

INMAR intelligence

Incentives & Loyalty Solutions

Over 70% of shoppers make purchase decisions based on savings or rewards

UNLOCK YOUR SHOPPERS POTENTIAL WITH OUR PROVEN SOLUTIONS

Incentives are must-haves for brands and retailers to win shopper loyalty. The ability to design, execute and measure incentives has never been more crucial to a successful growth strategy.

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DELIVER THE LOYALTY-BUILDING SAVINGS SHOPPERS NEED



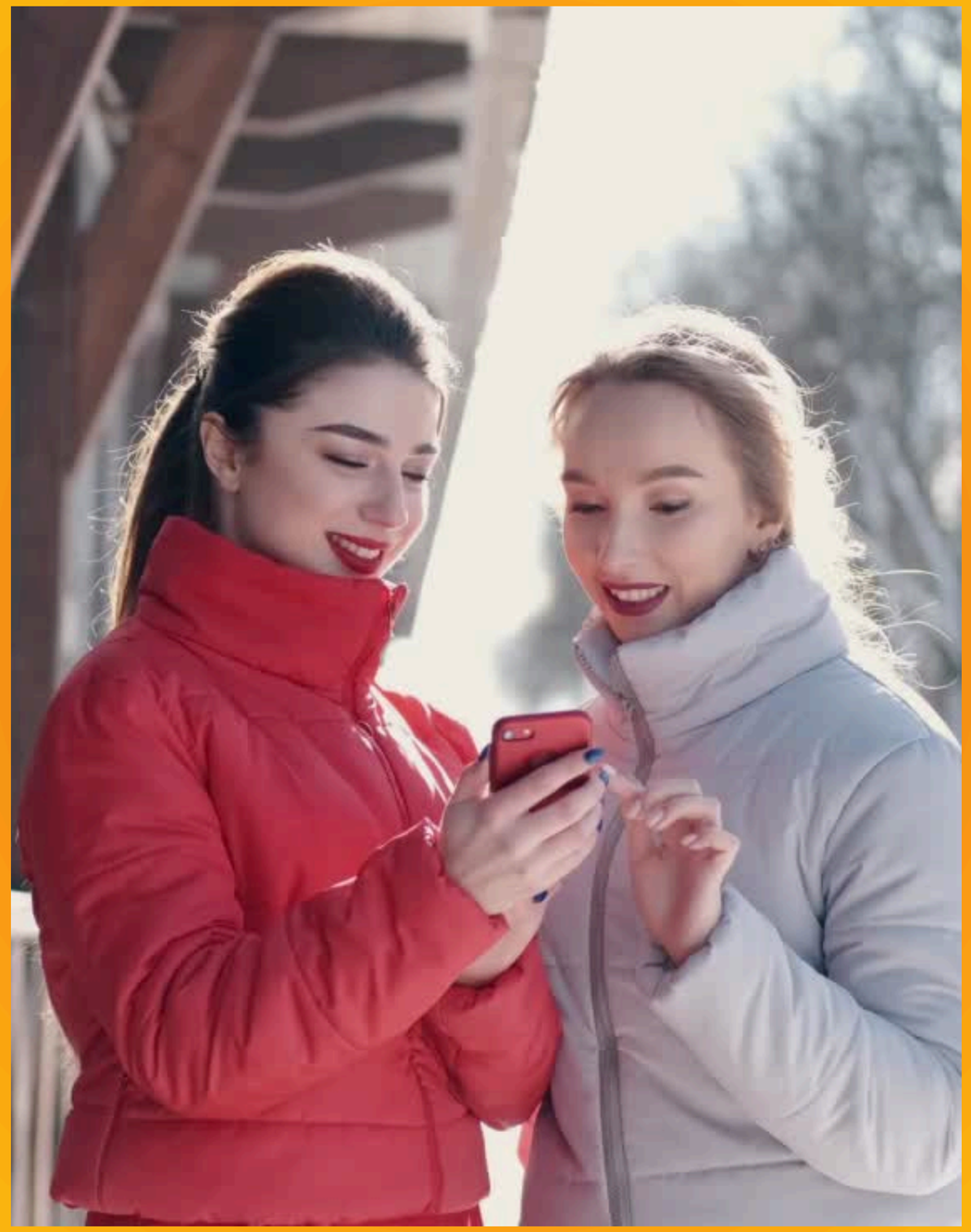
MORE THAN **$10B IN SAVINGS** TO OUR SHOPPERS IN 2023

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OUR INCENTIVE & LOYALTY SOLUTIONS WILL DELIVER SUCCESS

Partner with us for comprehensive solutions that will help you **win, and keep, shoppers**.

