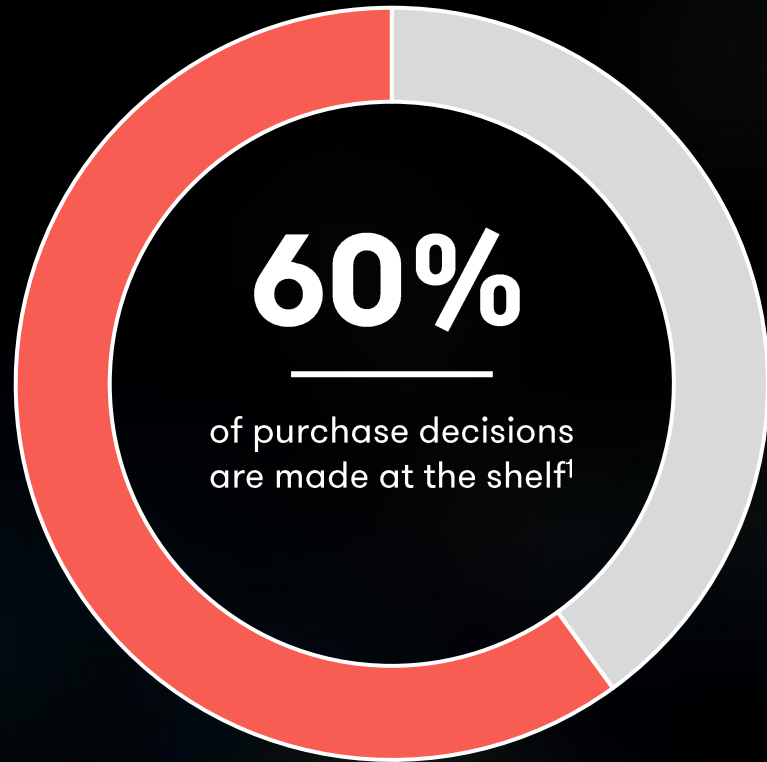




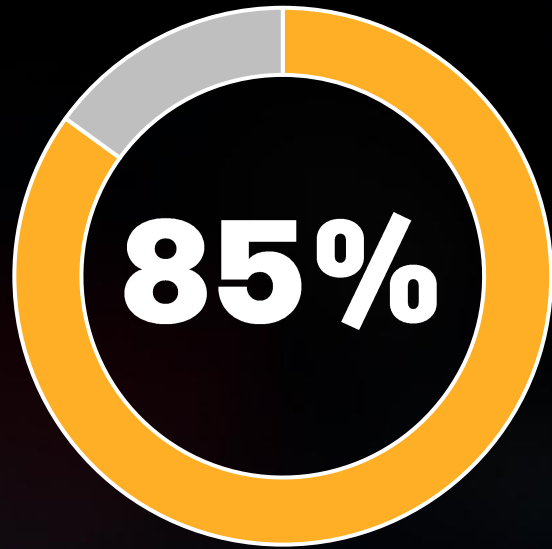
Monetizing Physical Stores: Why They Are On Brands' Minds for 2023

