# The Endless Aisle




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shopkick™




# Team Unilever Shopper

Aggregated customized approach to shopper marketing in the US, working across all brands and all retailers

shopkick™

# The Leading Shopping Rewards Platform

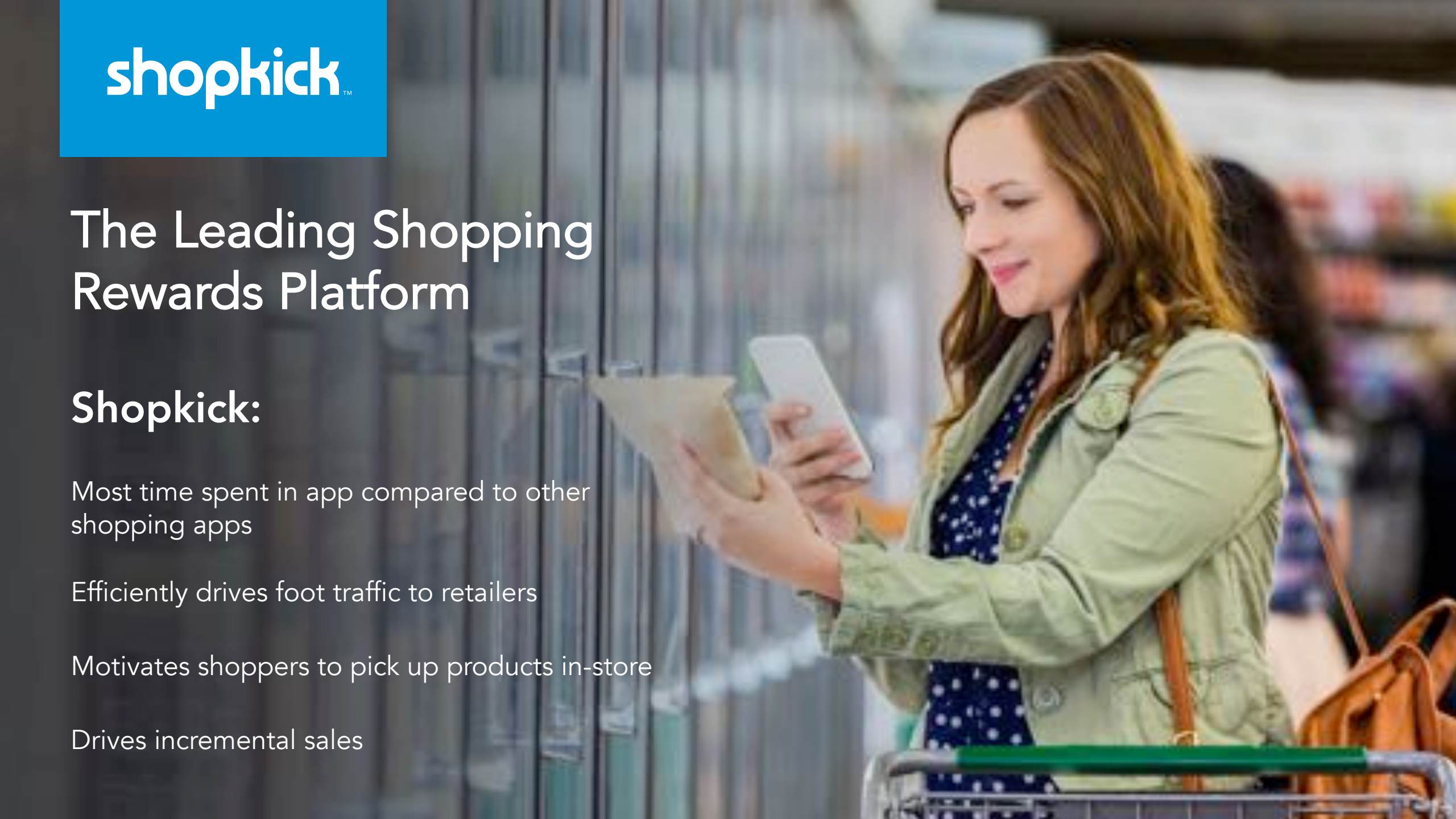
## Shopkick:

