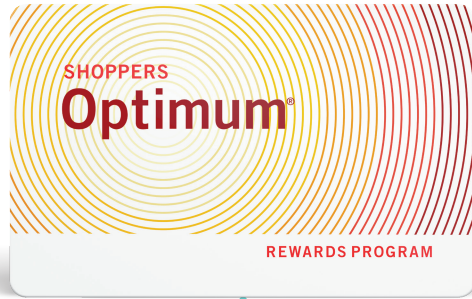


Bringing Accountability to Media

The Story Beyond
Impressions & Clicks

Our Data Journey

Shoppers Optimum
loyalty program



2000

Aquisition of
Shoppers Drug Mart (1,500 stores)



2014

Launch of
Loblaw Media



2019

PC Plus
loyalty program



PC Optimum
loyalty program



The Evolution of Measurability



Media Metrics



Regression Models



Sales Lift

Proxies indicating directional success

Near real-time business results

Our Data Asset

18 MILLION+
PC Optimum members

2,500
stores across Canada

1 BILLION+
transactions annually

90% of Canadians are
within 10 minutes
of a store

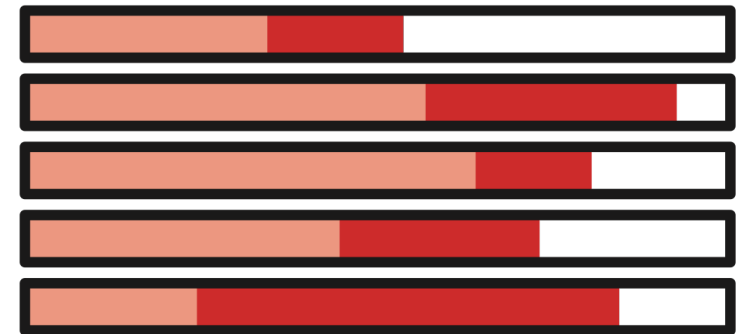
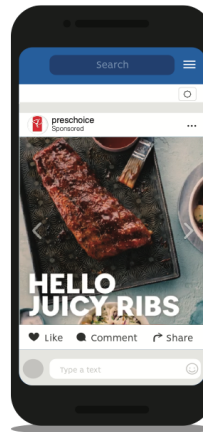
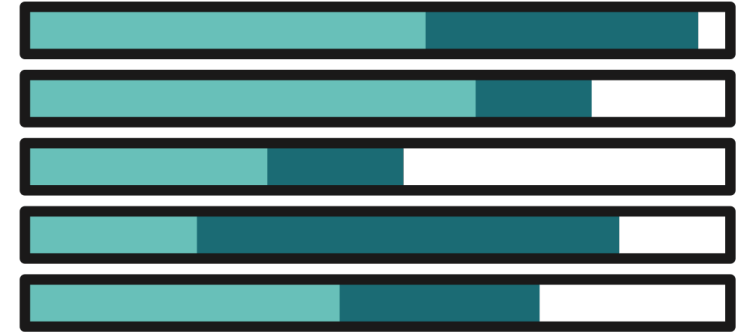


How does it work?

