



**Run
Retail eCommerce
Strategically**



Introductions

Louis Condon, Head of Growth
608.285.2357 · louis@pearcommerce.com

Agenda

1. eCommerce </3 Retail
2. Shoppable Media Solutions
3. Shoppable Media Tactics



eCommerce </3 Retail

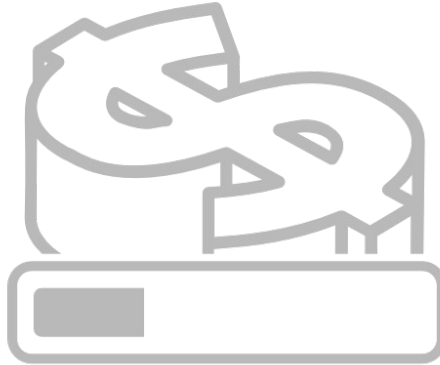
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The challenge:

**eCommerce today is
limited to DTC and Amazon**

But what about retail?

So what?



Missing out on sales
and brand building

Bring DTC growth to retail profitability

Pear's Origin Story

**Eric and Alex founded
EatStreet on the back of
performance marketing**

**Eric's fiancé, a brand
marketer, was jealous**

The Problem:

CPGs selling into retail don't have the luxury of performance marketing

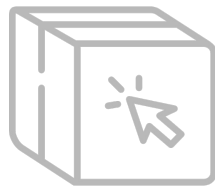
Pear combines the growth of DTC
performance marketing with the
margins of retail distribution



Why not?



Most retailers are very regional, making campaign management difficult



The best available inventory data is challenging to use



You have no idea who's buying what, where, or when

What's missing?



Build **audiences** and **optimize campaigns** on add to cart and purchases



Test multiple campaign variables and **improve ROAS in real-time**



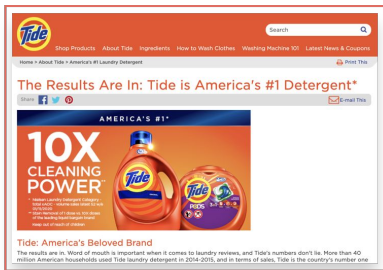
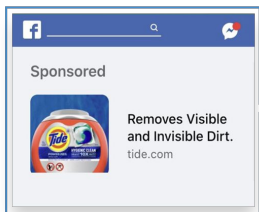
Retarget shoppers based on **full-funnel visibility** (e.g. abandoned carts)



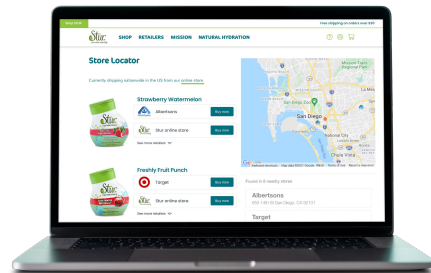
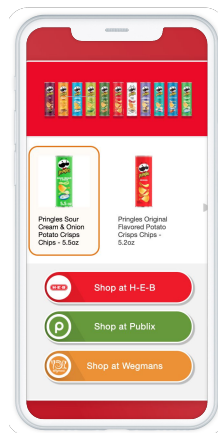
Not only measure
–optimize–
ROAS for retail



