



ShoptoCook &



OMNI-CHANNEL DIGITAL MARKETING PLATFORM

Take Your Digital Marketing To The Next Level!

Introducing **omni-channel communication** to engage with your **best shoppers** wherever they are by providing a single consistent message to **generate incremental sales!**



Websites

Connect with shoppers in the planning process with Interactive Banner Advertising and eCoupons displayed on eCircular pages



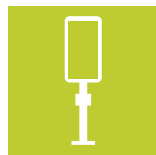
Mobile

Reinforce your communication with shoppers on the go with consistent advertising and promotional messaging



eNewsletters

Drive shoppers to the store and your brand with targeted emails using Interactive Banner Advertising and effective call to action messaging



In-Store Kiosks

Engage the shoppers at the point of decision with impactful advertising, interactive promotions and coupons



eCommerce

Engage digital shoppers with targeted brand messaging and promotions, boost awareness of your products, and grow sales

NOW AVAILABLE!



Data Analytics

Transparent insights that help you make informed brand decisions and track your campaign results in real-time

NOW AVAILABLE!

Join the innovative CPGs utilizing the ShoptoCook + Rosie Omnichannel Digital Marketing program to boost brand awareness, engage new shoppers, increase category share, and grow revenue. Contact omnichannel@shoptocook.com

What is included in your sponsorship?



MOBILE

- Targeted Impressions
- Interactive Banner Advertising
- Coupon Option
- Strategic Placement on Digital Circular Page
- Call Out In-Store Merchandising Activities

WEB

eNEWSLETTER

- Loyalty Customer Circulation Per Week
- Interactive Banner Advertising
- Drive Awareness Via Inbox Reminders

KIOSKS

- Located in High Traffic Store Perimeter
- Attractor Loop: Full Screen 4-6 Second Duration
- Approximately 4 Hours Per Day of Screen Time
- Interactive Banner Advertising in Kiosk Applications
- Printable Coupons

eCOMMERCE

- Announcement Panel on Shopper Log in
- Branded Category Banner
- Paid Search Promotion
- Shopper Incentives & Complex Promotions

DATA ANALYTICS

- Web / Mobile Impressions Tracked Via Google Analytics
- Kiosk Impressions
- Coupons Printed
- Number of Emails Sent for eNewsletter
- Enhanced Data Analytics powered by Rosie! Access demographic, trend analysis, and shopper behavior insights all in an real-time interactive reporting dashboard.