Target Audiences

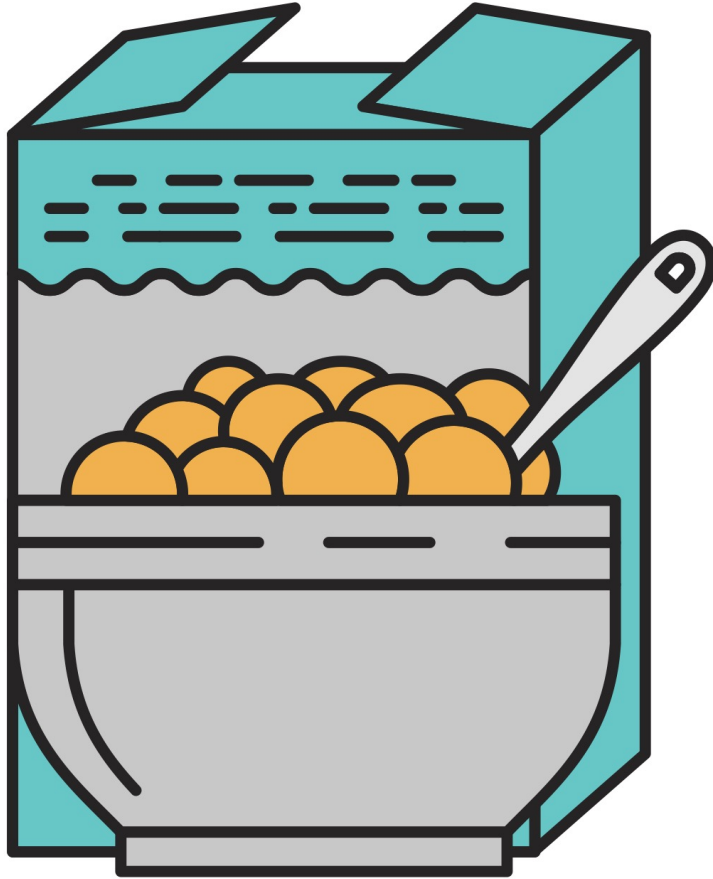
Creative & Channel

Results



In-store & Online
Sales Lift

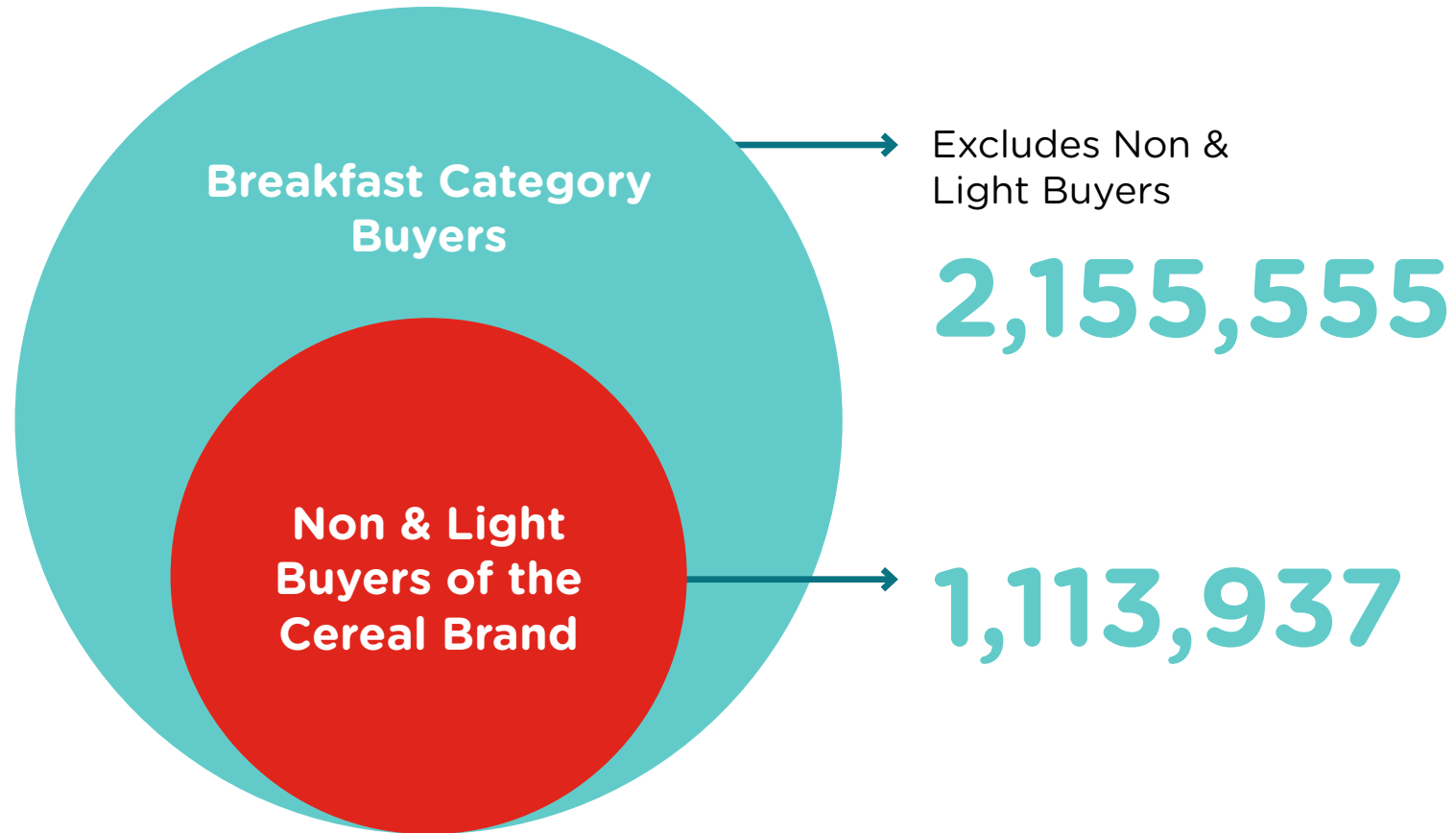
Grow Through Penetration



Non & Light
Buyers of the
