



Helping Brands Win With Shoppers And Grow Sales

See what we've been busy with for the past few months...



150

new products supported



20,000

packages mailed



30,000

purchases triggered



40,000

reviews generated



50,000

photos captured



200,000

conversations stimulated



\$250,000

direct retail sales

Shopper Army is **data-driven platform** that lets CPG-brands connect with their **target customers** to drive **specific shopper actions**.



Shopper Targeting ensures you get the right recruits

Category Usage

Retailer Specific

Lifestyle Segments

Millennials and Gen Z

Shopper Attitudes

Brand History

Modular Missions for all your needs!



Flexible Logistics Makes Life Easy

Mail, Rebate, and Coupon

Bundle Box Options

Stagger For SEO Impact

All Categories - including Fresh, Frozen, and OTC

Our platform gives brands a smarter and more cost effective way to accomplish their goals.

Ratings & Reviews 2.0

- Full Bazaarvoice integration available
- Always-On options for SEO
- High quality reviews by real shoppers, 25% longer than average
- Syndication Expertise

Sampling 2.0

- Hyper-targeted
- Integrate into digital media
- Track impact metrics
- Shipping and rebate options available

Word Of Mouth 2.0

- Drive real engagement with your target community
- Encourage purchase with social rewards
- Track conversion



Shopper Army supports top CPG brands around the world



PEPSICO



Reckitt Benckiser

Nestlé

L'ORÉAL



Mentholatum



For more information, please contact:

Jay Sheldon - Vice President, Shopper Army
JSheldon@ShopperArmy.com