

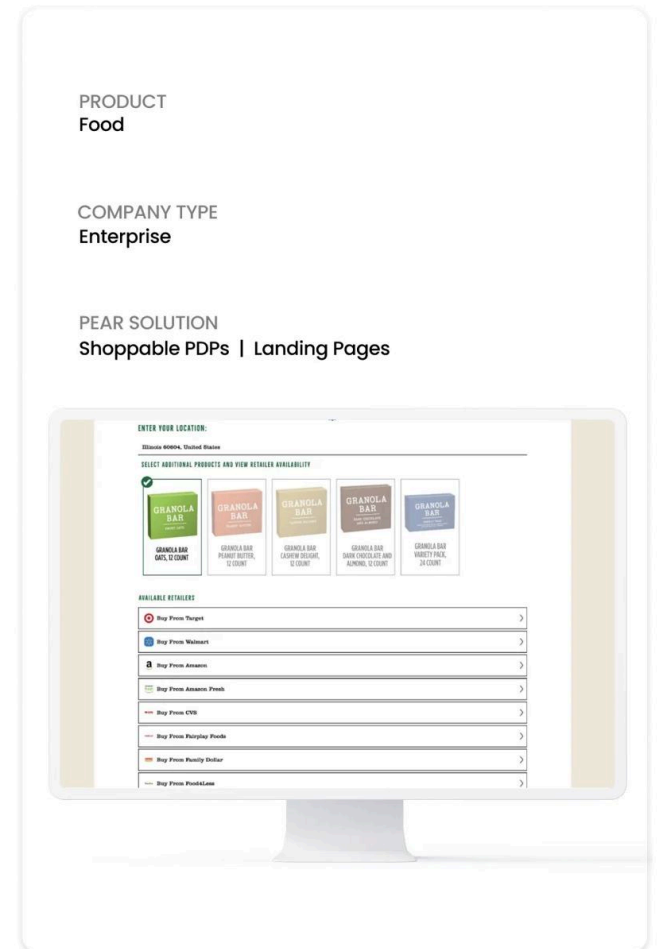


Fortune 500 CPG brand increases shoppability

GOALS & APPROACH

In their fiscal year 2024, Pear won the RFP to be *Brand's shoppable media partner of choice, which included implementing Shoppable PDPs on their most important brand, supplemented with Shoppable Links for others. *Brand's shoppability goals included:

- Making their owned properties (website, recipes, etc.) and brand media shoppable
- Creating paths to purchase to all available retail partners with daily inventory scanning
- Increasing retailer selection rates from shoppable experiences



RESULT

*Brand tested campaigns driving to Shoppable PDPs and Shoppable Links to measure overall shoppability at retail across six months of data.



1100+ Retailers displayed to shoppers from *Brand's shoppable experiences



500+ Individual retailers selected from *Brand's shoppable experiences



Without Pear's inventory scanning technology, it wouldn't have been possible to create accurate paths to purchase from *Brand's experiences to all in-stock retailers in all available geos.

| OUTCOMES

1. Pear was able to dynamically display paths to purchase to **11x the number of retailers** compared to competitors.
2. *Brand leaned heavier into their Shoppable PDP strategy and saw a **5x increase** in clickthrough rates to retailers, relative to Shoppable Links over Q1.
3. *Brand is expanding its investment in Pear's shoppable tools, moving every brand in their portfolio to Shoppable PDPs to create **more shoppable experiences**.