Cereal Brand

1,113,937

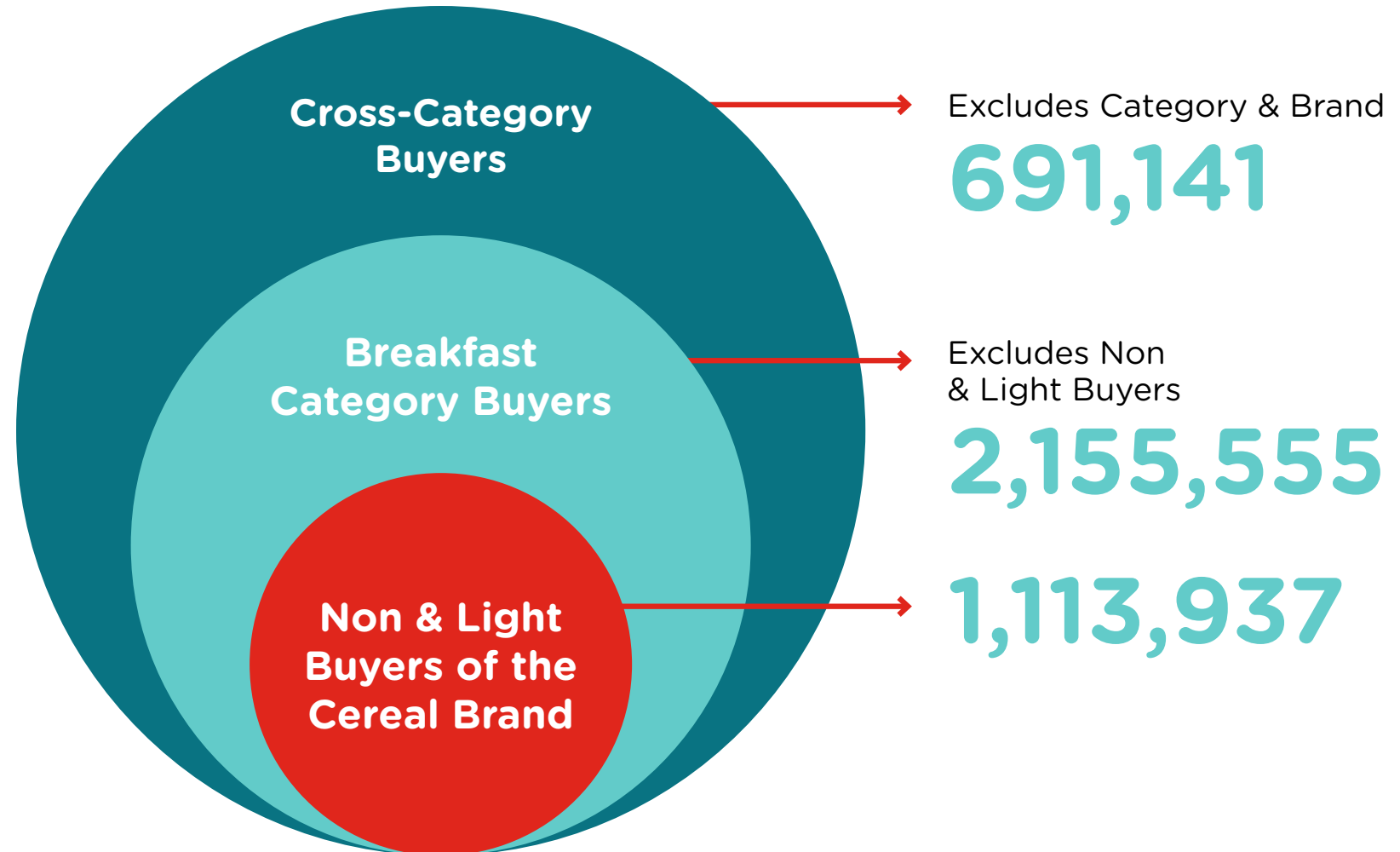
Stay Top of Mind



Plan for Optimal Reach

Total de-duplicated
addressable audience

3,960,633



Drive Equity & ROI with Multi-Channel



“

