

enpick

ENPICK
SWITZERLAND

, Coffee!

Coffee

Jetzt
probieren



SCHNEIDER DIREKTMARKETING®

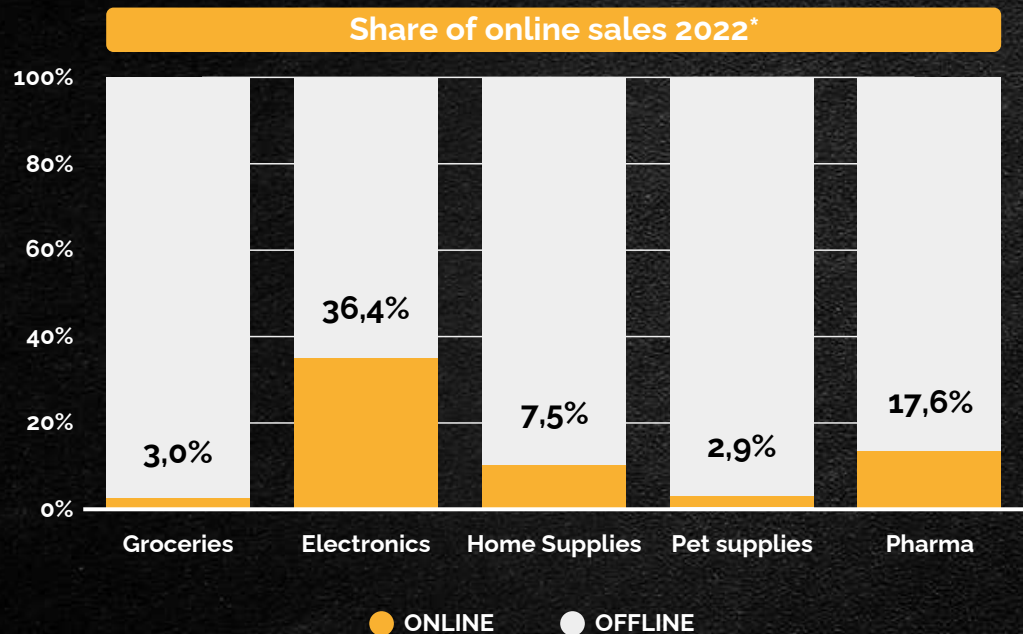
Haushaltswerbung | Logistik | Distribution



Transforming Retail

Welcome Briefing

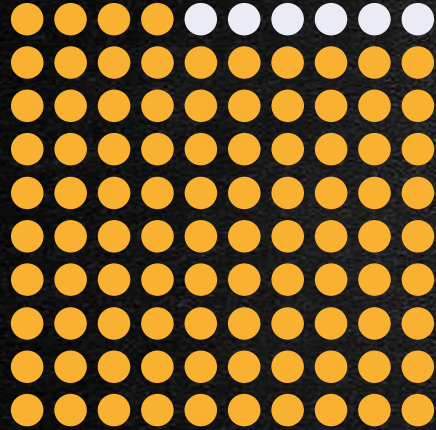
E-commerce market share is still **low** ...



*Source: Statista Consumer Market Insights
NielsenIQ Consumer Panel - Cross-Country - MAT Ending Q2 2022 vs PY