Solution: Shoppable Media



The Ad to Nowhere

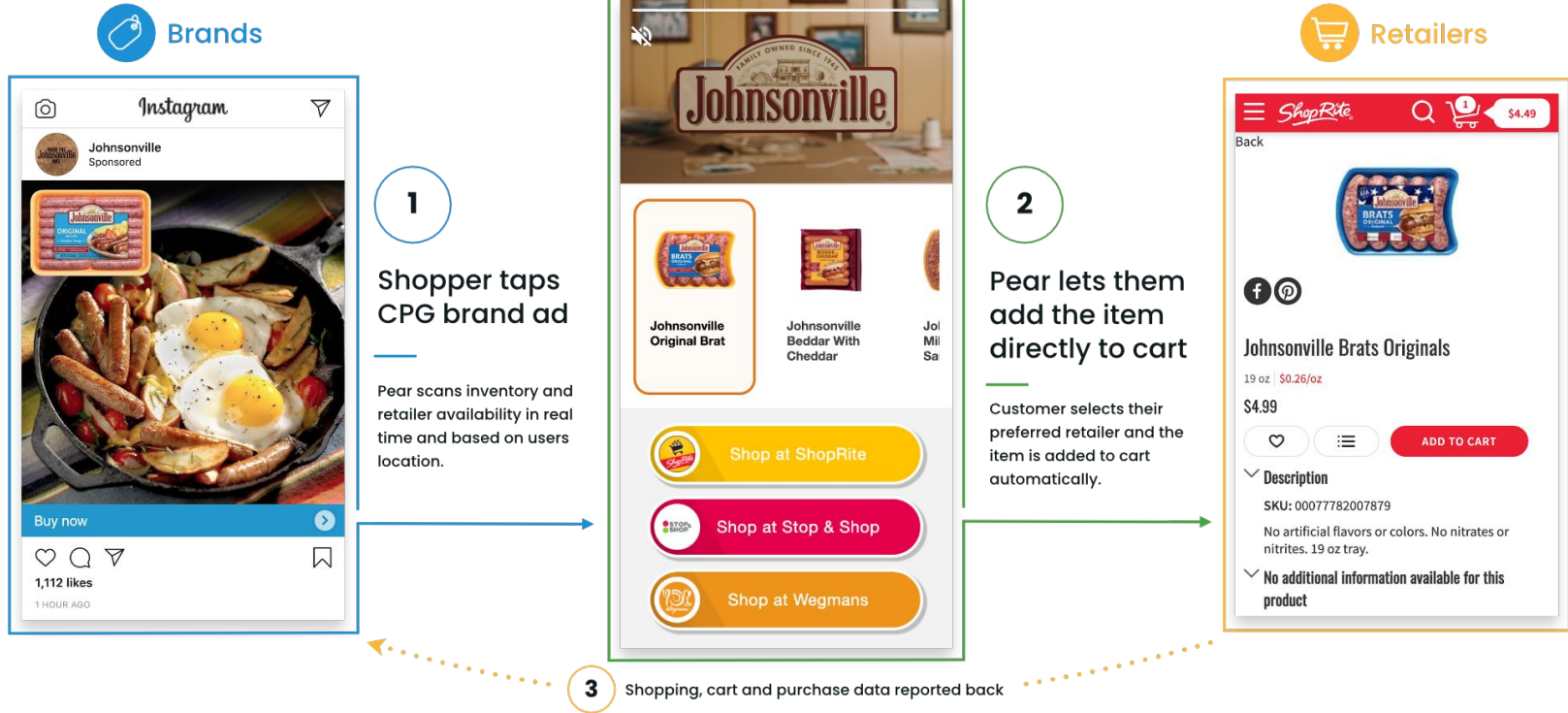


Shoppable ads & Store locators

The manual product locator



The Customer Journey



**Full-funnel,
attributable
retail ecomm
sales data and
conversion events**





Breaking Down Shoppable Media



Shoppable Ad: A Breakdown



1

Customize your campaign.

Run a campaign for a single product or multiple items together, or create a recipe and group items into one add-to-cart.

2

Customize your creative.

