

Add-It

58MM Americans build and maintain shopping lists on their phones (Hartman Group). With Add-It, your target consumers can easily add your products to their favorite list with just a click.

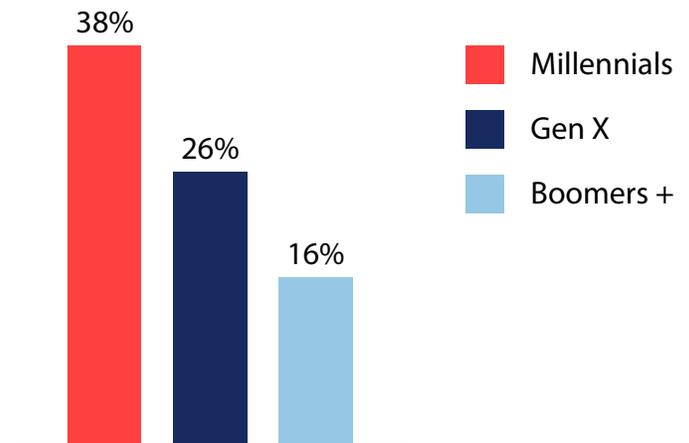
AdAdapted is the leading mobile advertising solution for driving CPG trial and repeat purchases.

- High performance mobile advertising solution for CPG brands
- Specializing in context-relevant ads that drive recall, engagement, and purchase intent
- Add-It: Industry's only ad solution that helps consumers build mobile grocery lists which drive in-store conversions

About Add-It

The only ad unit that lets consumers place items directly onto their favorite mobile shopping lists - with one click.

Who Consults a Grocery List on their Phone?



Source: Food Shopping in America 2014 report, The Hartman Group

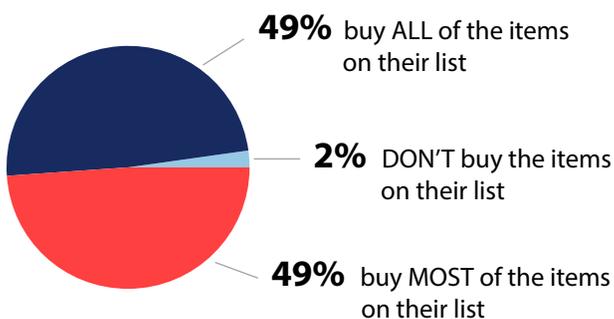
38% Millennials and 26% Gen-Xers build their shopping lists on their phone¹. Now CPGs can help them do it and get their products on those shopping lists.

Get On The List, Get In the Cart



Proxy for Purchase: 98% of Millennials say they buy all or most of the items on their shopping list²

How Grocery Lists Influence What Millennials Buy



Pay-for-Performance: Only pay when your product is added to a shopping list



Reach: Connect with your audience anywhere; works no matter which grocery list app they use



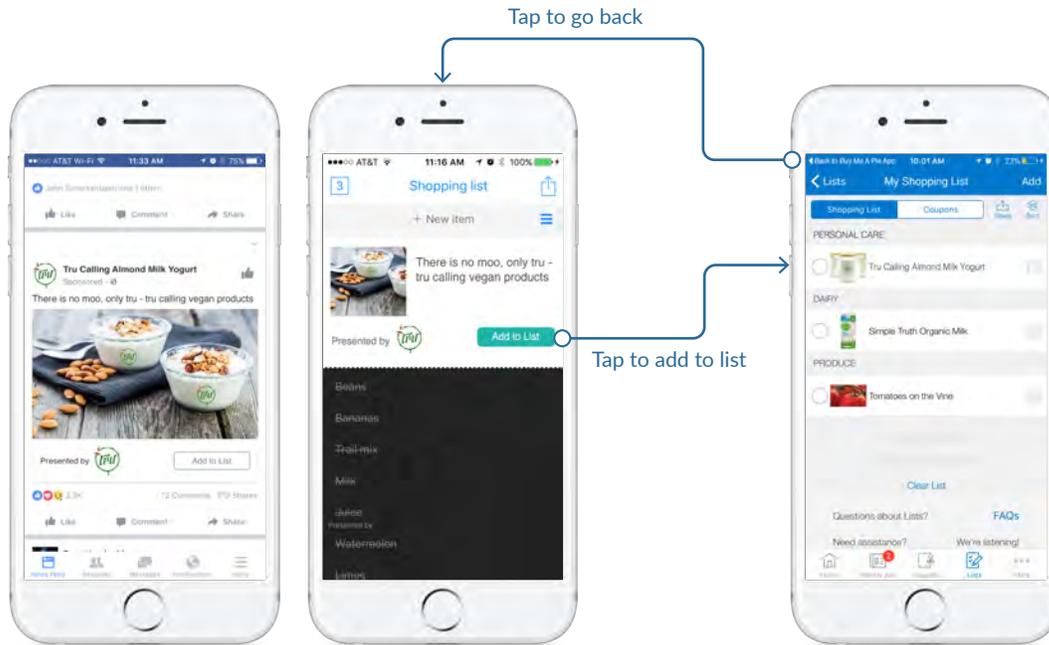
Insights: Know what grocery app they use, who added your products, when, and what other products they're purchasing



Performance: We handle the targeting, tracking, reporting

Add-It

How It Works



1 Add to List

Drive users to add Tru directly to their shopping list

2 Product Added to List

Product easily added directly to a user's shopping list

- AdAdapted finds consumers with shopping lists installed on their device
- Serve co-branded ads, across mobile landscape
- User clicks ad, favorite list app opens
- User can see item has been added
- User can return to their original content

“Not everyone makes a list, but those who do are more likely to stick to it, spend less time in stores and have less fun or positive engagement with brands and retail banners than those who don’t. Getting the attention of these shoppers before the store therefore is imperative.”

– Path to Purchase Institute, *At Home With the Path to Purchase*

CONTACT

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