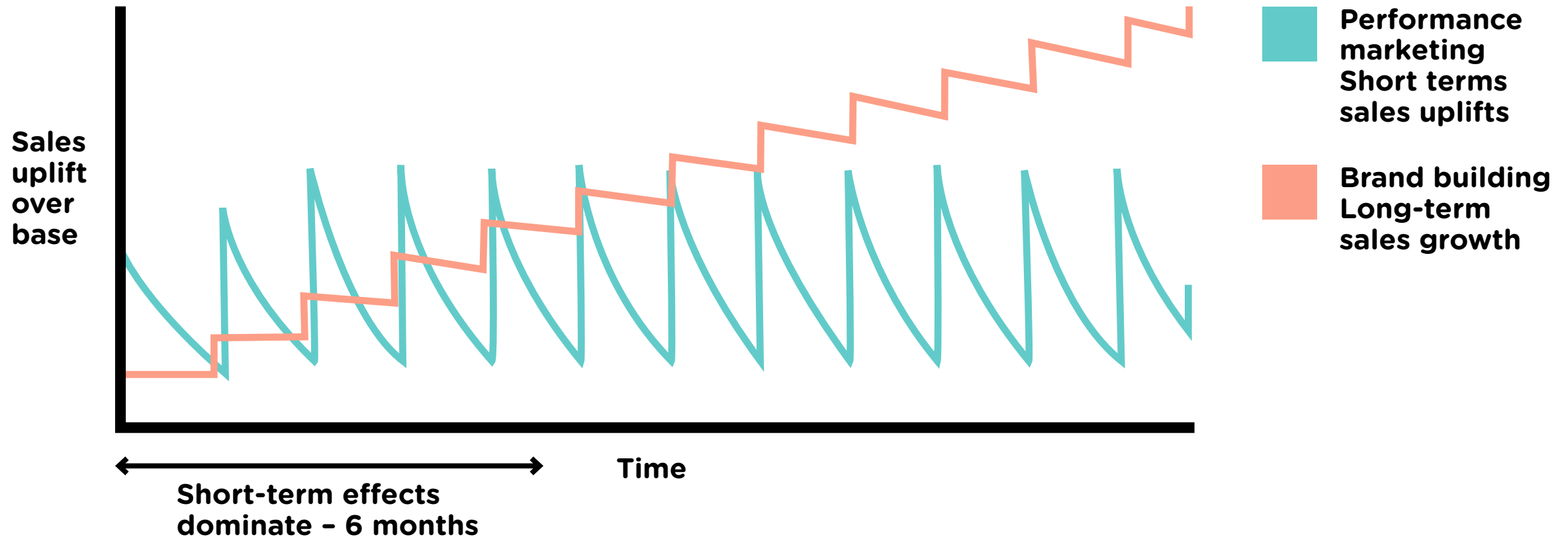
Brand building needs to embrace the data of performance marketing, and the latter needs to embrace the guiding principles of brand narratives, to create a strategy that meets both objectives.