... but the purchase planning happens **online!**



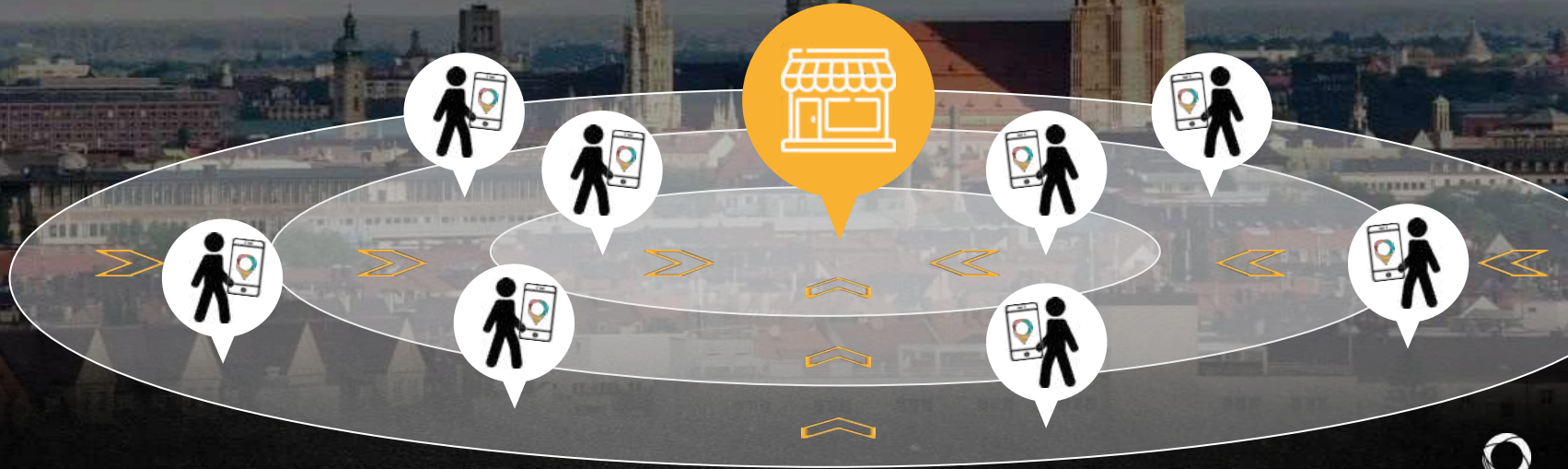
94%

**of Internet users
in Germany**

inform themselves
online before buying
a product.



Offerista is the tech company
reinventing local shopping
connecting millions of shoppers
with stores around them.





400+ partners

top retailers and brands



Offerista Native Network

Digital offers along the customer journey

SPECIAL INTEREST

(LOCAL) NEWS

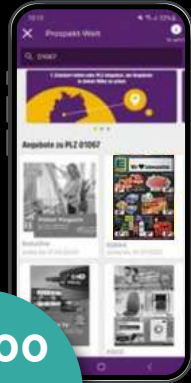
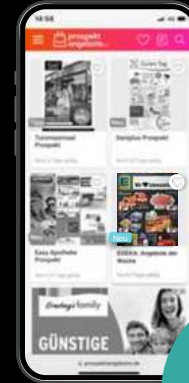
LOCAL DIRECTORIES
& MARKETPLACES

COUPONING

SHOPPING LISTS

OFFER PLATFORM

WALLETS /
LOYALTY CARDS



+1.400

premium
publishers along
the customer
journey

Men'sHealth kicker

GMX MarktSpiegel RTL

Geflügel Seiten Das Örtliche wetter.com

Einfach-Sparsam.de kaufkick

Bring!

Wunderkauf prospektangebote.de

Deutschland Card

FOODROOM TV SPIELFILM CHILI

ONLINE FOCUS SPIEGEL ONLINE

bing markt.de QUOKA.de

COUPES sparwelt.de

Listonic

handelsangebote.de

mobile-pocket barcoo

gutefrage COSMOPOLITAN

BuzzFeed news.de

DasTelefonbuch OFFENHEITENBUCH

scondoo couponplatz.de

kimbino marktjagd

STOCARD

STOCARD

70% of German households

use brochures in the Offerista Native Network to prepare for their shopping



Full screen display of a brochure that can be flipped through



Preview of a brochure in the Offerista network

Recommended use cases

Awareness / branding / offers / drive to store

Scalable

To over 1,400 relevant platforms specifically for dealers and manufacturers

Hyperlocal distribution

In a radius around the POS or in certain zip code areas

Collect location-, interest- & preference data

From ad interactions and use it for efficient target group activation

Performant billing

Cost per Engagement (brochure reading)