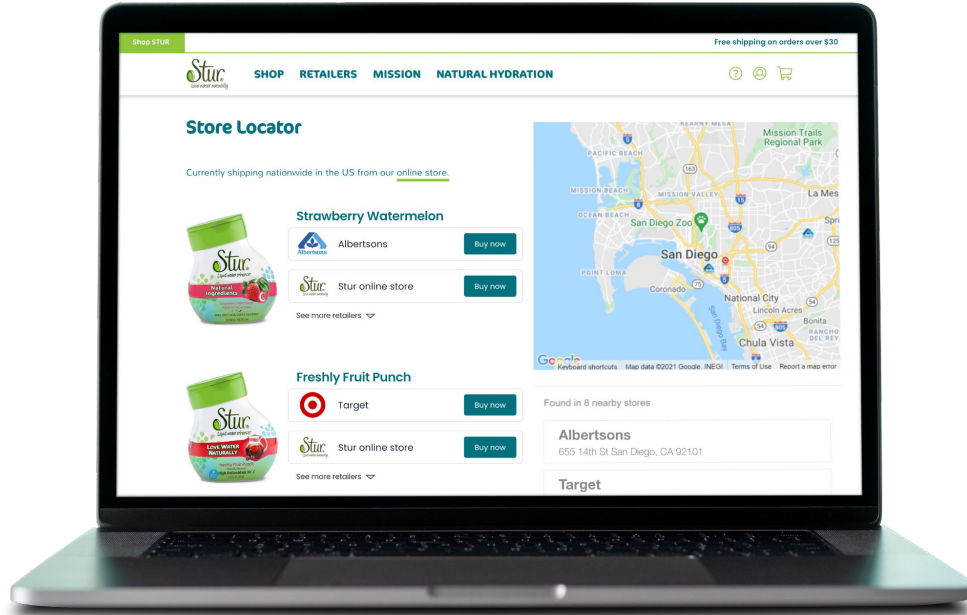
Edit your video, images or text—easily.

3

Customize your retailers.

You have control over the order, who to highlight and who to exclude—including your own DTC

Store Locator



Use Pear's automatic ecomm inventory management to run your store locator.

No dead links or out of stocks - only show a path to purchase when a path is possible.

Collect actionable data via the Pear dashboard and sending purchase events back.

Integrate with any existing physical store inventory dataset.



Tell Me How to Sell More at Retail



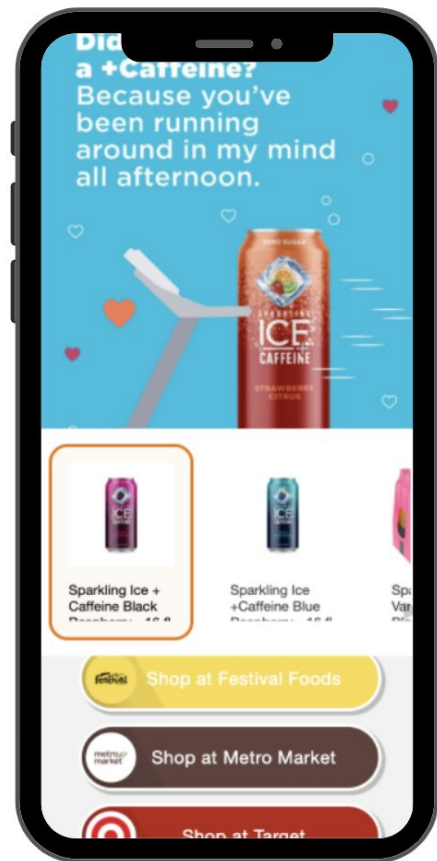
Run Performance Marketing for Retail



Build audiences

Use audiences to create your campaigns and inform + improve all future campaigns

You can build custom and lookalike audiences based on who hits the landing page, who adds to cart, and who purchases



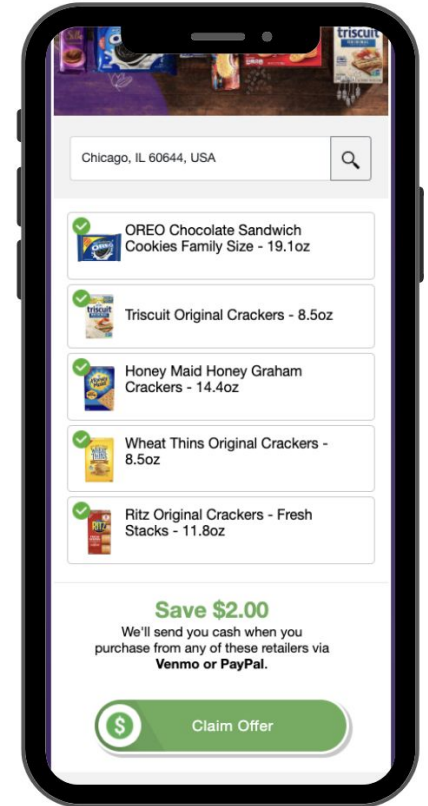


Optimize Campaigns

Optimizing campaigns automatically and continuously improve your ads' effectiveness