Meet **Stingray Advertising
& **Walmart** Connect.**

A brand's in-store presence matters



The in-store connection



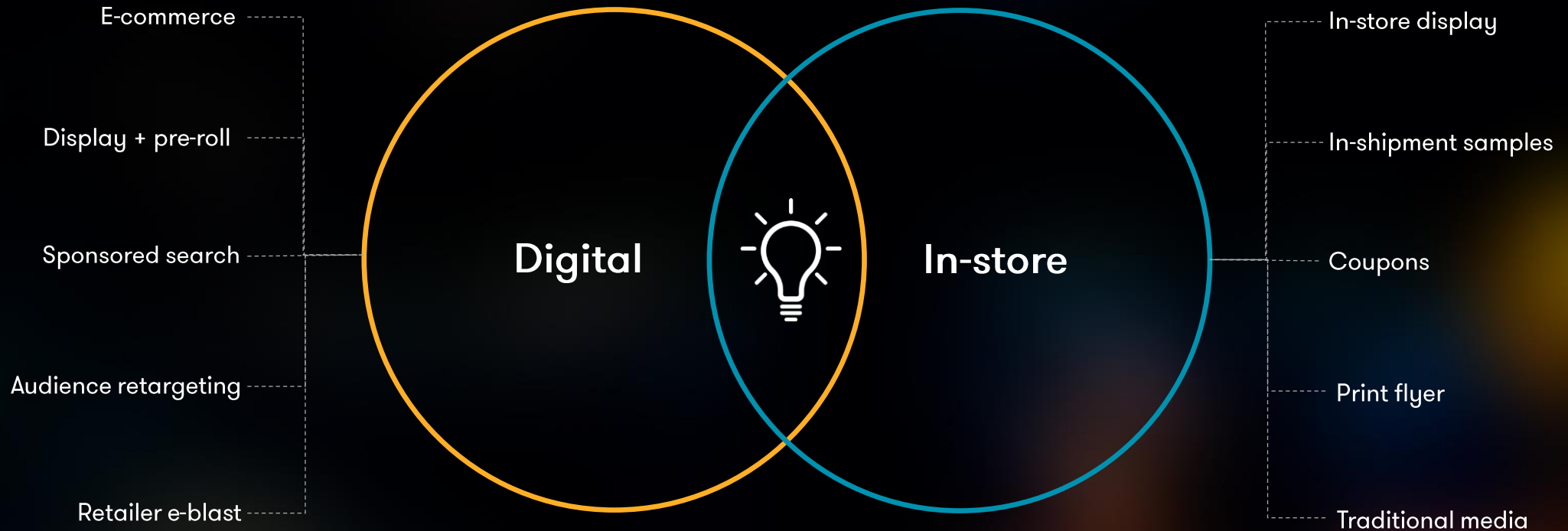
of all 2022 Canadian retail sales are generated within **brick-and-mortar** locations.