Media data Offerista Native Network

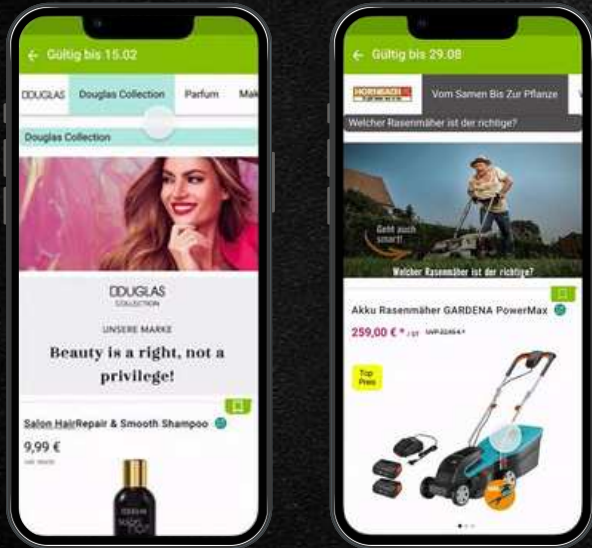
Germany and international 2023

	Germany	International (incl. Ger)
Monthly Active Users	39.500.000	200.000.000
Mobile Traffic	83%	87%
Device Share	53% Android 35% iOS 12% Weitere	67% Android 32% iOS 1% Weitere
Interests, Preferences and Use Cases	<ul style="list-style-type: none"> - find local shopping options, check news, find store information - plan and organize shopping trips, manage wallets and bonus programs <p>Sample segments of interest & preference based on user interaction:</p> <ul style="list-style-type: none"> - food, drinks, pastries, cooking, supermarkets, FMCG, cleaning products - beauty, health, drug stores, sustainability - coupons & discounts, raffles, cashback, deals - consumer electronics, multimedia, home entertainment, mobile phones - fashion, clothing, shoes - home & living, construction, garden, DIY, tools - leisure, holidays, sports, hobbies, restaurants, pets - finance, insurance, services - automotive, workshops 	
Women	52%	56%
Men	48%	44%
under age 18	3%	2%
age 18 - 24	11%	11%
age 25 - 34	23%	26%
age 35 - 44	20%	21%
age 45 - 54	17%	16%
age 55 - 64	14%	14%
age 65+	11%	11%



Advertise without a brochure: Offerista Discover

Flexible, product-based and individually designed advertising materials



Recommended use cases

Awareness / offers / drive to store

Scalable

To over 800 relevant platforms specifically for dealers and manufacturers

Individual creation

In your CI by Offerista. Products can be changed at any time during the campaign

Detailed insights

Collect from single product interactions and use for granular target group activation

Performant billing

Cost per Engagement (opened Discover Ad)



Push Notifications

Efficient target group activation at home, on the road, at the POS



Recommended use cases

Awareness / offers / drive to store

Hyperlocal distribution

In a radius around the POS, any point of interest or in certain zip code areas

Specific targeting

E.g. socio-demographic & interest-based, time of day, weather, retargeting

Billing

Cost per Push (push notification received)



Hero Placement

100% visibility for your campaign



Recommended use cases

Awareness / offers

Maximum attention

Premium placement first and above any other offers or brochures

Inspires purchase planners

Available in shopping apps: barcoo, Bring!, Marktjagd, Listonic, Prospektangebote & Stocard

Specific Targeting

E.g. location, socio-demographic & interest-based

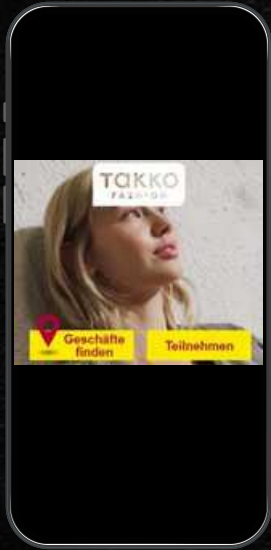
Billing

Cost per Mille (Ad Impressions)



Programmatic Display | Video & Map

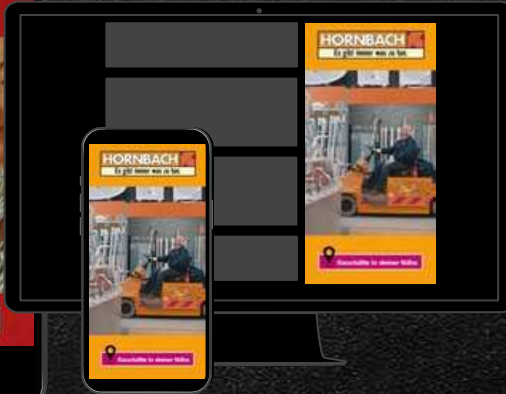
Special formats for efficient target group activation via DV360



Medium Rectangle
(300x250)



Interstitial
(320x480)



Halfpage Ad
Mobile & Desktop
(300x600)

