



ShopAdvisor

Industry leaders improve marketing and sales performance with ShopAdvisor:

- ✓ Macy's and JC Penney drove online and in-store sales.
- ✓ More than 80 top consumer brands increased ad ROI, from CoverGirl and Kenneth Cole to Microsoft and Dyson.
- ✓ Condé Nast, Hearst, Time, Rodale, Wenner and Martha Stewart Living Omnimedia offer shopping directly from their print and digital magazine content.

SCAN TO SEE THE EXPERIENCE!



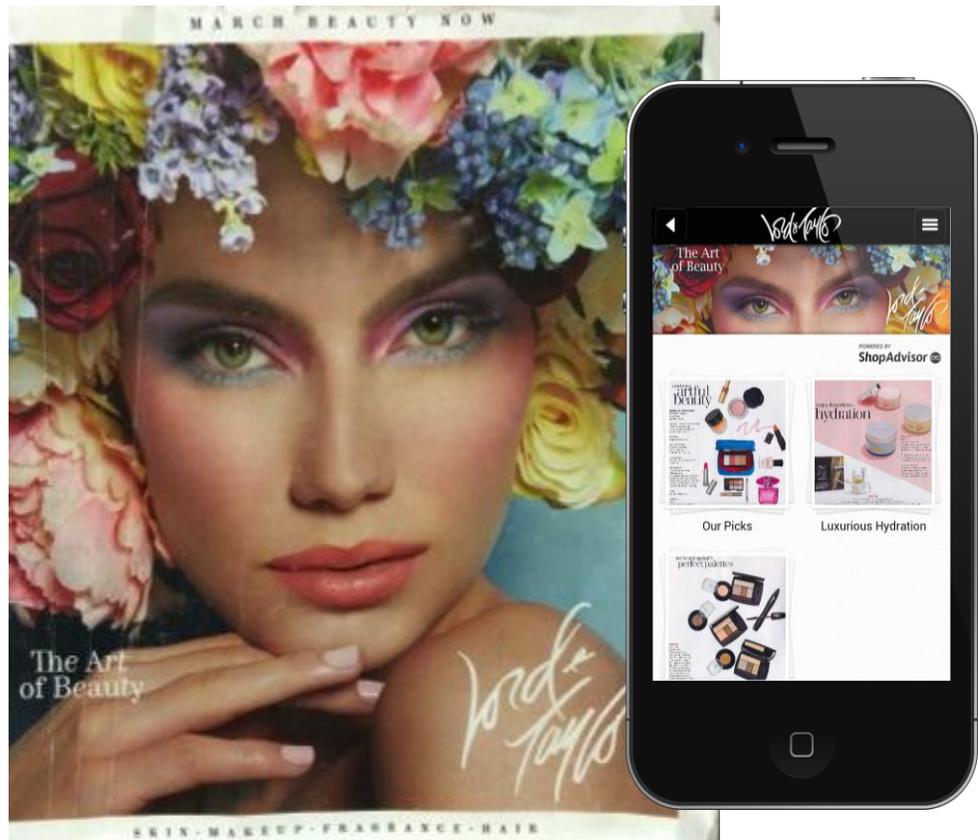
Increase Advertising ROI, Store Traffic and Sales

ShopAdvisor, the leading shopping experience platform, lets marketers, retailers and content providers embed rich shopping experiences everywhere – in ads, catalogs, direct mail, social, out of home, in store – and soon on the street.

Capture consumers at the top of the funnel with contextualized shopping experiences wherever people naturally discover products.

Drive traffic and conversion with mobile-optimized landing experiences that shepherd shoppers to the relevant information they need to move to purchase.

Reduce the costs (and hassle) of creating mobile optimized landing pages. We do it all for you, with no development work or integration needed.



The Experience Matters

The ShopAdvisor experience is launched when a consumer scans a code, clicks a URL, or taps a button. **The platform detects which device is used and optimizes the experience automatically**, with all devices/operating systems supported.

ShopAdvisor **conforms to the consumer's natural shopping behavior**, providing all the tools they need to move toward purchase -- on their terms. Shoppers explore collections of products, including detailed information and links to available retailers. Shoppers can then locate the nearest store, click to call for more information, buy the product from a retailer's site, or save the product for later to their personalized "watch" list.



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The benefits

- **Deeper Engagement:** Consumers spend up to 60 seconds interacting with shop enabled content.
- **Increased Traffic:** 30% of shoppers who explore a product will ask to receive alerts from brands and retailers.
- **Stronger Conversion:** The experience is contextual and automatically optimized for each device.

For more information contact:

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The ShopAdvisor Difference

The Art of Beauty

You watched this event from the "Art of Beauty" Lord and Taylor catalog. This event is upcoming on:

Lord & Taylor
1825 Palisades Center Dr, West Nyack, New Y...
View Map - Get Directions

Day of Beauty, Fun and Prizes

Come to Lord & Taylor and discover your new skincare routine, the right foundation, your customized color chart for the season and a fresh scent--everything you need to achieve the perfect, flawless spring look.

Breakfast will be served. Space is limited; make sure to reserve your spot today.

Tickets are \$15 and is redeemable towards any cosmetics or fragrance purchase on the day of the event. **\$15.00**

SHARE THIS DEAL

AVAILABLE FROM **\$15.00**

Lord & Taylor

Purchase your ticket by coming into Lord & Taylor Palisades store or by calling 845-353-6440

Did you know? You can also set manual alerts for products to remind you at a certain date or at a specific product price!

You are receiving this mail because email address nirk@shopadvisor.com was registered for a ShopAdvisor account. If this is not the case, please contact support@shopadvisor.com. You can also unsubscribe here.

ShopAdvisor is different because we have built a "conversion" engine into our platform. Shoppers who save a product to their watch list are automatically re-engaged on behalf of the brands and retailers they are interested in via email or push alerts.

← *A branded alert informs a consumer of an exclusive in-store event.*

More than 90% of consumers open an email alert that notifies them of changes in availability or price, invites them to in-store events, or provides personalized offers and promotions.

Be Among the First to Pilot Proximity Marketing

Beacons are about to change the rules of shopper marketing, not only in-store but literally on the streets.

ShopAdvisor is partnering with Qualcomm, seeking innovative retailers to join a pilot program this summer. There are 500 outdoor beacons placed in Manhattan across all key shopping districts. The ShopAdvisor platform is integrated to work with these beacons. As foot traffic with specific items on their watch list pass proximity beacons, ShopAdvisor can deliver specialized offers to them, driving pre-qualified shoppers with a **demonstrated intent to purchase** the brands and products you offer in a store near that location.

This pilot program is limited. If you are interested in participating please contact Lior Nir at 781-308-4312.