

REMARKETING ACTIVATION

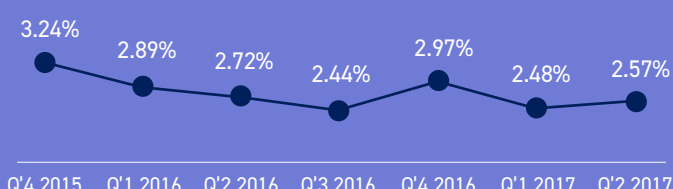


How do you re-engage online shoppers who left or who abandoned their carts? Entice them with highly personalized offers in both their inbox and mailbox – to drive in-store and online site traffic.

NO SHOPPER LEFT BEHIND

WHY IT MATTERS

Website conversion rates are dropping



Source: Monetate; 4th quarter 2015 to 2nd quarter 2017

TO THE RESCUE

Reactivate shoppers that know your brand with personalized email + postcard offers



Quality



Glossy 6x9 postcards, digitally printed, 120#/15 PT stock

Delivery



Email sent as soon as 24 hours;* Postcard delivered in 5-6 days of browsing

Easy Setup



Simple code-installation process

Performance Analytics



Get actionable reporting & optimization

*Email sent as soon as 24 hours - can be within 5 days from site visit

RESULTS

Let the numbers do the talking

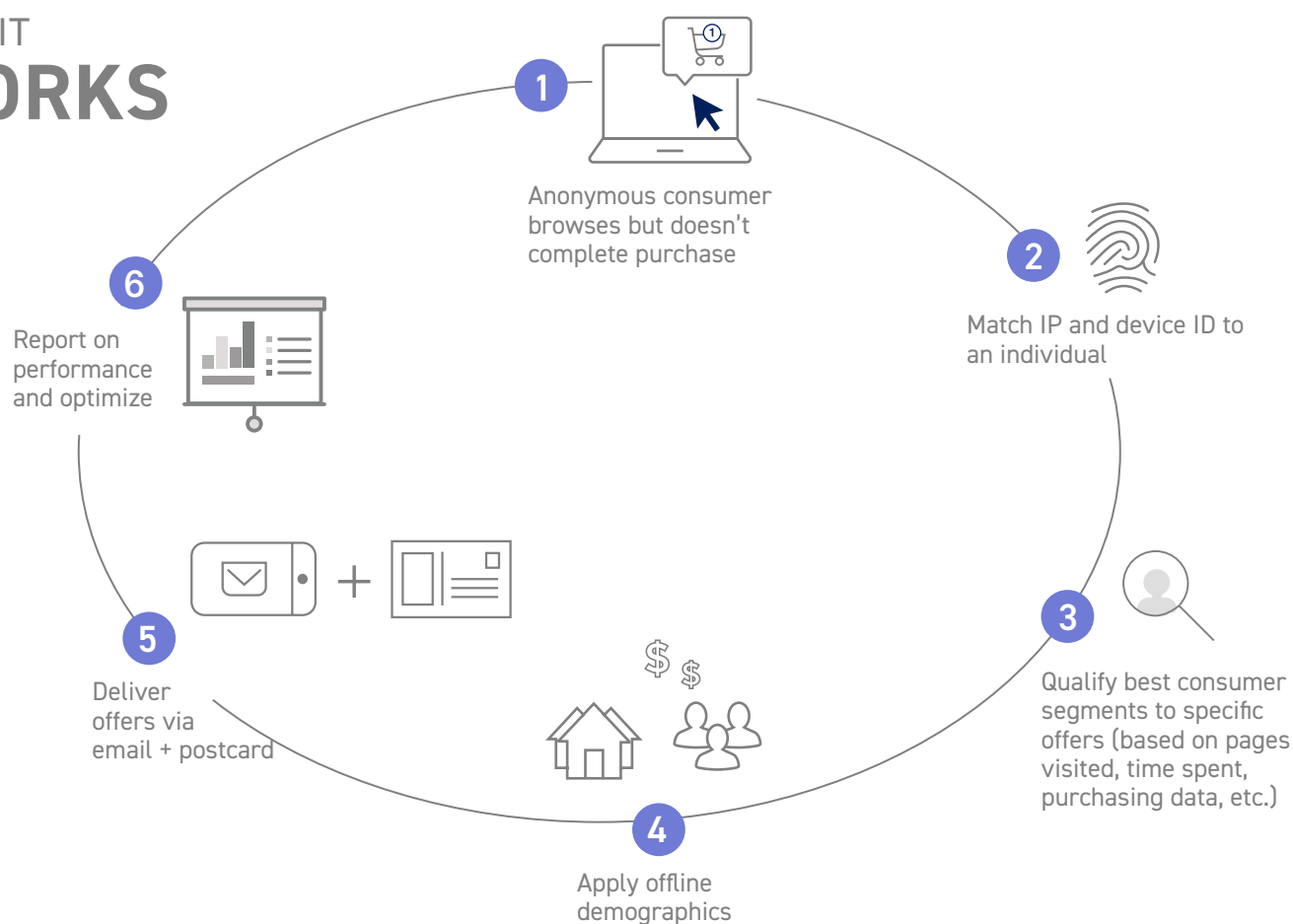
31%
Average Response

5.5%
Average Conversion

20%
Increased Sales

Metrics are based off of findings during our 2017 pilot program

HOW IT WORKS



EXCLUSIVE INNOVATION



Customized solutions



Proprietary Valassis data



Double opt-in email marketing

FAQs

Do the emails comply with the CAN-SPAM Act?

Yes, the emails sent as a part of Valassis Remarketing Activation comply with the CAN-SPAM Act and contain opt-out links to unsubscribe from 1) messages from a particular advertiser; and/ or 2) all messages sent by our email distribution partner.

Do I have access to the list of recipients/shoppers?

No, we cannot share the identity or contact information of media recipients.

Can you perform match-back?

Yes, in most cases we can match sales to client supplied data.

Do I have to add code to my web site?

Yes, we do require a small script to be installed on the website. This script does not affect page load.

What does the script track?

The Valassis Remarketing Activation script captures a user's IP address and/or device ID. This script does not install any cookies on the user's computer and does not collect any data about a user's web-browsing activity on other sites, nor any data they enter on to web-based forms or what they might purchase online.

What about consumer privacy?

To respect consumer privacy, website data collection is limited to IP addresses and/or mobile device IDs. If matched to a physical address or email, we do not share this personal information with unaffiliated third parties. We only use this data for the purpose(s) for which it was intended, i.e., to email or send print media to your website visitors.