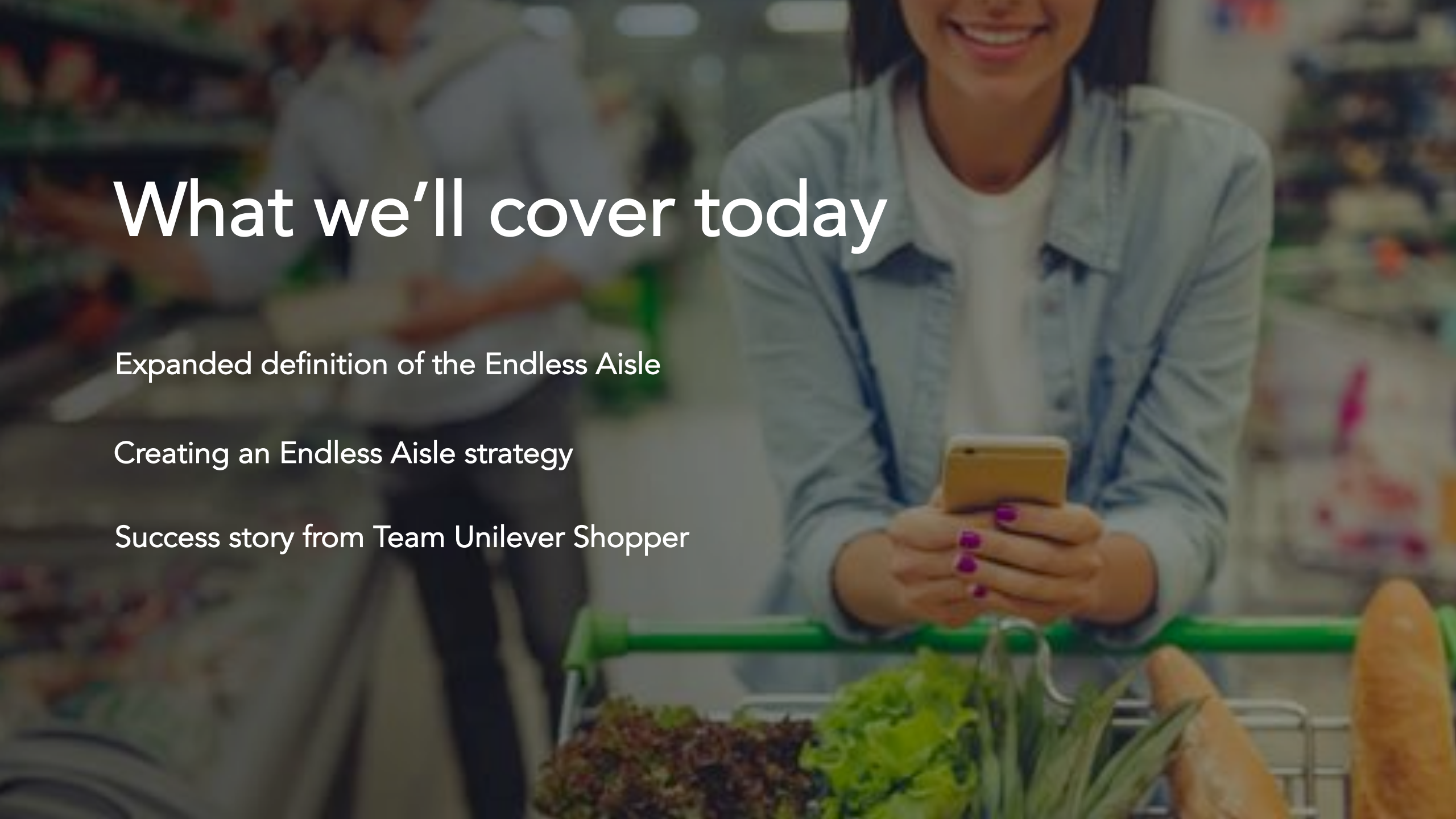
Most time spent in app compared to other shopping apps