Recommended use cases

Awareness / branding / offers / drive to store

Map-Integration of your stores

Engagement-strong Drive2Store-Feature

Hyperlocal distribution

In a radius around the POS or in certain zip code areas

Specific Targeting

E.g. location, socio-demographic & interest-based

Performant Billing

Cost per Engagement (Click)



Addressable TV

Local awareness boost on the big screen

Recommended use cases

Awareness / Drive to Store / Highlight Offers

Top Placement with 100% awareness

Maximum visibility of the nearest store on the big screen at the viewer's active switching moment

Hyperlocal publishing

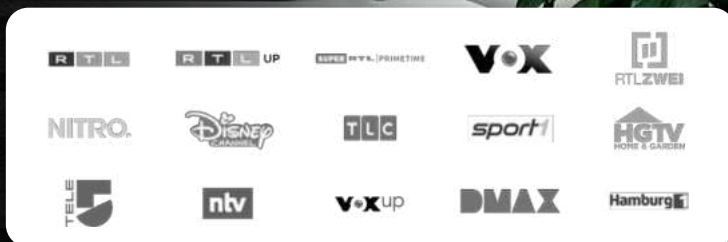
around the POS or in specific postal code areas

Audience specific targeting

E.g. socio-demographic & interest-based, weather, time

Pricing

CPE (as part of a Crosschannel campaign) or CPM (standalone)



Hyperlocal campaigns

Cross-media campaigns with individual budgets per store location



- Digital activation through targeting in Offerista Native Network+ DV 360
- Individual budget distribution at store location level
- All relevant information (address, phone number, website, etc.) can be mapped for each retailer
- Comprehensive reporting at site level (impressions, brochure openings and clickouts).

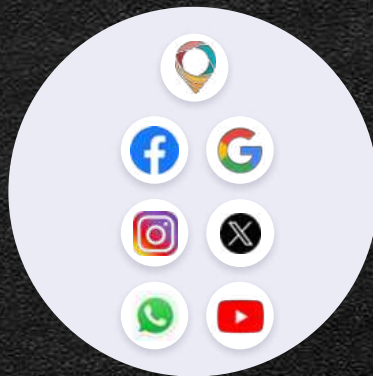




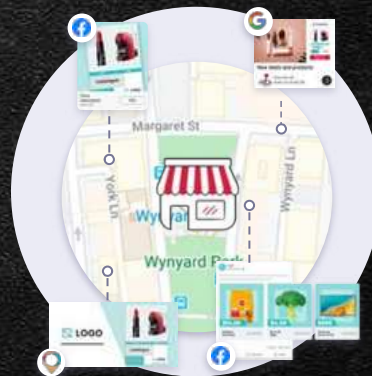
*"What consumers value most is **being treated as individuals.** They demand **personalized products and services** to be enjoyed at the moment of need."*

Winger, Edelman (1989)

