



shoply.

Partnering With Brands to Support Retailers

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

Specify retailer where product can be purchased

Increase traffic to retailer

Cite where the item is located within retailer

No coupon, discount, or deal required

Drive sales for new product launch

Drive combinations, multiples, or across-portfolio sales

Drive sales for emerging brands

Retailer does not need to do any implementation

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