Leverage the ad networks' machine learning and analytics to show your ad to people with a higher propensity to act

- Run purchase-optimized campaigns and let the ad networks use their machine learning to serve more effective ads.
- Run awareness campaigns using campaigns optimized for add-to-cart

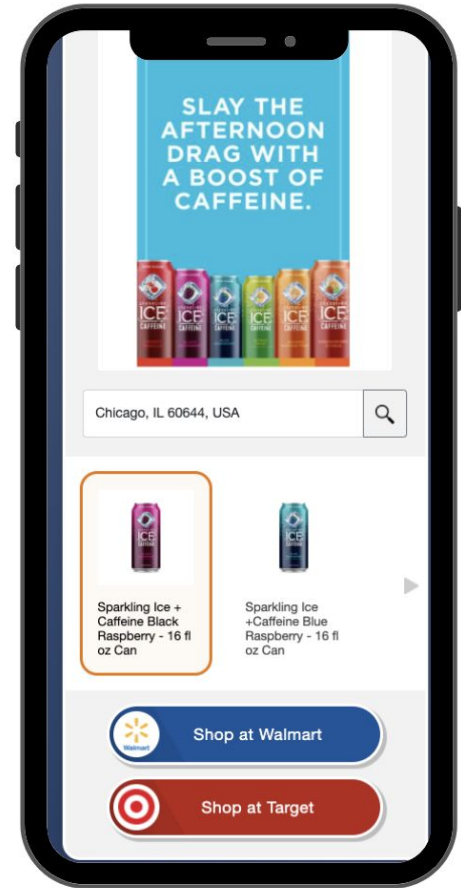




Retarget

Using custom audiences, you can retarget them with specific messages based on what they did

- Offer everyone who added to cart but didn't purchase a coupon or instant rebate
- Encourage repurchases by using specific creative and CTAs to those who already purchased
- Run awareness campaigns at everyone who landed on your store locator

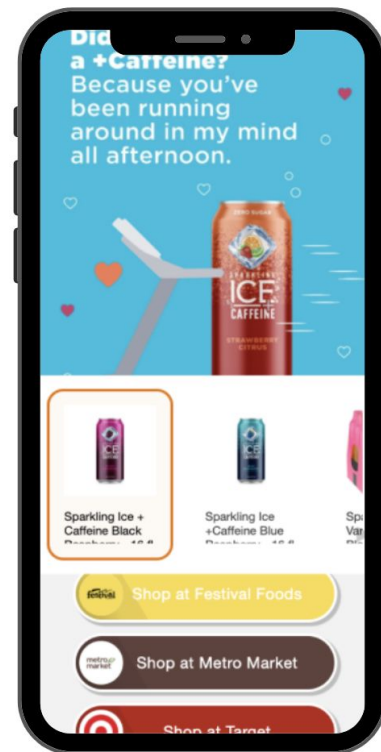
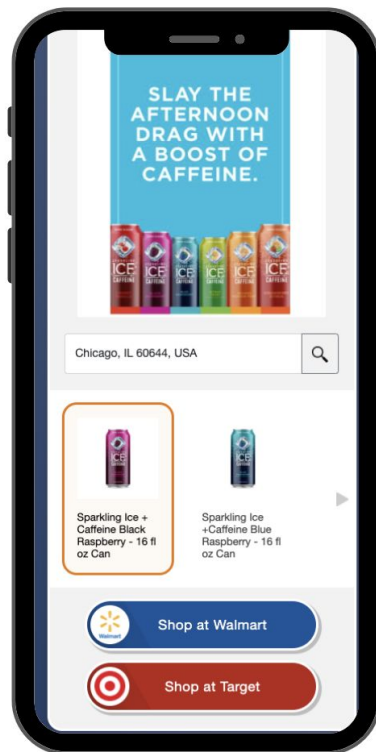