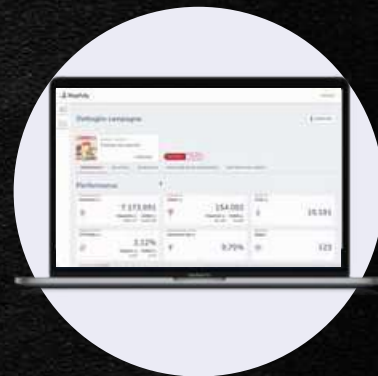
Offers Unlimited advantages



100% REACH



OPTIMIZATION



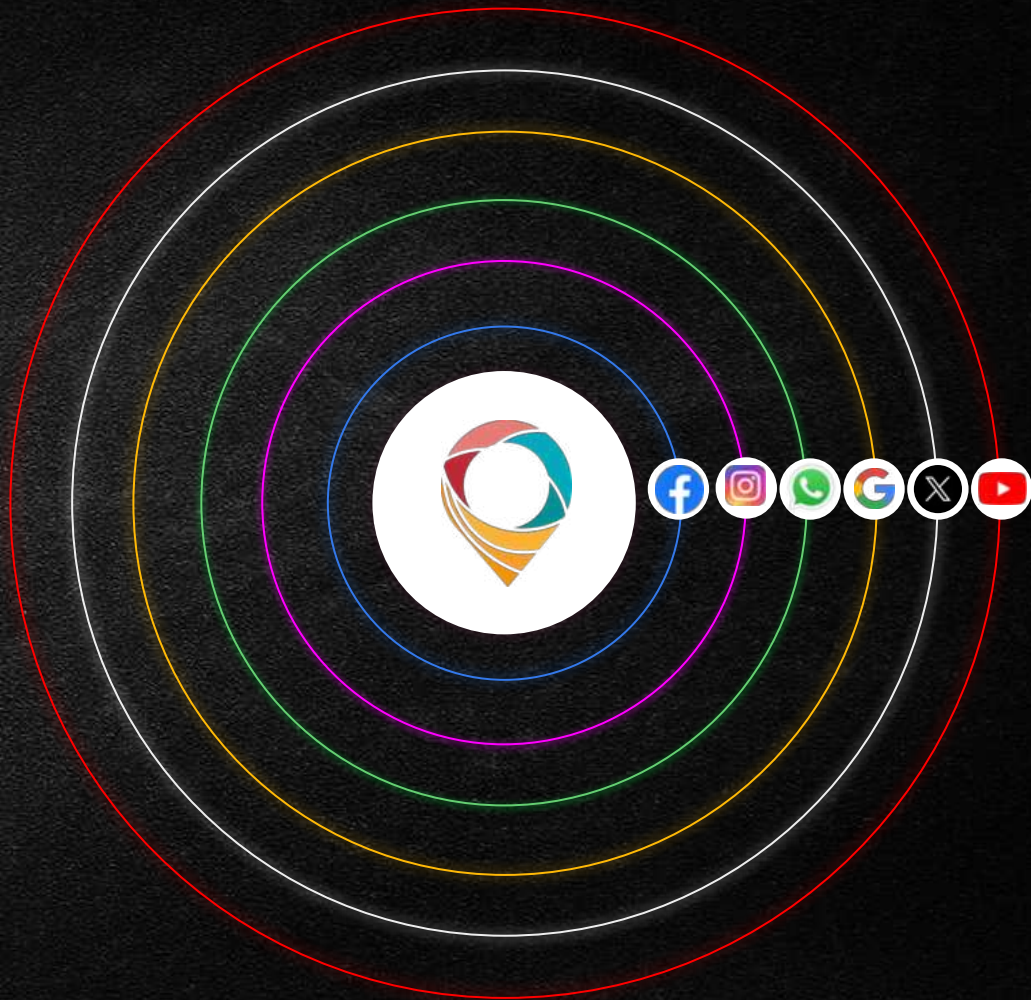
REPORTING



100% REACH

Reach consumers where they are

Digital ecosystem built around
the **Offerista Native Network**
that presides over 100% of the
most relevant channels



OPTIMIZATION

AT HOME

IN PROXIMITY

IN-STORE



OPTIMIZATION

360° digital campaigns

Efficient media setup with Cost per Engagement billing model



Swipe Gallery



Programmatic Display



Google Ads



Push



YouTube



Digitales Prospekt



Social Story



Carousel Instagram & Facebook



TikTok Story



Pinterest Story



Pinterest Carousel

Cost per Engagement
Billing by interaction only (click, swipe, complete video view)



REPORTING

Performance monitoring throughout the entire purchasing process

AWARENESS

IMPRESSIONS & ENGAGEMENTS

Both at campaign and brochure level

GEOLOCATED REACH

BENCHMARK

vs industry and previous campaigns

CONSIDERATION

USER-PROFILES AND INTERESTS

Socio-demo info of clickers

PRODUCT PREFERENCES

Most clicked products, brands and categories

CAMPAIGN INSIGHTS

To improve communication and delivery of message

CONVERSION

ADDITIONAL SALES

Uplift of turnover, sales and purchase frequency of the advertised products.

Advertising impact analysis



Advertising impact analysis

WE EVALUATE THE IN-STORE SALES GENERATED BY THE OFFERISTA DIGITAL CAMPAIGN

Through a partnership with shopper research specialist **Yagora**, Offerista is able to provide analytics to isolate the impact of the digital campaign and measure the increase in in-store sales of the advertised product during the campaign delivery period.

The results in terms of product sales are included in the reporting in addition to the media performance:

- **Sales uplift** → additional sales generated by the digital campaign for the advertised products.
- **Sales uplift** → increase in sales of the advertised products achieved through the digital campaign.
- **Frequency uplift** → increase in purchase frequency for the advertised products achieved through the digital campaign.





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