Leveraging the best of both worlds

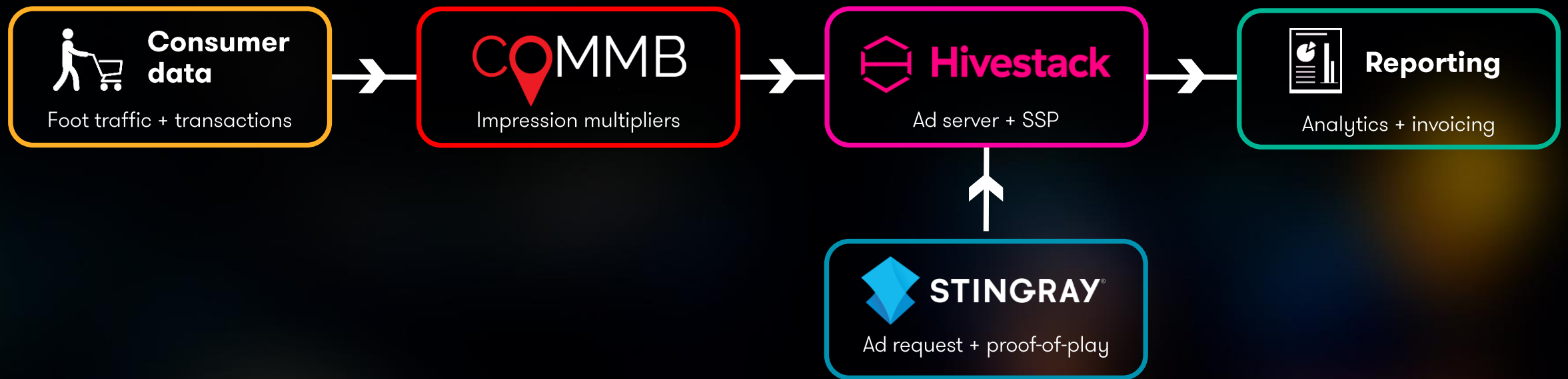
Customizable + Engaging + Trackable

Focused + Intent-driven + Proximity-based

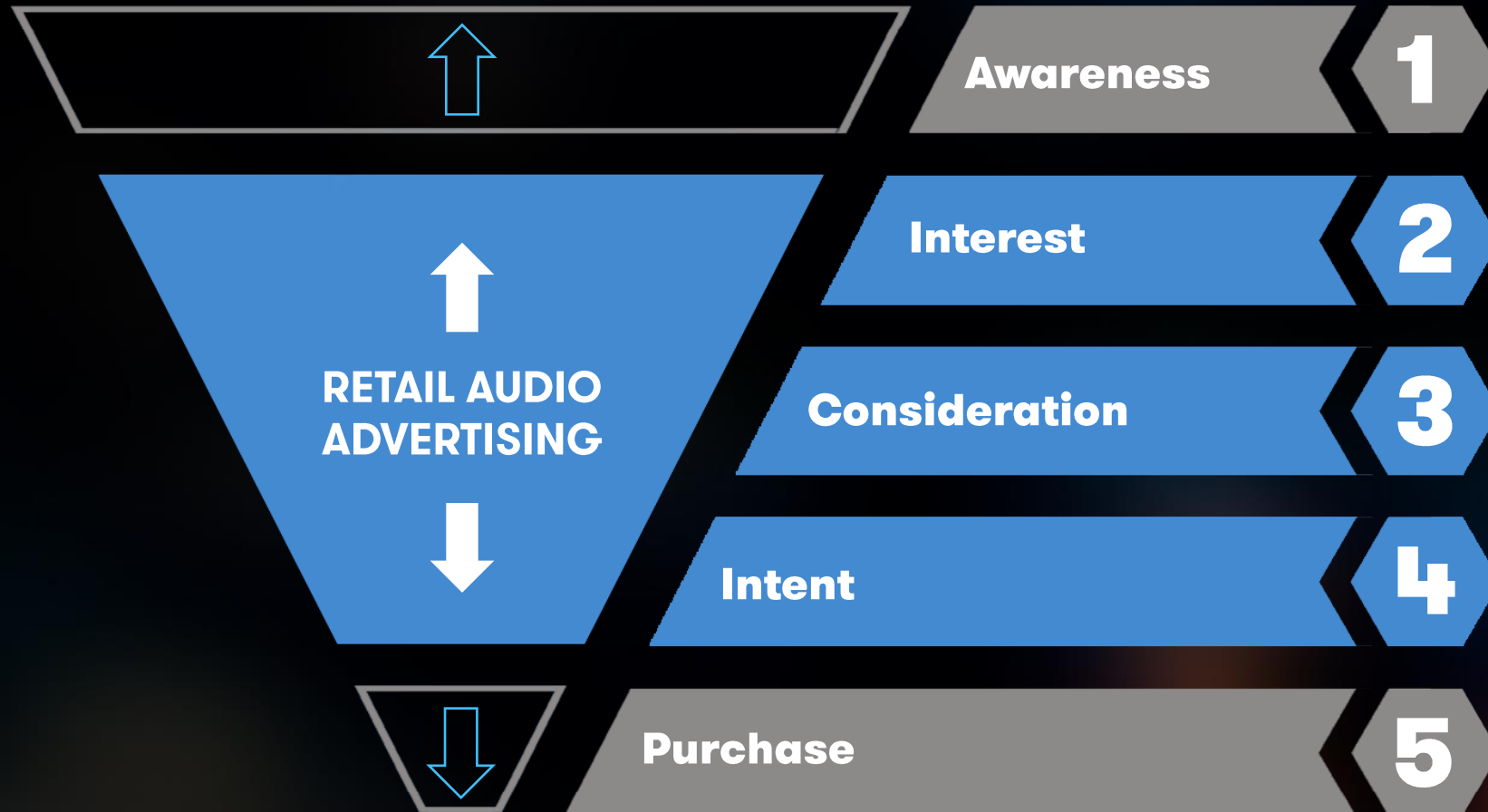


Retail-Based Digital Audio Advertising

Verified Measurement + Tech Stack Overview



Retail audio advertising delivers upper funnel objectives while driving lower funnel shopper marketing outcomes





Retail Digital Audio Advertising

In-Store Music

Retail Digital Audio Advertising

RETAIL-BASED DIGITAL AUDIO ADVERTISING WORKS, AND WE CAN PROVE IT.

STINGRAY
ADVERTISING

Quantifying results with Leger

- Leger is the largest Canadian-owned market research, analytic research and polling firm
- Leger brand lift studies are designed to assess the impact a particular campaign or campaigns have had on the consumer-brand interaction
- These studies help identify favourable changes in key brand metrics such as brand consideration and purchase
- The studies are conducted among Canadians who have visited a participating retailer in the past 2-4 weeks

