LOYALTY Lane
sm
a **givex** company

MEDIA SOLUTIONS COMPANY

eScrip

OMNI-CHANNEL
SHOPPER ENGAGEMENT FOR
INDEPENDENT SUPERMARKETS

Loyalty Lane, MSC, and ESI have proudly joined together as one team, forming a new data-driven coalition to help our retailers through today's overwhelming digital Shopper Engagement landscape. Our team of experts can guide you through the ever-changing and expanding world of Shopper Engagement. We have the tools to connect with your customers from all generations. Our programs offer affordable and manageable solutions, marketing support, and technical know-how.

Shopper Engagement **Digital Coupons**

Digital Coupons   **Personalized Ads**   **Points Programs**

Vendor Funded Promos

Charity Solutions   **Website**   **Social Media**

Fuel Rewards   Mobile Apps   **Sweepstakes** Website

Digital Signage   **In-Store Digital Coupons**   Texting **AI Analytics**

Mobile Apps

Customized Rewards Programs

In-Lane Promos

Texting   **In-Store Performance Reporting**   In-Store Digital Coupons

Points Programs   **Email Marketing**

presto! neighborhood market
it's that simple

AD SPECIALS
DIGITAL COUPONS
ONLINE COUPONS
SHOPPING LIST
SIGN IN

home   scan   smartzone   settings

Save $2.00 on 1
Honey Smoked Fish ...
Honey Smoked Fish House
Salmon select varieties Coupo...
EXP. 3/15/22 - Ends Soon!
Clip

Save $1.00 on 1
FAMILY SIZE
Kellogg's
Kellogg's Cereal Fam Size 19.4-
24oz Select Varieties
EXP. 3/15/22 - Ends Soon!
Clip

Save $1.00 on 1
Lay's
Lay's Party Size 12.5 - 13oz -
select varieties
EXP. 3/15/22 - Ends Soon!
Clip

Clip for: 500 Points
Save $1.00 on 1
Pleasant View
Pleasant View Gallon Milk
Whole, 2%, 1%, Skim
EXP. 3/15/22 - Ends Soon!
Clip (uses 500 pts)

Over $450 million given to charities   **Continuity Programs (Clubs)**

DIGITAL COUPONS

DIGITAL COUPONS

Improve sales, enhance customer loyalty, and increase brand awareness with our Digital Coupons, which continue to grow in demand. When customers know to expect discounts, they return more often.

- Aggregated coupons from national brands and your warehouse
- Create your own store-specific digital coupon offers
- Redeemed through paper-based coupon clearinghouse
- Connectivity with most POS providers
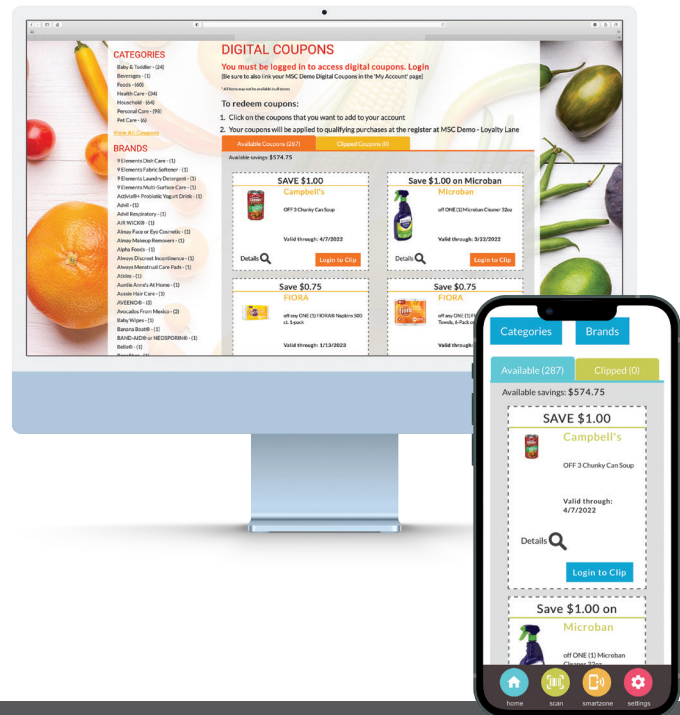
LOYALTY PROGRAM

LOYALTY

With 15 years in the business, Loyalty Lane has created a top-tier loyalty program. Loyalty customers on our program spend significantly more per basket than the average customer. We offer a wide range of opportunities including Points Programs.