Efficiently drives foot traffic to retailers

Motivates shoppers to pick up products in-store

Drives incremental sales





# What we'll cover today

Expanded definition of the Endless Aisle

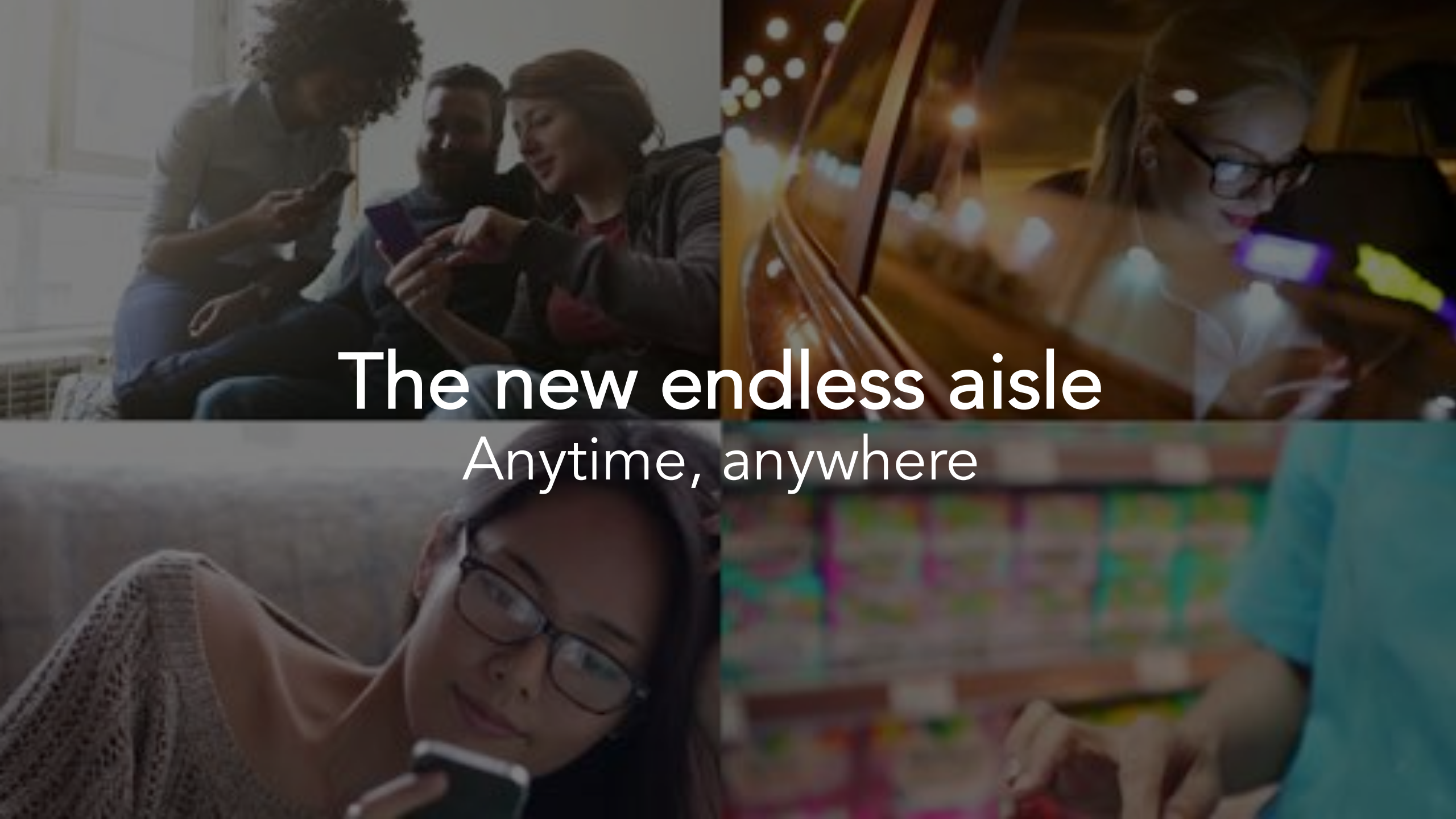
Creating an Endless Aisle strategy

Success story from Team Unilever Shopper



