



EVOLVE YOUR ADVERTISING STRATEGY

Using Numerator Ad Intel is like looking over your competitor's shoulder. Brands, agencies, retailers & manufacturers leverage Numerator Ad Intel to efficiently monitor and analyze competitive advertising, creative execution, and media usage - **all within a single platform.**



Focus on strategy by automating near-real-time competitive monitoring

Save time with a single, on-demand source for competitive creative monitoring and ad spend reporting across traditional and digital media types.



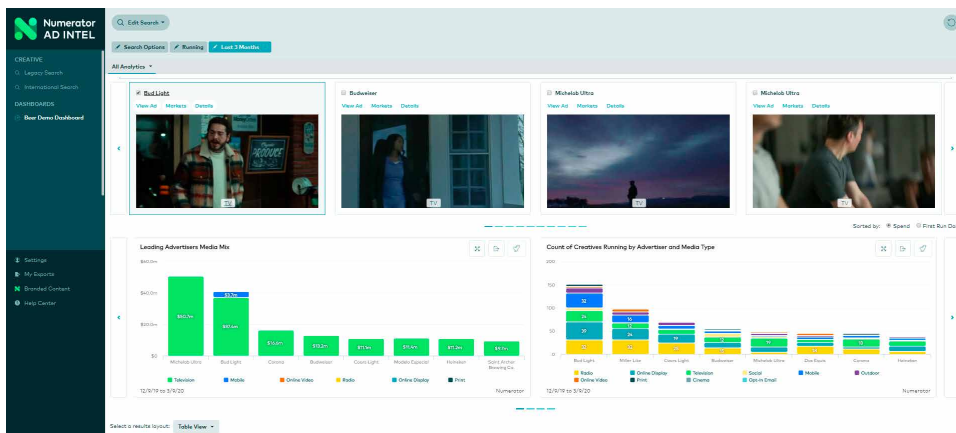
Stand out from competition with compelling messaging

Leverage superior data granularity to capture key attributes, and our expanded advertising monitoring universe to optimize the key messages to focus on in your advertisements.



Invest your ad dollars effectively

Filter ad spending by competitor, line of business, media, geo-locations or time of year to access the insights you need to make informed decisions for important (and expensive) advertising investments.



22

Media Channels Providing an Omnichannel View

3 Days

After Close of the Week Ad Spend Data is Available

810,000+

New Unique Ads per Year

Product-Level

Media Data Reporting

103,000,000+

Total Ad Occurrences per Year

\$100B+

Annual Measured Ad Spend

299

Unique Product Categories

Start the conversation today



hello@numerator.com



www.numerator.com



Numerator Insights

Future-proof your business with a modern consumer panel



Every Type of Shopper

America's largest, most representative purchase panel



Omnichannel Visibility

All retail channels: bodegas to Big Box to ecommerce



Holistic Understanding

Purchase-triggered surveys link behaviors and attitudes



Fast Insights

On-demand access to purchase data, updated daily

Deeper consumer and shopper understanding

Profile the Consumer



450,000+
active panelists

- Holistic data collection for unified insights
- Robust demographic data

- 350+ psychographic attributes
- 150+ media consumption habits

Capture More Trips



800,000,000+
receipts captured

- Access to in-store and e-receipts
- No scanning barcodes or inputting prices

- More accurate & complete than self-reporting
- Simple, fun, habit-forming experience

Survey the Consumer



50%+ or better response rates

- Identify the "why" behind the "buy"
- Understand the Moments of Truth

- Target known purchasers with shorter surveys, asked in the right moment
- Behaviorally segment attitudinal responses

Deliver Insights Daily



Answers in **minutes**

- On-demand platform access
- Intuitive answers to business questions

- Data updated every day
- Custom people groups on-the-fly



Need insights?

We can help.



Shopper Surveys

Target specific shoppers and consumers based upon real, observed behaviors. Need to find product or store-specific shoppers? No problem! Trigger a survey as soon as they make a purchase and get your summarized results within 1-2 weeks.



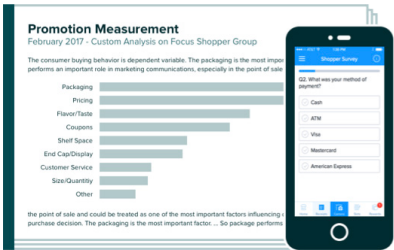
**In-the-Moment
Purchase Trigger**



**Behavioral
Segmentation**



**Longitudinal
Tracking**



Buy and Why Studies

Analyze what's happening in the marketplace among your shoppers and consumers. Once behaviors are understood and segmented, deploy surveys to help identify their attitudinal drivers. Get an executive-ready presentation within weeks of scoping your project.



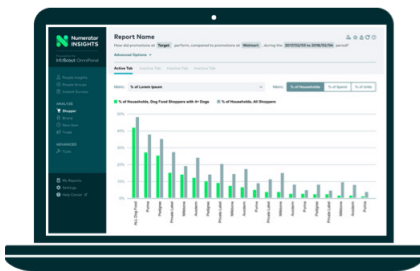
**New Item
Launch Tracking**



**Promotion
Measurement**



**Lapsed
Shopper Study**



Numerator Insights On-Demand

Get anytime access to the largest purchase panel in the United States, and analyze omnichannel shopping behavior across all categories. Intuitive reports, processed within minutes, answer your team's important business questions. Empower your account managers with the shopper insights they need to capture more fact-based sales.



Shopper Insights



Brand Insights



People Insights

Over 100 brands, retailers, and agencies trust Numerator