- Personalized marketing with your busy consumer in mind
- Ability to set and forget promotions using Artificial Intelligence within our all-encompassing dashboard
- In addition, we offer continuities, clubs, special offers, bonus points on items, and fraud detection
- Fuel programs—reduce the price at the pump
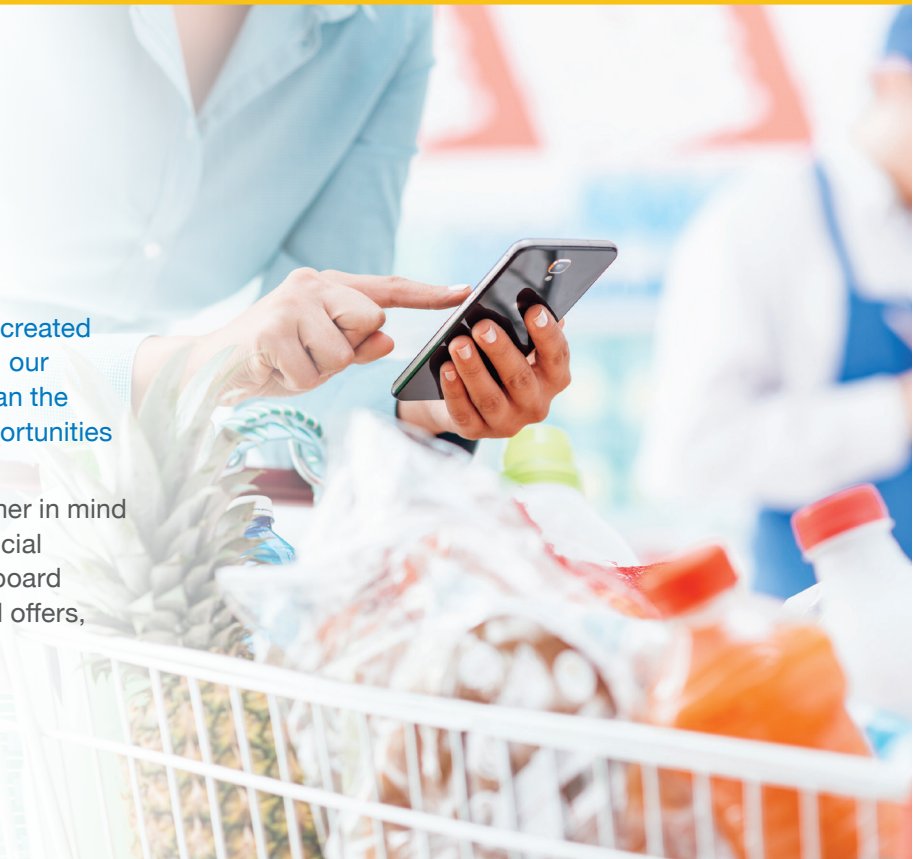
MOBILE APPS & WEBSITES

Bright Aisle   **wave**

Our personalized Bright Aisle mobile apps and WAVE websites enhance the shopping experience, putting relevant information at shoppers' fingertips.

