



# shoply.

## Partnering With Brands

For their mobile and digital solutions

An innovative solution for driving brand engagement, moving units, and exploring the why behind the purchase. Our next-generation approach results in powerful real time insights, an improved experience, and loyal consumers.

### Our Solutions

**\$700M+**  
Annual GMV Driven

Price is full-price at POS;  
no discount or deal needed

Volume on Demand  
(seasonal, promotional)

Drive combinations,  
multiples, or across-portfolio

No execution by  
retailer required

Build awareness for  
emerging brands

New product launch

Create a routine for shoppers

Save shelf space

## Demographics

**79%** Chief Decision  
Makers

**\$90k+** Average Household  
Income

**Female** Shoppers

**25-54** Year Old

**High** Propensity to  
Continue Spending

**120M+** Coupon Prints  
Per Year

Proven Track Record With:



Gerber



MARS



# Shoply Case Studies

## The Challenge

Drive sales at a variety of retailers and acquire new to file customers.



## The Solution

MyPoints solo email and web placements with Points for purchase at any of the specified stores.

Offer highlights:

- 1,000 Points
- Multiple creative versions: some with coupon, some for multiple retailers, etc.

## Results

**3.54** ROAS

**62%** 1st time purchasers

**77%** Plan to purchase again



## The Challenge

Soylent was looking to drive sales of bottles in-store and cases online.



## The Solution

ProdegeDR created a campaign that used a variety of placements across the three brands, including desktop and mobile. Soylent was also featured on our Facebook Live in order to promote the product to thousands of engaged members.

## Results

**2.4** ROAS

**3,478** Bottles

**25** Day Flight



## The Challenge

Drive sales of Pampers Swaddlers Economy Pack Plus Diapers online at Walmart.com.



## The Solution

Push and pull strategy leveraging Prodege's rewards to drive eCommerce sales.

Email, banners and social media on Swagbucks and MyPoints showcased a high reward-earning opportunity.

Members earned 500 Bonus Points for specifically purchasing Pampers Swaddlers Economy Pack Plus only on Walmart.com.

## Results

**191K** Unique Visitors to Walmart.com

**65%** Orders included Pampers Pack

**55%** Lift in Pampers Pack Sales