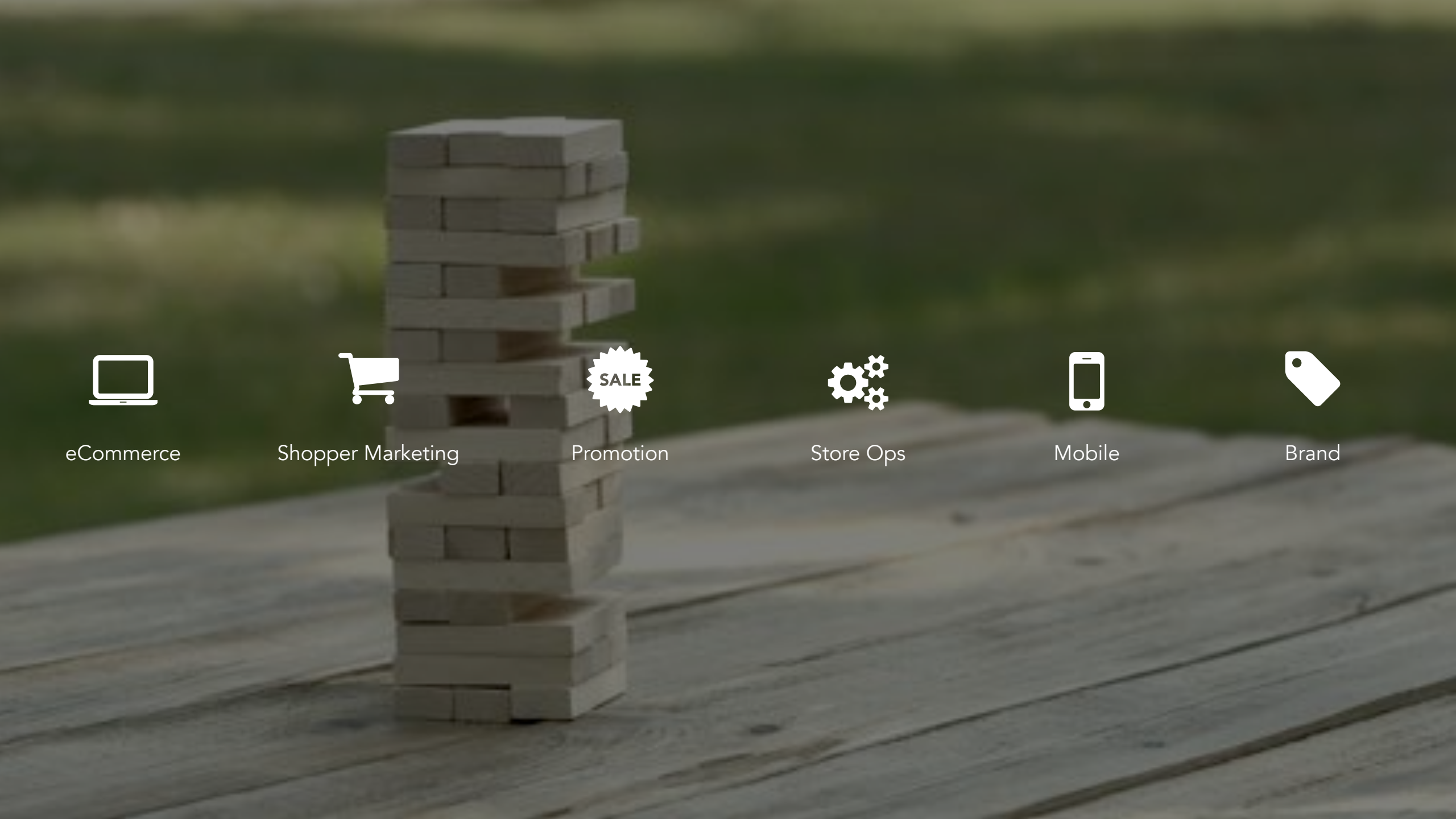
# The Endless Aisle


The traditional endless aisle



# The new endless aisle

## Anytime, anywhere


SALE
eCommerce
Shopper Marketing
Promotion
Store Ops
Mobile
Brand




# Your options as a marketer


But does it work?
Only 14% of shoppers are aware of brands’ digital ads

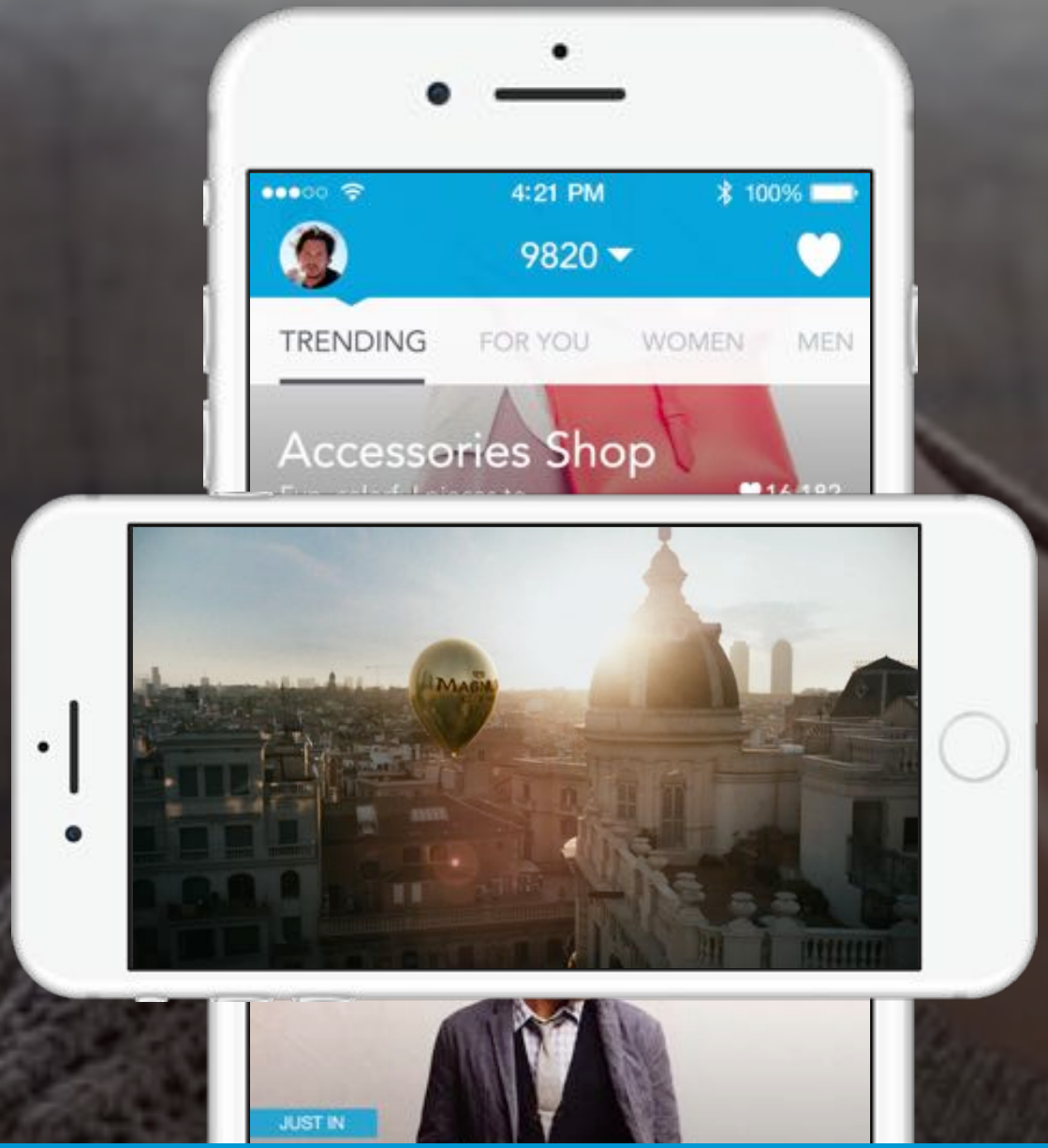