A/B Testing

Test copy, creative, traffic source, and run experiments to learn retail shopper behavior

Drive a predetermined proportion of shoppers to different landing pages for A/B testing





**Increase Sales
Velocity**





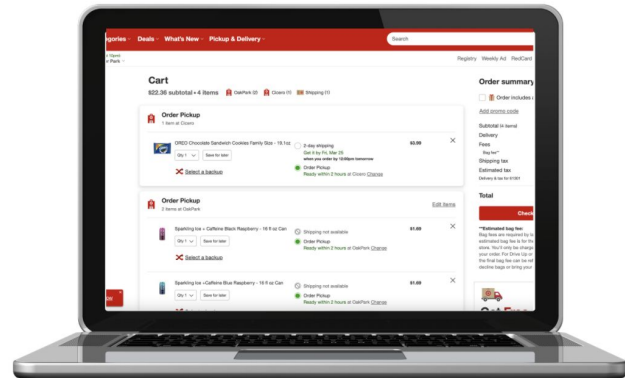
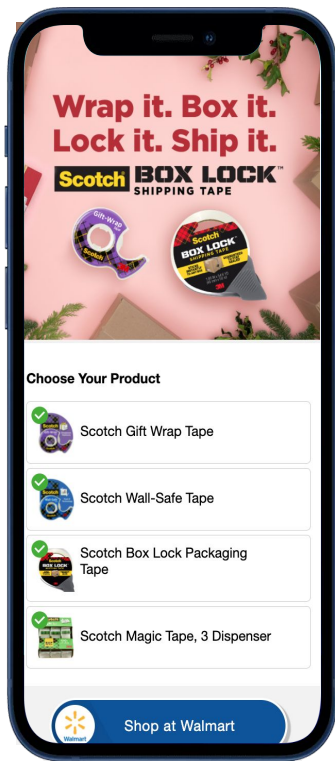
Direct to Cart*

Drive sales at the retailers you want, when you want

Create direct to cart links for multi-item or single-item campaigns.

For multi-item, shoppers choose from one to all of the products listed to add directly to their cart

*With supporting retailers





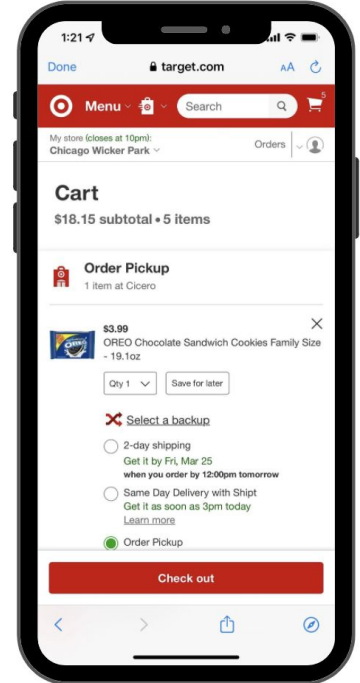
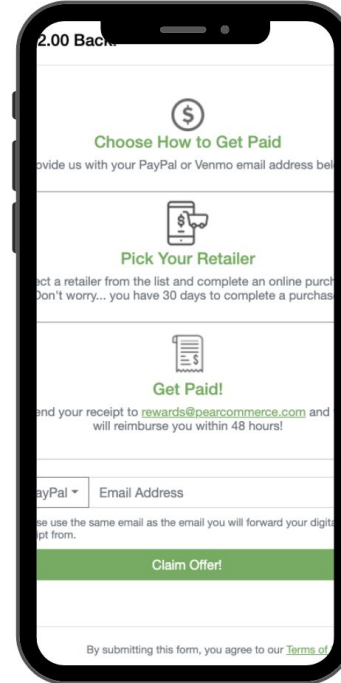
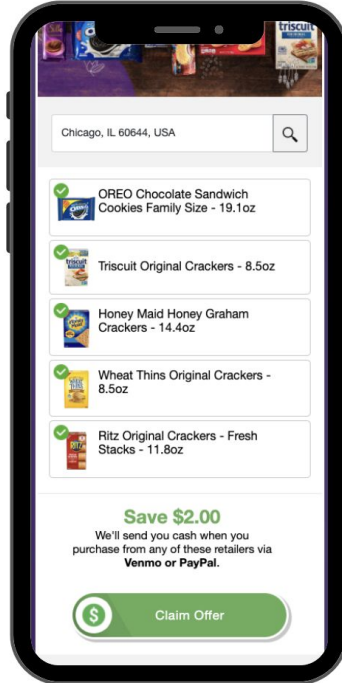
Rebates & Coupons