WARC Rankings, Lessons from Global Effectiveness Rankings, 2019

”

Blend Brand & Performance Metrics

Brand-building & sales activation work over different timescales



Target Audiences

Creative & Channel

Results

Objective Agnostic Measurement



**Sales Lift, Insights
& Analyses**



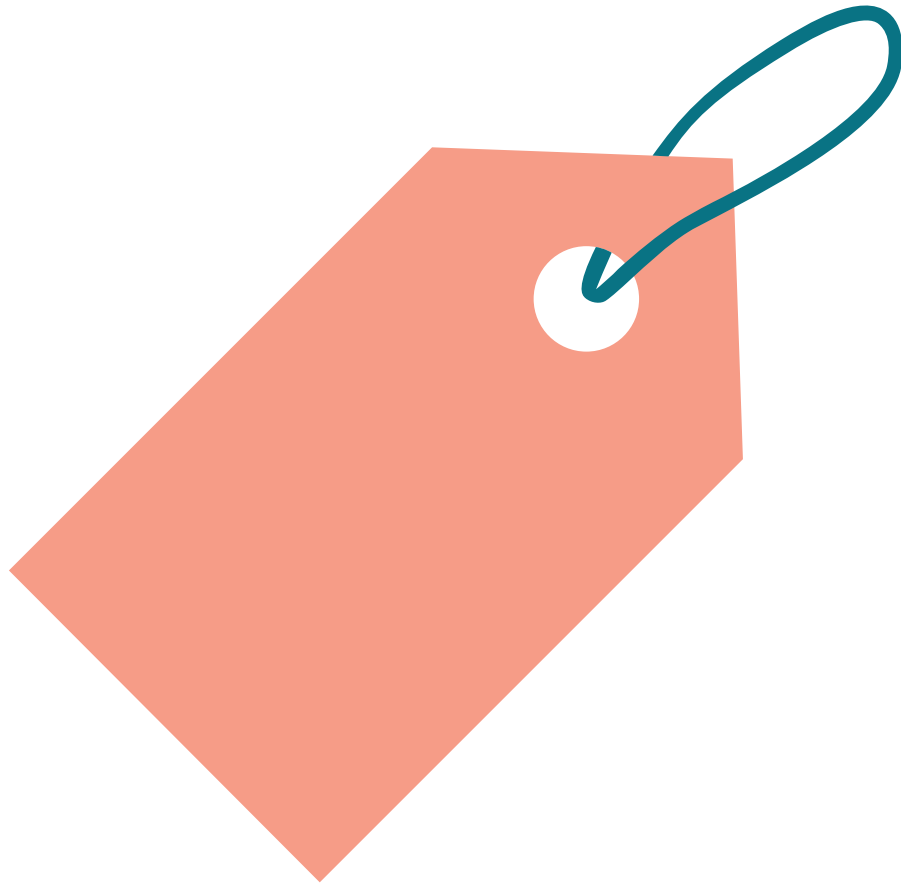
**Longitudinal Analysis
(12-month study)**

Target Audiences

Creative & Channel

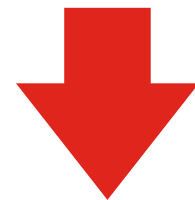
Results

Takeaway for Next Breakfast Campaign



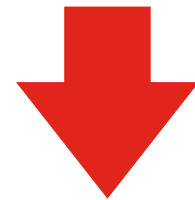
\$0.19 (+4.41%)

Price Increase Year Over Year



\$5.2M (-6.9%)