The opportunities to engage
are more unique and fragmented



# So what's a marketer to do?




# Building Awareness of Magnum Ice Cream at Meijer

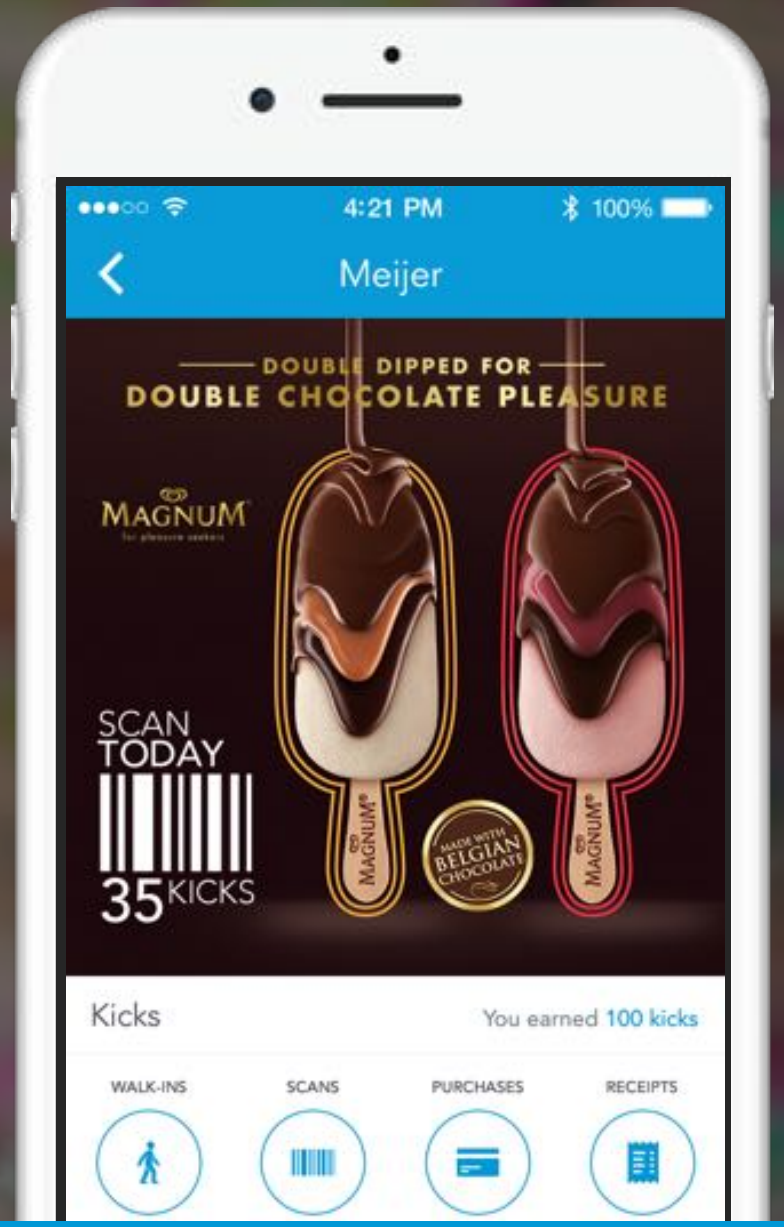



# Introduce and inspire

Grow awareness of the product at home

# Reward traffic and in-store engagement

Incentivize product engagement at the shelf



