How do brands know...

- Who’s buying my product?
- Who’s the end consumer?
- Why did they buy?
- When & where?
- How many?
- What price?
- With what else?

Who’s the shopper? What’s their motive?
Wish I knew who that shopper was!
So, what are brands left with?

Market Research

**nielsen**

**How it works**

- **High Friction** – 10-minutes+
- **Low Reward** – $0.20 per trip

**Implications**

- **Low Participation (50k)**
- **Poor Data Quality (50%)**
So, what are brands left with?

Market Research

PoP Marketing

nielsen

dunnhumby
essential customer genius

the harris poll

InfoScout

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Our Patent-Pending Technology

InfoScout’s core technology is the ability to match item descriptions from receipts to the actual brands and UPCs they represent.

Rules-based Content Tags

Fuzzy Search Item Matching

Brand Master

<table>
<thead>
<tr>
<th>Brand_Short</th>
<th>Brand_Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snt</td>
<td>Santi</td>
</tr>
<tr>
<td>Sntr</td>
<td>Sentry</td>
</tr>
<tr>
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<td>Santitas</td>
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<td>Snty!</td>
<td>Sontava!</td>
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<td>StnCr</td>
<td>Satin Care</td>
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<td>Stnl</td>
<td>Stanley</td>
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Item Master

<table>
<thead>
<tr>
<th>Short_Description</th>
<th>Item_Description</th>
<th>Size</th>
<th>UPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sntts Trll Chps Blnd</td>
<td>Santitas - Tortilla Chips - Blend</td>
<td>13oz</td>
<td>028400087285</td>
</tr>
<tr>
<td>Sntts Trll Chps Wht</td>
<td>Santitas - Tortilla Chips - White</td>
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<td>028400013499</td>
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<tr>
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<tr>
<td>Sntts Yllw Crn Trll Chps</td>
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<td>028400013642</td>
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</tbody>
</table>
Our Patent-Pending Technology

Item Master

<table>
<thead>
<tr>
<th>Short_Description</th>
<th>Item_Description</th>
<th>Size</th>
<th>UPC</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Santitas - Tortilla Chips - Blend</td>
<td>13oz</td>
<td>028400087285</td>
</tr>
</tbody>
</table>

Rewards & Coupons

Ingredients & Recipes

Feedback & Alerts
Receipt Hog

Redeem Coins

Donate
Cash donation with just 250 coins!

Cash
Receive cold hard cash via PayPal

Goods
Coming soon!

13 more receipts till a Hog!

RUNT  PIGLET  WEANER  HOG
Brand Offers

**Downy**
Shop at Walmart for 2X Roo Points

**Kellogg’s Special K**
25 Roo Points for every $1 you spend

**Starbucks**
Earn Stars towards free café drinks

**P&G Beauty**
Buy $50 to for $10 in P&G coupons

**Knorr**
Spend $10 for a chance to win a trip
2X Roo Points for every $1 you spend

Buy $50 today to get $10 in P&G coupons

Spend $10 for a chance to win a trip
THE SWIFFER 360° DUSTERS GIVEAWAY

[Image of Swiffer dusters]

Like
Precision Targeted Digital Offers

Closed Loop Test Marketing

Trigger Surveys

InfoScout’s mobile apps reach shoppers at the first moment of truth based on specific purchase & demographic criteria.

Understand the ‘why’ behind the ‘buy’.
Revolutionizing Retail Market Research

**Nielsen Today**

- Big Contracts
- Big Spreadsheets
- Big Presentations
- Big Consulting Fees

**InfoScout Tomorrow**

- Freemium SaaS Business Intelligence & Analytics

*Example data and graphs from InfoScout*
The Vision
Biggest Risk = Biggest Opportunity

TIME % of Receipts

Paper Receipts

e-Receipts

Today InfoScout Supports e-Receipts

2012 © ScoutIt, Inc.
Early Traction: Growing 35% W-o-W

Nielsen’s 8k in site!
User Demographics

GENDER

- Male
- Female

AGE

HIGH NET $ INCOME

LOCATION

EDUCATION

KIDS @ HOME
Market Validation

Pipeline: Top 3 Global CPG’s, #1 Retailer, #1 Marketing Agency, #1 U.S. Bank, #1 Social Network
Thank you!