

Internet of Commerce Things (IoCT) Forum

CardLinX.org

October 13, 2016



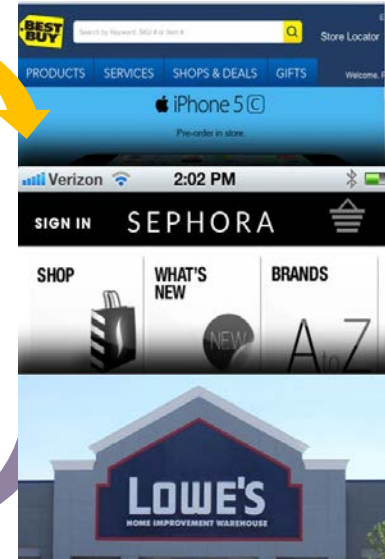
Ebates: Largest Independent Loyalty Marketplace

>20 million members

~\$7 billion in purchases



>\$200mm in rewards



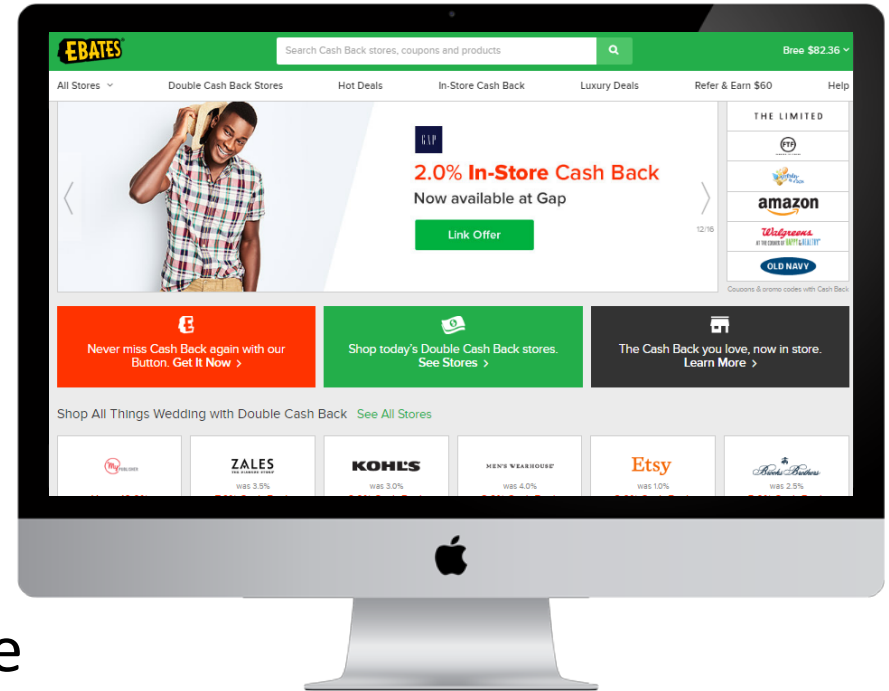
>2,000 merchants

EBATES[®]

EBATES[®]

Ebates In-Store Cash Back Overview

- Nov 2015 – soft launch
- July 2016 – full launch
- 27+ active merchants
- 1M+ offer activations
- \$10M+ sales
- 9.5% CVR
- 5 days avg. time to purchase



Dozens Of Ebates Merchants Have Embraced In-Store Cash Back



ANN TAYLOR



ATHLETA

BANANA REPUBLIC



bloomingdale's



charming charlie



CLUB MONACO



EXPRESS



GNC
LIVE WELL



john varvatos

JOHNSTON & MURPHY
SINCE 1850

SINCE Kiehl's 1851



Moosejaw



NEW YORK & COMPANY

Office DEPOT
OfficeMax



REBECCA TAYLOR



SEPHORA

Splendid*

THE BODY SHOP.

