruits & Vegetables	Home Care	Beauty	Beer/Wine /Alcohol

** Percent (Respondents) is calculated by dividing each answer count by the total unique respondents.*

TRADING BRANDS TO SAVE MONEY BY INCOME

Key Finding: It's interesting to note that the highest income consumers (HH income $125K and higher) reported being *more* willing to switch to save money than the lowest income consumers (HH <$75k), across a majority of categories.

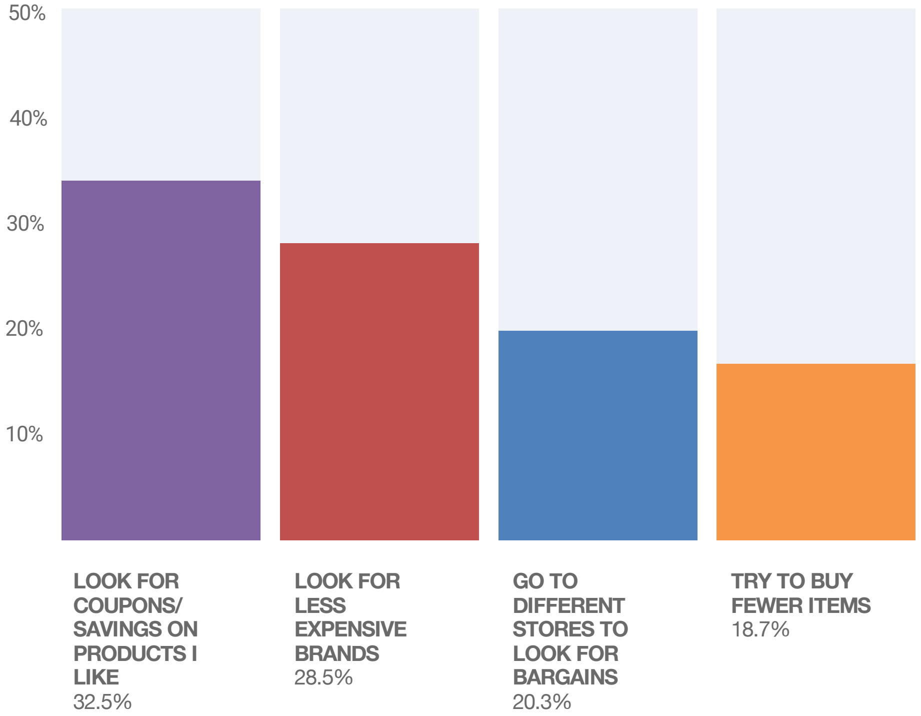


* *Percent (Respondents) is calculated by dividing each answer count by the total unique respondents.*

ECONOMIC IMPACT ON CONSUMER CHOICES

Across all income levels and genders, respondents would prefer to seek out coupons, rather than switching brands or buying less.

Q: If economic conditions caused prices to rise for groceries or personal care items, how would your choices be affected?



SUMMARY

Given inflation and rising prices at the store, economic outlook varies based on income level, with lower income respondents feeling more hard-hit, and less encouraged by the current economy.

Consumers are willing to try new stores (with convenience being the biggest motivator to trial) and new products (motivated by savings and new experiences). There is a growing habit of a blended shopping experience that includes in-store, online, pick-up and delivery.

Additionally, saving tools - are universally important to today's shoppers, with 75% of respondents using savings tools on a WEEKLY basis!