Accelerate sales with rebates.

Shoppers send their e-receipts and Pear handles the payment.

In addition, Pear converts purchases into conversion events, and collects 1p data for brands on retail shoppers.

Or, run coupons!

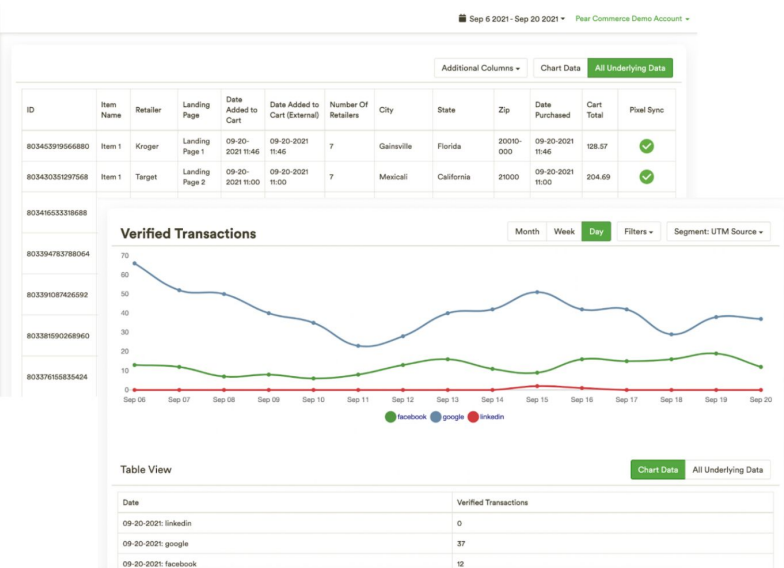




Sales Data



- Home
- Page Loads
- Items Added to Cart
- Add to Cart Rate (%)
- Purchases
- Purchase Rate
- Geographies
- Funnel
- UTM Performance
- Landing Pages
- Team Admin



Show you're a good partner by investing in the relationship

Use retailer data to leverage more shelf space or shelf space at a comparable retailer

Use performance metrics in retailer check-in meetings

Campaign Example

Purpose	Campaign/s	Optimization	Audience
Awareness & Build Audiences	Evergreen multi-item campaign across sources* *Use widely across social, display, email, influencer, and as button on recipes, blogs, or on PDPs	Awareness &/ Reach	All
Drive Sales with Purchase Optimization	Driving sales for leading products in a multi-item campaign	Purchase	Lookalike on Purchasers
Drive Sales through Retargeting	Campaigns for those who purchased and those who abandoned their cart	None	Custom audiences: - Add to Cart - Purchase
Drive Sales with Direct to Cart	Direct to cart links for each UPC to each of the top retailers	Any	All
Test & Learn	Create an A/B test to experiment with copy, creative, or a business hypothesis (use as many variations as you want)	Any	Any

Thank you!

Questions? Feedback? Discussion?



www.pearcommerce.com

Louis Condon, Head of Operations & Growth
608.285.2357 • louis@pearcommerce.com