

THE PILLARS OF DIGITAL SUCCESS

True Value®

LOCAL DIGITAL MARKETING

Did you know that many home improvement shoppers begin by researching online and then purchasing in store? Reach them with an omnichannel marketing approach that includes local digital marketing. It provides your shoppers with a personalized, seamless shopping experience at every touchpoint across all channels and devices.

WE DO IT ALL FOR YOU

Our team gathers the data and compiles the information you need to help convert your ad dollars into sales! Plus, we know there is no one-size-fits-all when it comes to digital marketing. That's why you get to choose the digital package just right for your store and advertising budget. Each of our programs:

- Provides turnkey solutions customized for your store, for your customers in your community.
- Targets your True Value Rewards® customers.
- Gives you access to monthly results to show how well the program is working for your store(s).



Digital Marketing Mix

We engage your customers in a variety of ways, including display ads (banner ads) and email campaigns. In select digital packages, we also offer paid search (Google) and paid social (Facebook) for mobile and desktop devices.



Hyperlocal Approach

Every ad is delivered to your shoppers based on geo-fencing, a location-based technology that allows you to target shoppers within a defined radius of your store and send your store offers in real time.



Customer Targeting

We target your Rewards customers, as well as 'look-alike' customers who have been in your store and at your competitors—including big box and hardware stores.



Tailored to Your Store

Each ad is customized for your store; including name, location/address, promo events and prices, as well as other information to drive them into your store.



Reporting

Monthly reports are available on Retail Workbench. You'll receive information on how many Rewards customers saw your digital ad, came into your store, and how much they purchased (Rewards card must be used). The reports include details about the total number of times your digital ads were shown (impressions), how many clicked on your ads, and the number of customers who saw an ad and visited your store (foot traffic). If you're a True Value Rewards® store, you'll get additional reporting. From there, we'll provide your return on ad spend (ROAS), which will show you what every dollar in ad spend generated in sales.

BENEFIT FROM OUR EXPERTISE!

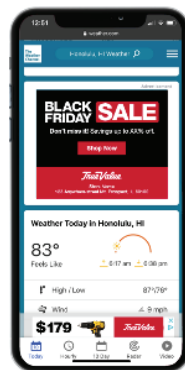
Our digital marketing experts are up to speed with the fast-paced and ever-evolving landscape of digital marketing.

- They constantly monitor and grow your customer pool to make sure we are always advertising to your current and future customers
- Our digital ad technology creates tailored advertisements specifically for your store and the shoppers in your area
- As good stewards of your advertising dollars, our experts are constantly adjusting the program to drive the best results for your store

TRUE VALUE'S LOCAL DIGITAL MARKETING PROGRAM IS DESIGNED TO MAKE REACHING CUSTOMERS A SMART, AFFORDABLE, NO-HASSLE WAY TO GENERATE FOOT TRAFFIC AND SALES FOR YOUR STORE.

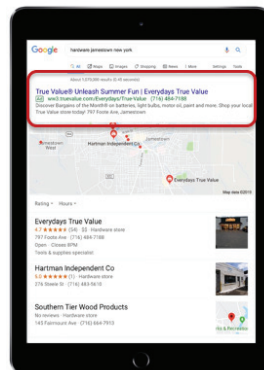
HOW DIGITAL ADS COME TO LIFE

Display (Banner Ads)



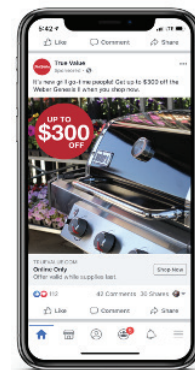
Included in all digital packages

Paid Search (Google)



Included in D1 Only

Paid Social (Facebook)



Included in D1 Only

Emails



Included in all digital packages

DIGITAL PACKAGE OPTIONS

*Includes BOM items

D1

ADVERTISE

- Customized Promo Event Items*
- Customized Categories & Brands
- Store Services
- Weather related

ADVERTISING CHANNELS

- Display (banner ads)
- Email
- Local Ad (digital circular)
- Search (Google)
- Social (Facebook)

Opt-In: Seasonal
\$1,400/month - \$47/day

D2 REVISED

ADVERTISE

- Customized Promo Event Items*
- Customized Categories & Brands
- Store Services

ADVERTISING CHANNELS

- Display (banner ads)
- Email
- Local Ad (digital circular)

Opt-In: Monthly
\$800/month - \$27/day

D3 NEW

ADVERTISE

- Customized Promo Event Items*

ADVERTISING CHANNELS

- Display (banner ads)
- Email
- Local Ad (digital circular)

Opt-In: Monthly
\$450/month - \$15/day

D4 REVISED

ADVERTISE

- BOM Items ONLY

ADVERTISING CHANNELS

- Display (banner ads)
- Email
- Local Ad (digital circular)

Opt-In: Monthly
\$200/month - \$7/day

To learn more or sign up, visit Membersonline.com > Promotion > Marketing Planning Tool or email MarketingOperations@truevalue.com.