# Drive conversion and sales

**18%** Purchase conversion rate

**69%** Discovered Magnum Ice Cream through Shopkick

**6%** Increase in product discovery with in-store takeover at Meijer



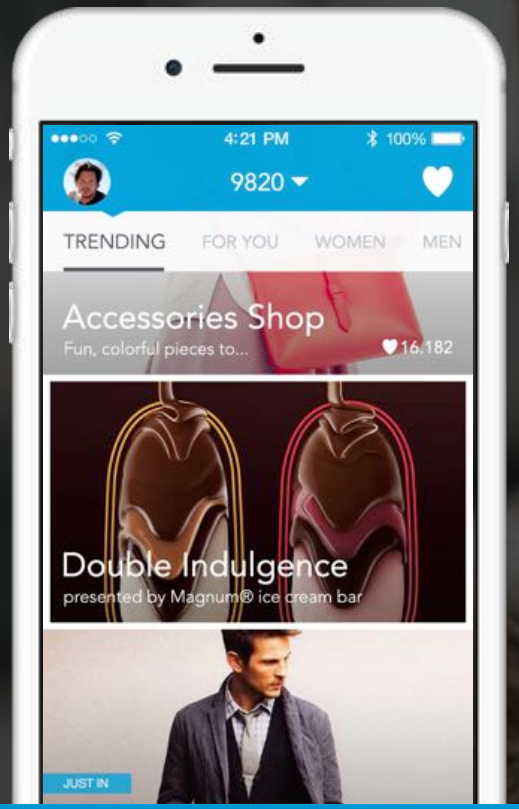
# The Power of Video

Engage the user at home and increase awareness



