

AdAdapted Push Notifications

Drive increased engagement and conversion with push notifications to active CPG shoppers.

Media that Moves Products

100% Opted-In Audience

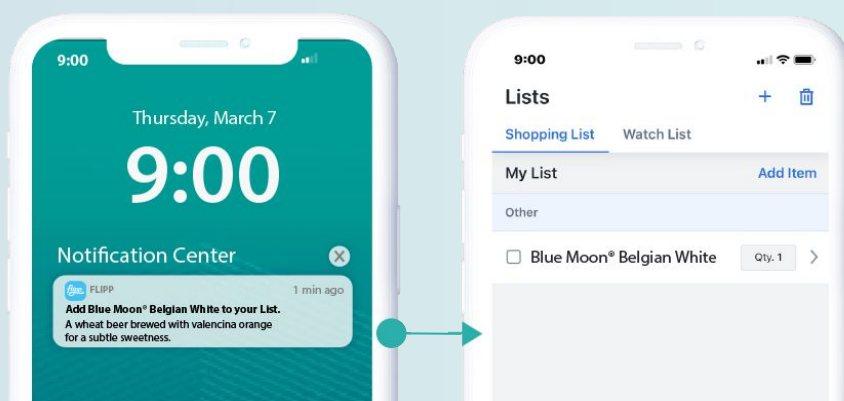
1.1-2.3% Add-to-List Rate

1

Reach over a million opted-in shoppers on Flipp's mobile app with a 100% share-of-voice text notification.

2

Drive trial, promote offers or launch new products across any retailer.



HOW IT WORKS

INCREASED ENGAGEMENT

- 1.1 to 2.3% Click Through Rates
- 7X higher than display Add-to-List
- 3-5X higher than display Add-to-Cart

GEO & PRODUCT TARGETING

- 100% Flipp push "takeover" coverage
- National or regional; retailer store locations
- Product segment (breakfast, beer/win, etc)

REACH PRE-SHOP PLANNING SHOPPERS

- 97% identify as HoH shopper and decision maker
- 90% use Flipp as their primary grocery planning tool
- 72% discover new brands or products on Flipp

FAST & EASY EXECUTION

- 1 week lead time
- No setup required, just approve copy

ABOUT THE PARTNERSHIP

Flipp and Adadapted are reinventing the way people plan their weekly grocery shopping trip. Flipp's Shopper Consideration Platform powers the creation, curation, and distribution of merchandised savings content to a highly engaged audience.

The integration of AdAdapted's patented Add-It™ technology transforms Flipp's push notifications into purchases by allowing users to seamlessly add items to their shopping lists & carts with one click.

ADADAPTED

flipp

ADADAPTED

www.adadapted.com

contact@adapted.com