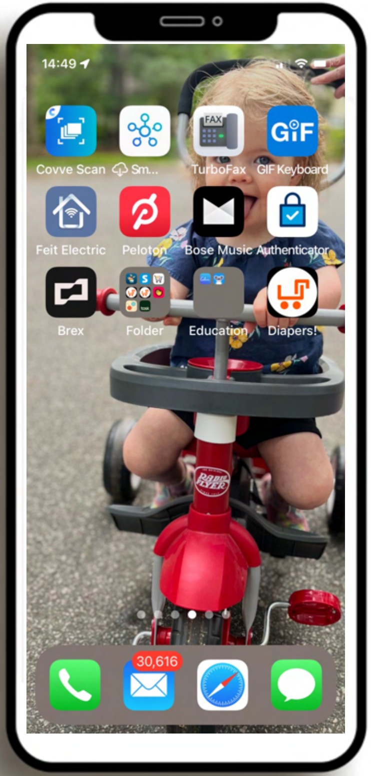
Methodology:
Sample size: 600, United States

Age: 18+
Female: 52.00%,
Male: 48.00%
Survey period: March 19/20 2022

Note: Responses were collected through a polling software that works within a network of apps to offer appropriate non-cash incentives in exchange for response to the survey. The panel may be more likely to engage with online tactics since the survey was completed through an app network.

