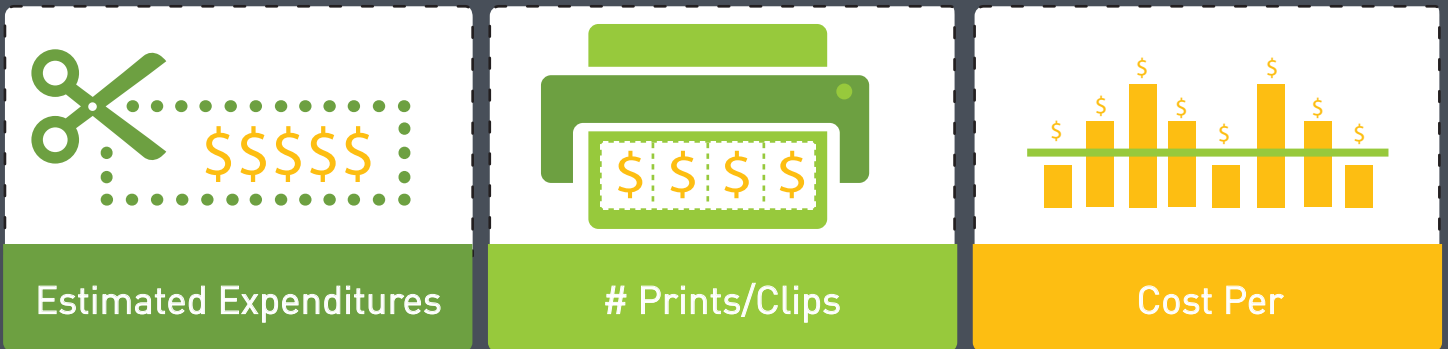


Optimize your digital coupon program spending



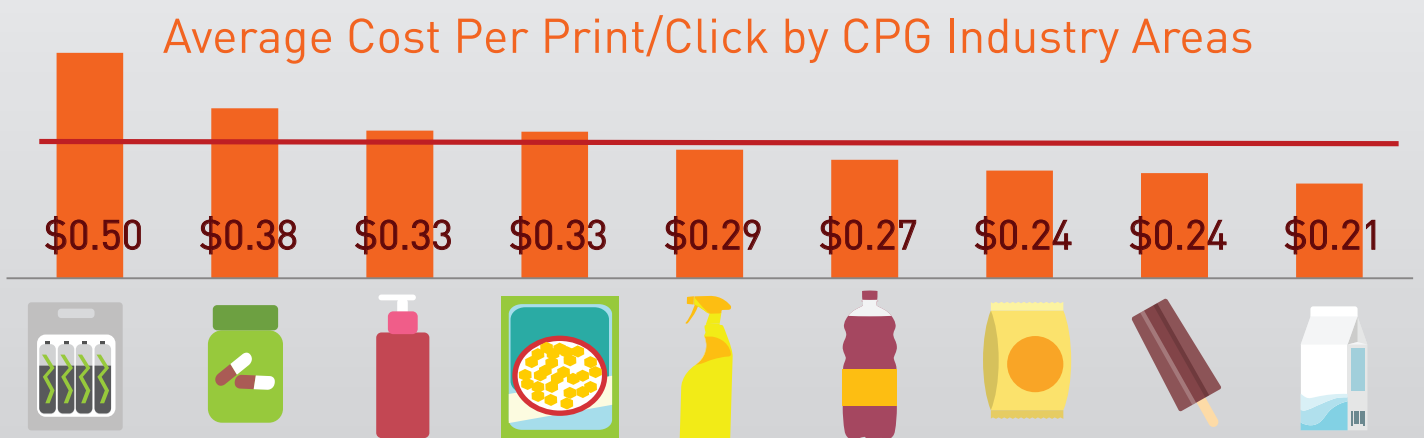
Using Kantar Media Marx digital coupon data



FOOTPRINT = 100+ WEBSITES TRACKED Including Retailer, Network & Lifestyle



**\$0.30** The average cost per estimated digital coupon "Printed" or "Clipped" in 2014



How much are your competitors spending in digital across your categories and with your retailers? Optimizing digital investments by choosing key websites to help brands extend their budgets and potentially get more bang for the digital buck.

For Every \$100 spent in digital you could get: 330 Estimated Prints

We can answer these questions and more, giving you deeper insights and answers to your print and digital promotion questions. Give us a call @ 952.925.5272 or email: marx\_clientserviceteam@kantarmedia.com to get the full story and uncover insights into your competitors print and digital coupon tactics.