# Entire Path to Purchase

Higher awareness leads to higher engagement

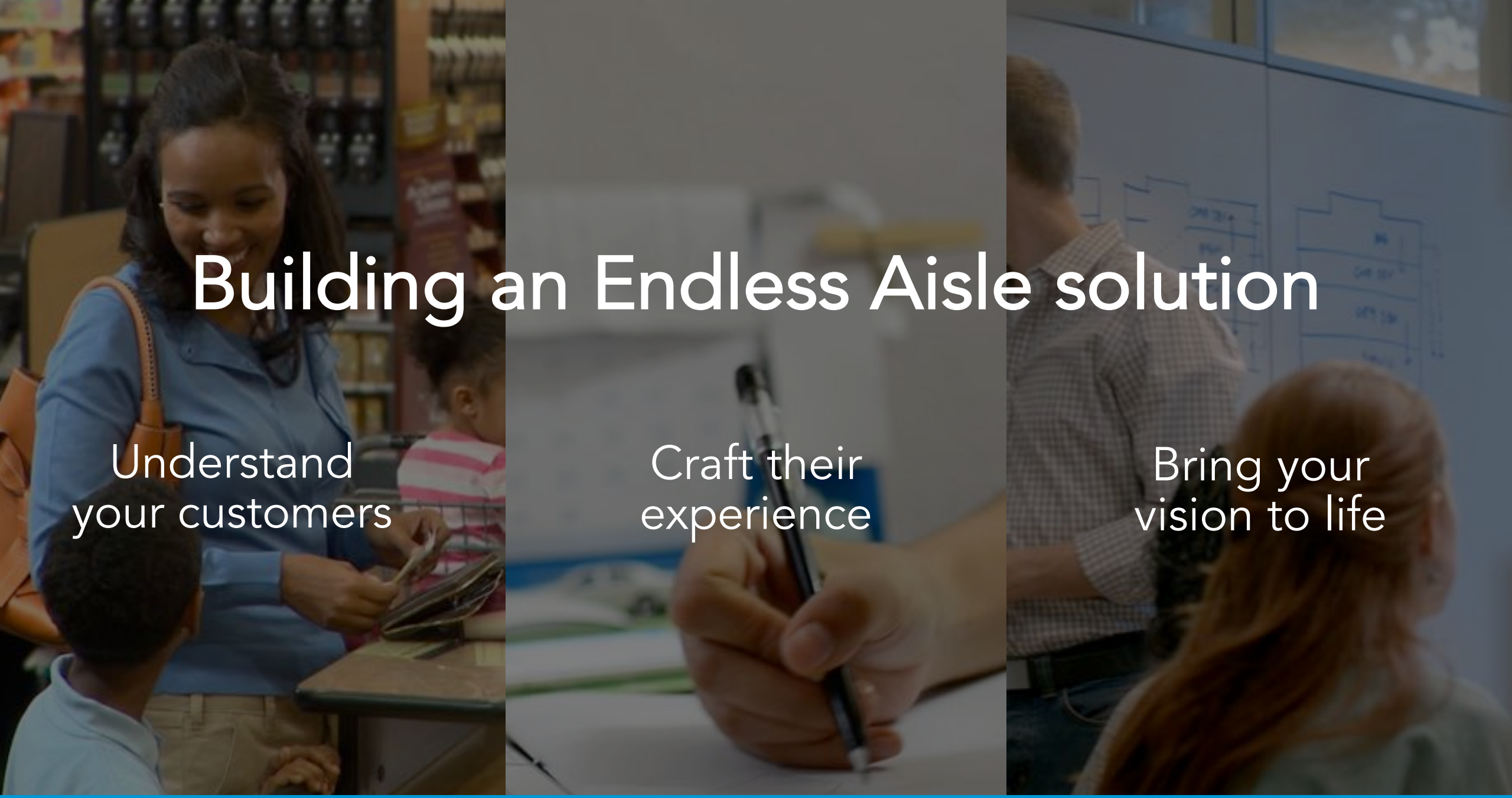







# Seeing the bigger picture

The new shopper marketing mindset

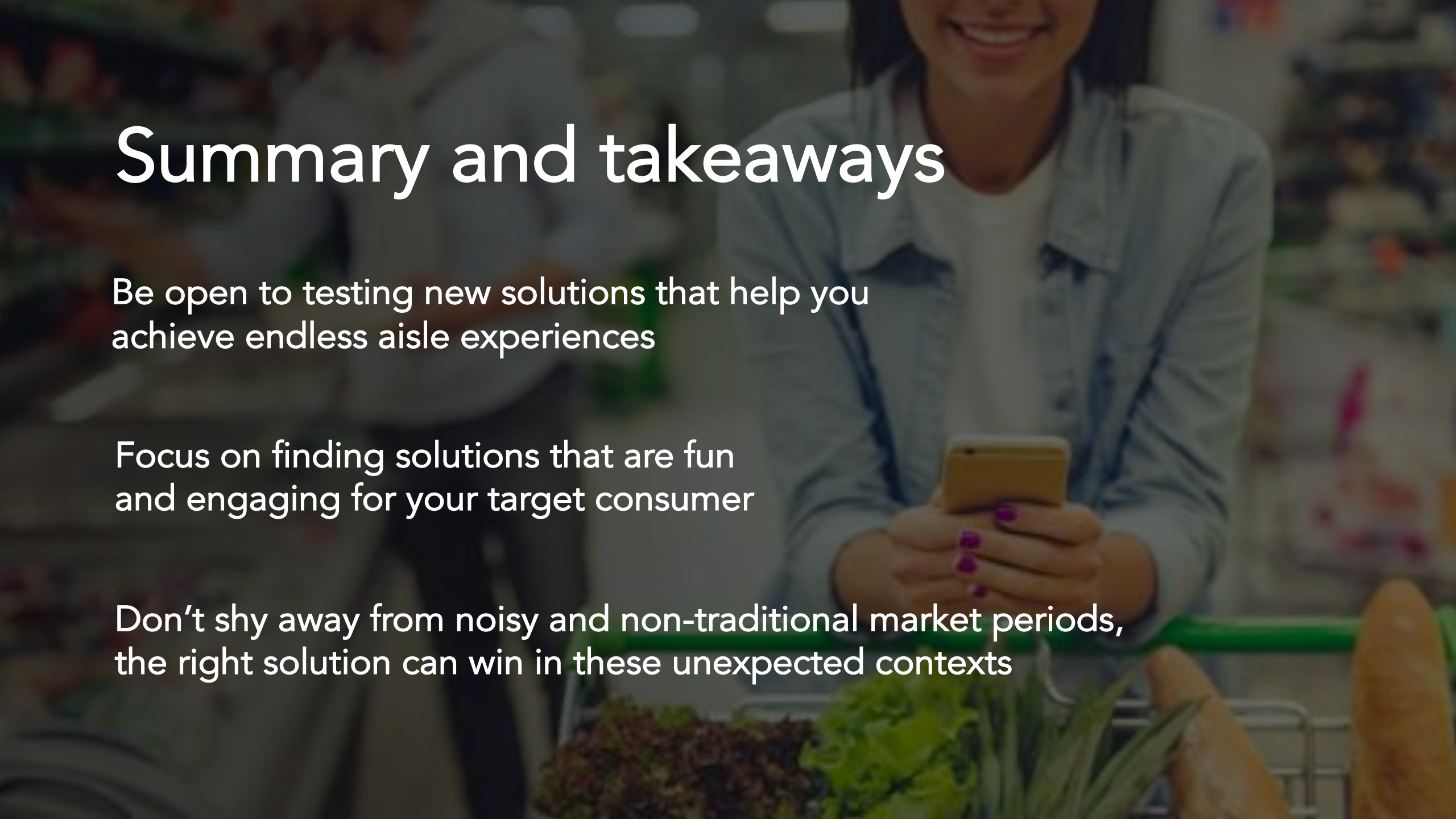


# Building an Endless Aisle solution

Understand your customers

Craft their experience

Bring your vision to life



# Summary and takeaways

Be open to testing new solutions that help you achieve endless aisle experiences

Focus on finding solutions that are fun and engaging for your target consumer

Don’t shy away from noisy and non-traditional market periods, the right solution can win in these unexpected contexts