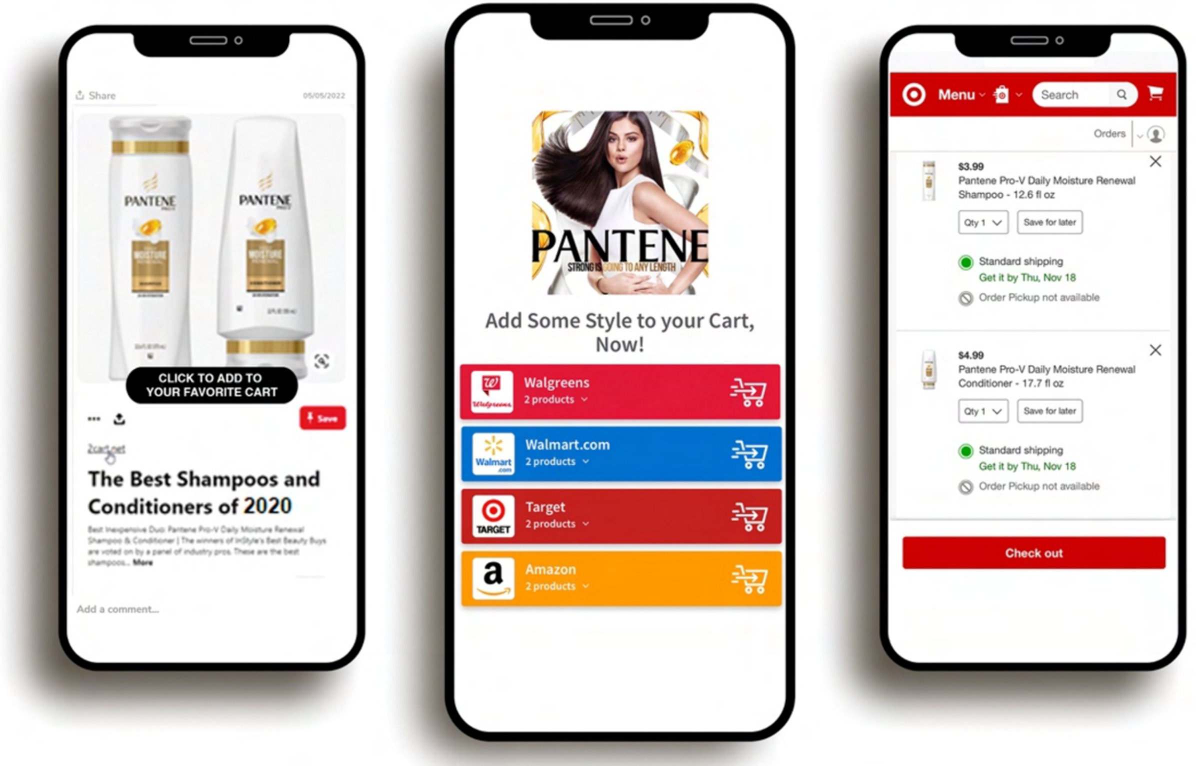
3 Things to Consider Now

Use Saveable Mini-Sites for Persisted Connection: SmartShelves



DEMO: FOR ILLUSTRATION PURPOSES ONLY

Create Context with Bundles: Ads can sell usage occasions or lifestyles



DEMO AD: FOR ILLUSTRATION PURPOSES ONLY

Create Context with Bundles: Ads can sell usage occasions or lifestyles

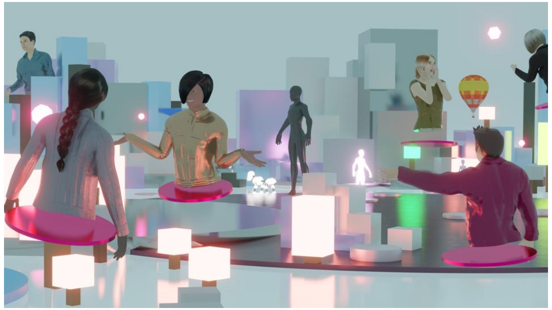
DEMO AD: FOR ILLUSTRATION PURPOSES ONLY

Meet Consumers at Relevance Points: QR on Packaging, Samples, and IRL

Biggest win: DRIVING REPURCHASE!

NEXT ON THE (IMMINENT) HORIZON

July/Aug 2022: Retailer-Agnostic digital coupons (SmartCommerce and The Coupon Bureau)



Gathering Steam: Metaverse, which can blur the lines between D2C/Retailer, and what is “a store.”

Please use the email or text below if you'd like a copy!
(or to talk eCommerce,anytime)

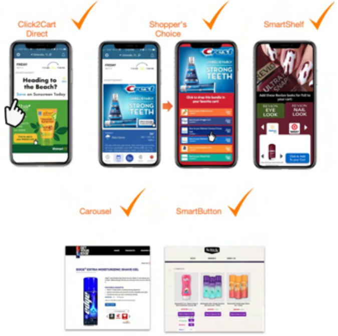
Jennifer Silverberg
(404) 626-3901
jennifer@smartcommerce.com

APPENDIX

”Path to Purchase” providers may LOOK the same

… but SmartCommerce is the *only* solution OPTIMIZED to Drive Volume and collect insights among **Passive Shoppers**: Ads, Social, Influencer, etc.

Portfolio of Applications for every Touchpoint and Objective



>3Billion in $carted in the last 12 months – using this data to constantly optimize UIs and CTA Best Practices

that Bypass Click Friction and PDP Cross-Selling

Largest network of direct to cart retailers available:

Over 440 Retailer Banners in Network, representing over 10,000 local and national storefronts.

In-network carting represent over 98% of eCommerce volume (we have the retailers that matter!).

The network is growing, every day.

and Sidestep Dead Ends

All solutions are **real-time stock-aware:** Automated, real-time inventory updates at all retailers, at the local level.

Automatic Direct substitution (variant of same product) and **optional Indirect substitution** (similar product from brand) **solve >99% of OOS situations**.

Variant-agnostic Shopper’s Choice allows for the most retailer choices in a simple UI for consumers.

3P Offers at marketplaces can be **filtered in favor of 1P sales.**

while providing Reporting & Insights to Optimize for your next campaign

All consumer actions are tracked at the Campaign, Link, and UTM level, so you can **easily see what is working, by platform, device, influencer/referrer, etc.**

Easily **add pixels to build your audience** and enhance tracking. (Integrated Implicit and explicit opt-in for CCPA compliance).

Use Resonate pixels to **add demographic and psychographic reports on your activated audience**.

Sales reporting available from retailers capable of enabling (affiliate/pixel data) adequate lookback periods (min 30 days for ads (ideally, indefinite).

Key Retailers Include:

Amazon: 90-day lookback

Target: Full lookback

Walmart: 30-day lookback

Drizly: 30-day lookback

Example Snapshot: Monday, July 12 at 2pm for Consumer in Zip Code 30319

Crest ProHealth
4.6 oz

Direct Substitutes

Crest ProHealth 4.6 oz 2 Pk

Crest ProHealth 6.3 oz

Indirect Substitutes

Crest ProHealth Advanced
5.1 oz

Crest ProHealth Advanced
5.1 oz 2pk