TILLYS

In-Store Cash Back Benefits Our Merchants And Members Alike

- Value to our merchants:
 - Drive online to offline foot traffic and sales
 - Can target new-to-file or loyal shoppers
 - Merchants only pay for completed purchases
 - No integration or sales personnel training required
 - Flexible offer types for every merchant shopping experience
- Value to our members:
 - Cash back at their favorite merchants, whether in-store or online
 - No coupons, vouchers, or codes to show at checkout
 - Same experience online and offline – just click and shop



Varied Offer Types To Fit Merchants' Goals

Single Use Cash Back



Earn 4% Cash Back

Increase Share of Wallet

Basket Threshold Offers



\$10 Cash Back on \$50 purchase

Increase Overall Basket

Loyalty Offers (multi-visit)

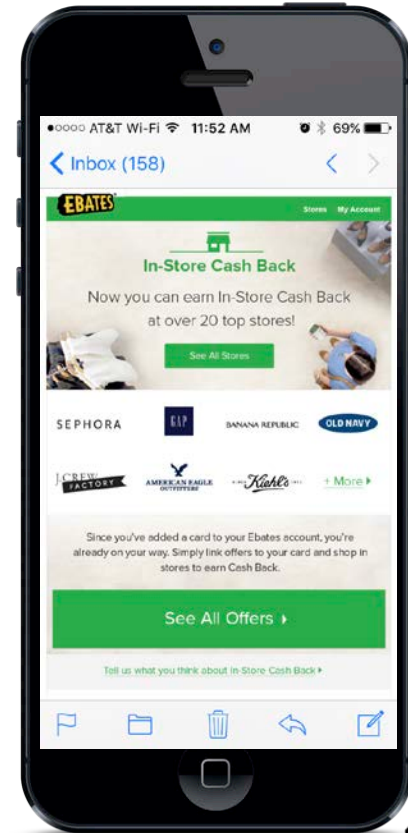


Earn 6% Cash Back on all purchases this month

Increase Loyalty

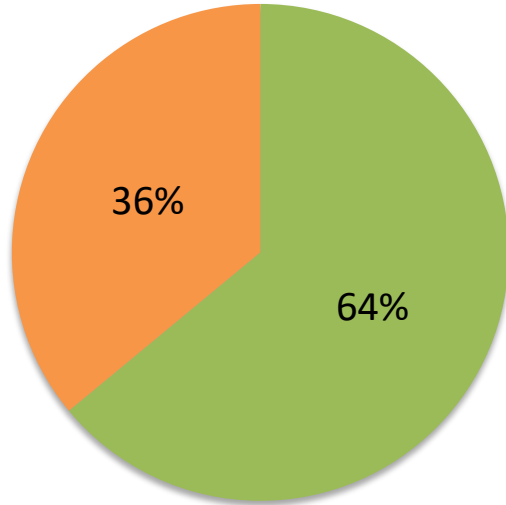
Ebates Member Marketing Driving Adoption

- Email Marketing Campaigns
 - Educational, new merchant, and lifecycle: high open and CTR
- Banners, mobile push, FB
- Direct mail - reminders with each member's Big Fat Check



Case Study: Leading Home Furnishings Retailer

In-Store Segments

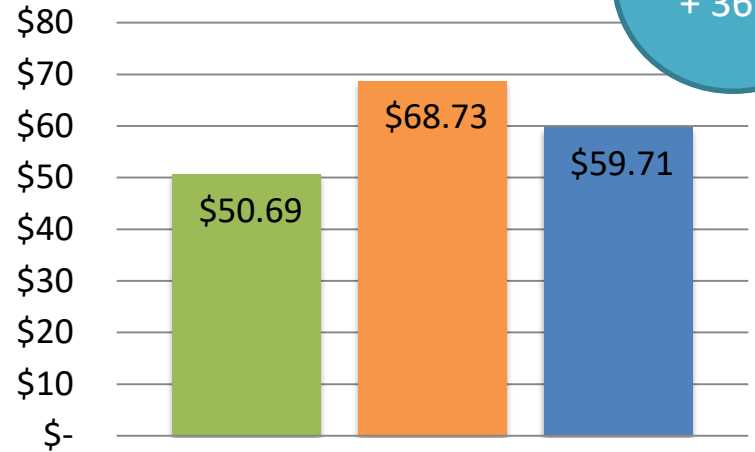


■ New To File ■ Returning

'NTF' – Buyers who had not previously purchased online or in-store at merchant through Ebates

'Returning' – In-Store Buyers who had previous made an in-store or online purchase at merchant through Ebates in past 3 years

NTF vs. Returning



In-Store AOV

■ New To File ■ Returning ■ Average

Cardlinx.org – Internet of Commerce Things (IoCT) Forum

THANK YOU