- Store-branded app and website with store ads, coupons, recipes, and more
- Easy-to-use shopping list and pantry scanner
- Optional customization available

DIGITAL SIGNAGE

reach
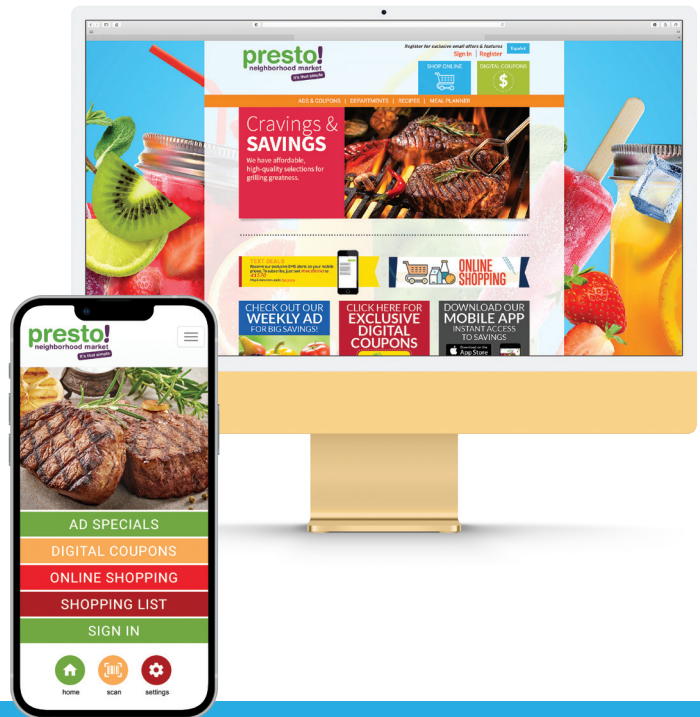
Have you ever wanted custom digital signage content featuring what's going on in your store? That opportunity exists for you today.

- Create your own signage with our digital editor
- Custom menu boards (additional cost – contact us for details)
- Digital library with more than 1000 animations (Appeal, Information, Price and Item, and Holiday)
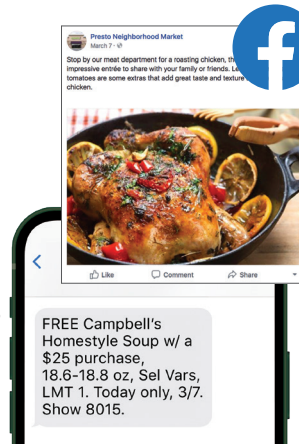- Affordable lease program
- Works with any size screen

OSCAR MAYER
Hot Dogs
16 oz package

2/$5

TEXT MESSAGING & SOCIAL OCTANE

TEXT DEALS

Connect directly with your customers via our Text Deals program.

• Easy-to-use interface allows you to set up offers
• Send immediately or schedule to send later
• Includes text messaging number setup

Presto Neighborhood Market
March 7 ·

Stop by our meat department for a roasting chicken, the impressive entrée to share with your family or friends. Lemons, tomatoes are some extras that add great taste and texture to chicken.

👍 Like   💬 Comment   ↗ Share

FREE Campbell's Homestyle Soup w/ a $25 purchase, 18.6-18.8 oz, Sel Vars, LMT 1. Today only, 3/7. Show 8015.

SOCIAL OCTANE

A subscription based Facebook posting program.

• Professionally written Facebook posts
• Easy to personalize, schedule, and post
• Weekly ads available to post with website

COMMUNITY GIVING

eScrip

eScrip offers a community fundraising program that allows retailers to contribute a percentage of customers' purchases to local schools and charities that matter to their customers.

• Connecting cart to hearts
• Customers self-select schools or charities most important to them
• Low Cost - Highly Visible - Automatic
• Creates stronger connections to your brand
• Compete with similar programs, hassle-free

LOYALTY LANE TEAM

What sets the new Loyalty Lane team apart from the competition?

• Launch support
• Program support
• Technical support
• Account management
• Real-time POS transactions processing

With our state-of-the-art dashboard, we put you in the driver's seat with tools that give you the ability to market to your customers.

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