Leger

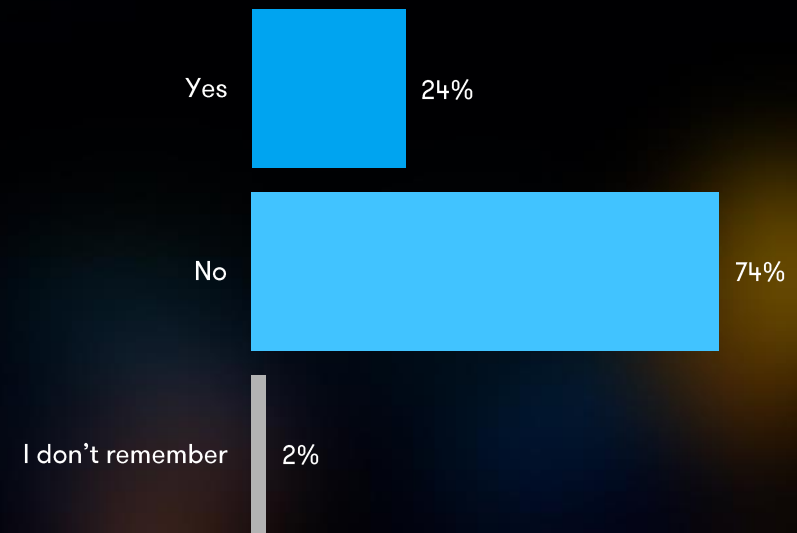


Product Purchase

Control Group

24% of shoppers who did not visit a participating retailer in the last 2-weeks say they bought the product

- **24%** purchased the product in store
- **74%** did not purchase the product in store during their shopping trip
- **2%** can't recall if they did or didn't buy the product



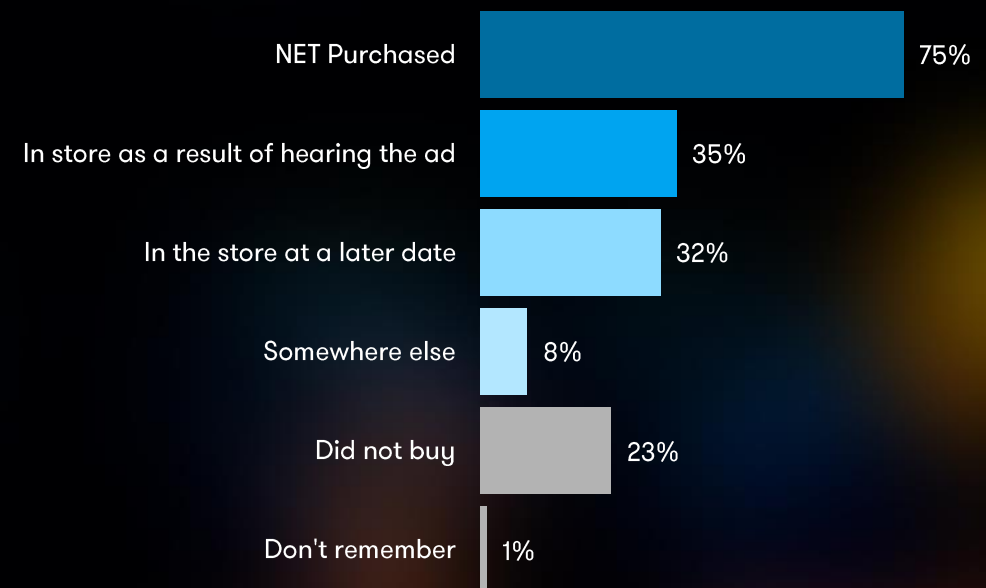
Product Purchase

Recall Group



75% of shoppers who recall hearing an audio ad within a retail location say they “**bought the product as a direct result of hearing the ad**”

- **35%** purchased the product in store as a result of hearing the ad
- **32%** purchased the product in store at a later date
- **8%** purchased the product somewhere else (another retailer or online)



Product Consideration

Control Group



Of those who **did not visit** a participating retailer in the last 2-weeks, 50% will consider the product for future purchase

- **50%** will consider the product for future purchase
- **40%** will not consider the product for future purchase
- **7%** do not purchase the product
- **3%** are not familiar with the brand



Product Consideration

Retailer Group



43%

of shoppers who **DO NOT REMEMBER HEARING THE AD** will consider the product in future

82%

of those who **HEARD THE AD** will consider the product in the future

Shoppers who heard the audio ad in store in the past 2-weeks are 90% more likely to say that they will consider purchasing the product in the future vs shoppers who do not recall hearing the audio ad.

Thank you!



Ryan Fuss

Senior Vice President



Paul Nowosad

Director, Commercial Strategy, BD & Market Development,

