



**Want to get your brand
Big Game commercial reach
without the cost?**

Powerful reach and efficient
ad spend with card-linked
offer campaigns

eBook

 **figg**

The competition for attracting consumers is on

One of the biggest advertising stages, the big game, offers broad reach through commercials, but so can card-linked offers.



96.4 million viewers

tuned in to watch the 2021 Super Bowl between the Kansas City Chiefs and the Tampa Bay Buccaneers.

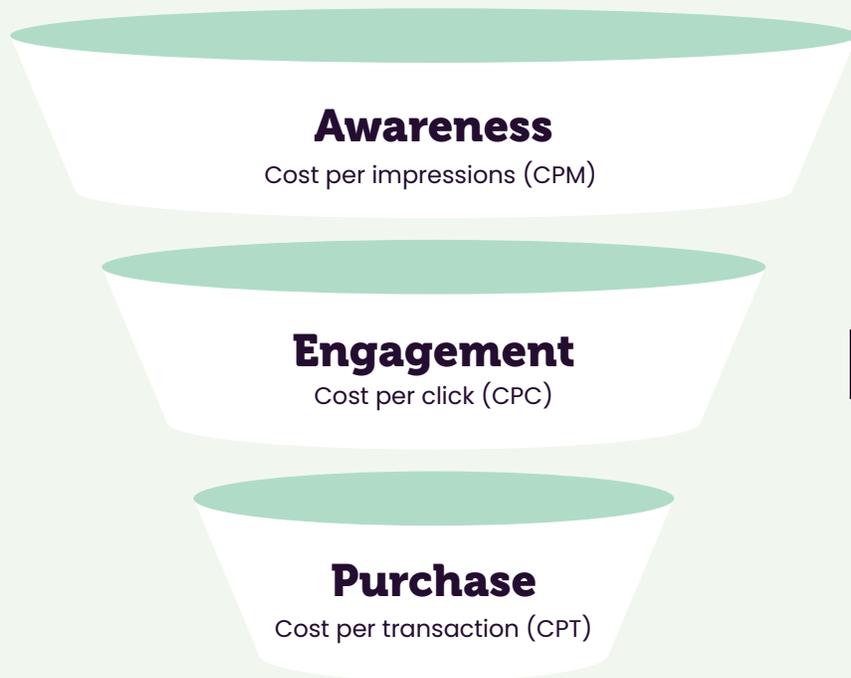
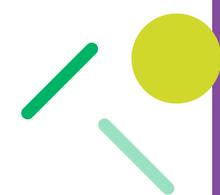
Figg beats Super Bowl viewership with over

100M+ cardholders.

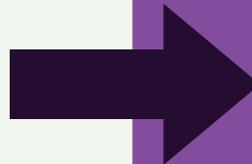
Reach these consumers with a card-linked offer (CLO), and you will only pay when a verified purchase is made.

Figg **flips** the traditional marketing funnel

Our platform is performance-based, advertisers only pay when a verified in-store or online transaction is made.



Traditional model



Figg's model

Don't just reach 100M+ cardholders. Hyper target consumers more accurately than a game-winning pass

Figg can target specific consumers based on their past purchase history. Advertisers can use this to their advantage by defining their custom consumer segments.



New customers with 0X purchases at your brand in the last 12 months?



Competitor's customers based on past purchase history



Returning customers for increased purchase volume



Lapsed customers who haven't shopped with you in the last year?



Score on every campaign

Figg has a competitive advantage in our ability to provide advertisers with advanced and actionable reporting. In addition, Figg-provided reports are often actively leveraged beyond our card-linking solution.

01

Incremental lift analysis:
Quantify incremental spend per redeeming consumer

02

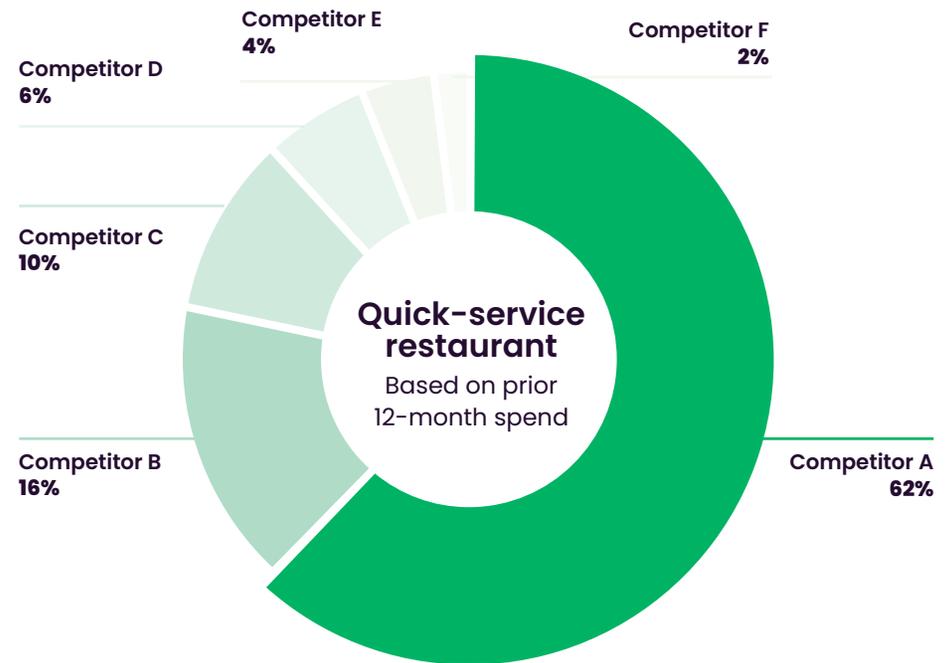
Transaction detail reporting:
Gain insight into every sale including purchase date, amount and card used for payment

03

Long-term value analysis:
Track consumer spend after the first purchase to calculate lifetime value

04

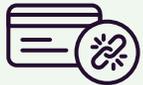
EXAMPLE
Share of wallet analysis:
Measure market share versus set of competitors



QSR National Market Share

- Competitor A is the market share leader amongst traditional QSR players followed by competitor B, competitor C and competitor D
- Spend at competitor A, competitor B and competitor C account for 54% of category share
- Competitors with strong mobile presence such as competitor A and competitor B make up 36% of category spend

How Figg gets a **touchdown** with every advertiser



Reaches 100M+ cardholders with no upfront costs



Guaranteed ROAS with 100% pay-for-performance model



Precision targeting and segmentation



Marketing insight, reporting and measurement

Are you currently considering a card-linked offer campaign? Contact us today to schedule a free demo of our platform and discuss a custom campaign our team can craft based on your business goals.

gofigg.com