Decrease in Quantity Sales Year Over Year



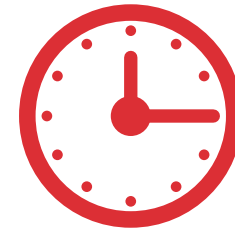
Low, Medium, High

Declines Seen Across Each Customer Segment



Case Study





PHASE 1

1X ROI



PHASE 2

1.8X ROI

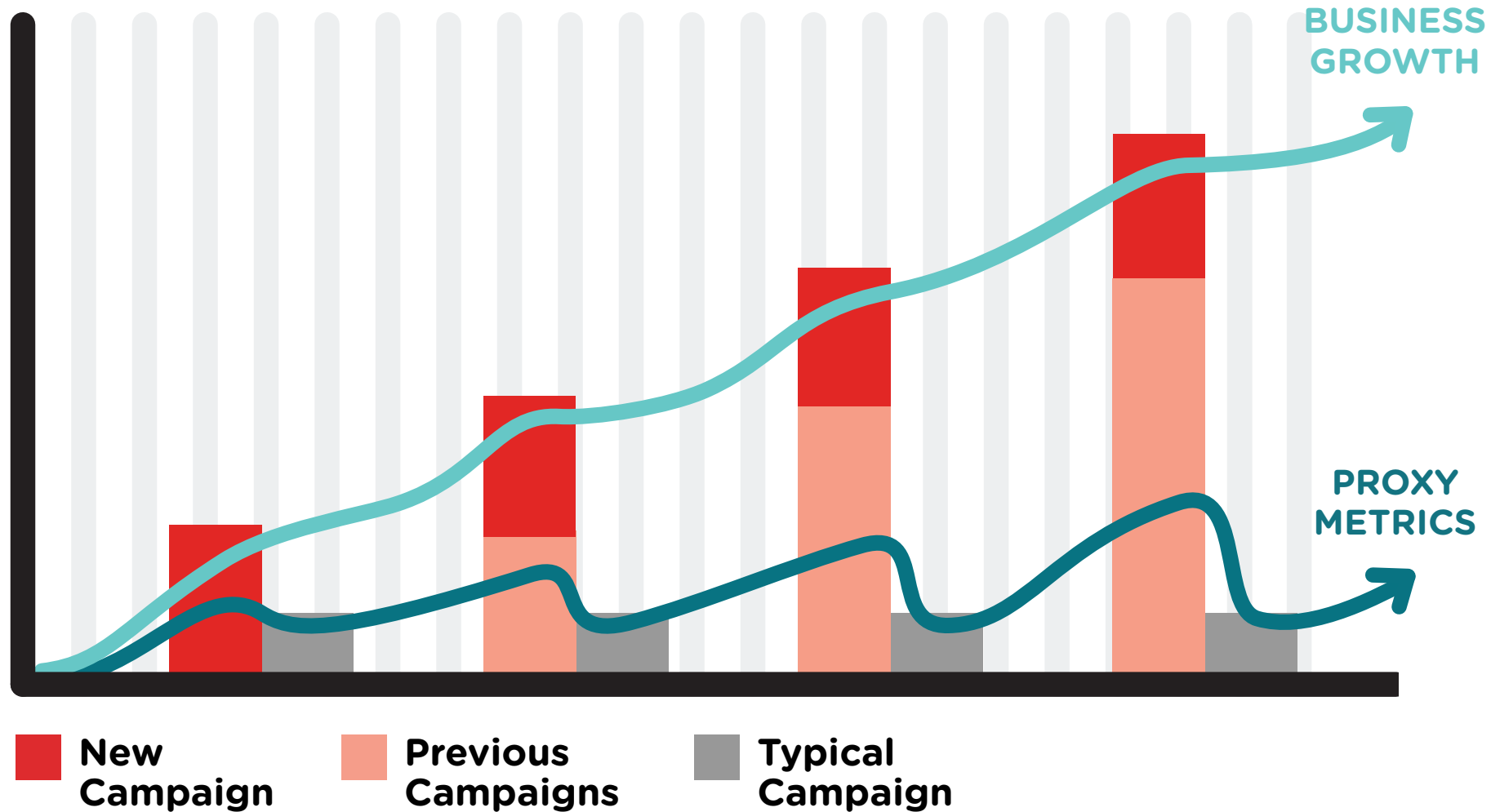


PHASE 3

2X ROI



Be Curious, Make Mistakes & Grow



A photograph of Peter Drucker, an elderly man with short grey hair, wearing a light-colored suit jacket, a patterned tie, and a light-colored shirt. He is sitting in a chair in a library, with bookshelves filled with books in the background. He is holding a pair of glasses in his right hand. The entire image has a reddish-brown tint.

“

**If you can't measure it,
you can't improve it.**

– Peter Drucker

”