Always backed by technology, measurement, distribution and back-end processes we've carefully refined over time, to ensure they effectively reach and motivate consumers throughout the shopper journey.



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POWERED BY SHOPPERSYNC®

At the heart of our comprehensive strategy is our exclusive data intelligence platform, **ShopperSync® CDP**, which mobilizes SKU-level transaction data and other shopping-related behaviors, sourced from point-of-sale systems and consumer touchpoints, for personalization and activation across the marketing portfolio.

ONBOARDING YOUR DATA

Maximize the value of your data to support marketing and business objectives.

REPORTING & ANALYTICS

Close the loop on measuring outcomes to fully understand the impact of your advertising.

MEDIA ACTIVATION

For our on-platform customers, we offer our decisioning technology integrated with real data.

STATE-OF-THE-ART CREATIVITY

Solutions for retailers, brands and programmatic advertisers that include guidelines and content.

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Find the right solution for you

FOR RETAILERS

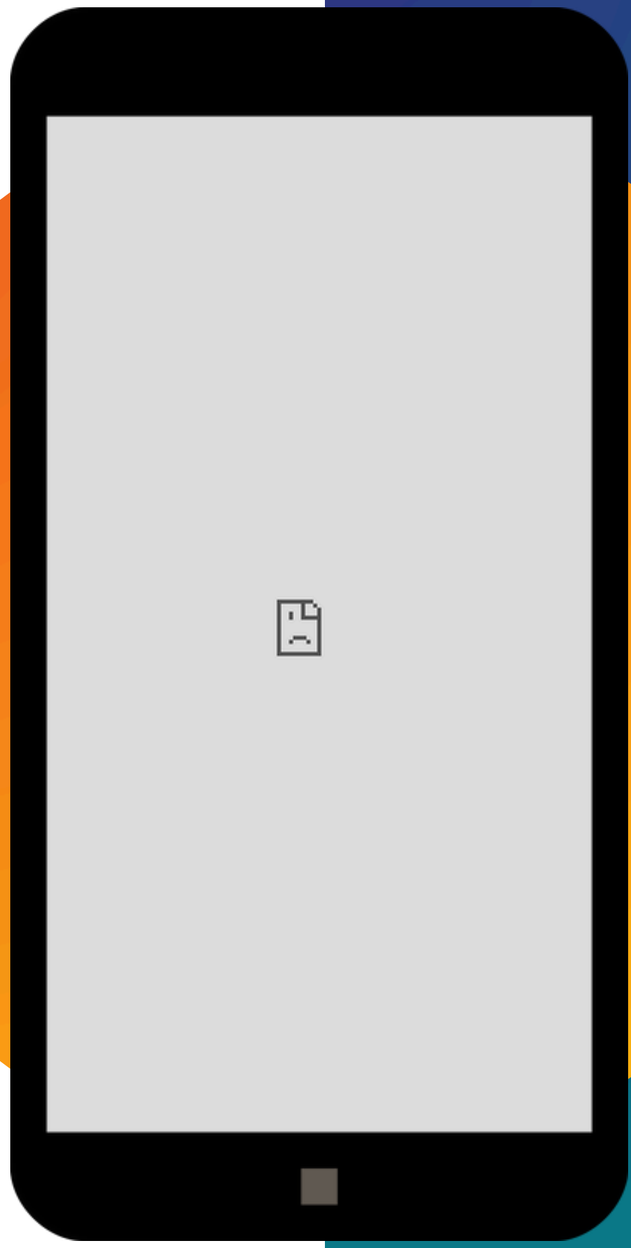
Execute compelling and comprehensive loyalty-building programs across all touchpoints.

Give shoppers relevant, industry-leading savings opportunities through our Demand Generation Services.

FOR BRANDS

Maintain and grow share, with end-to-end support from strategy to settlement.

Meet brand objectives by running digital coupons through our nationwide retailer network, and other digital incentive methods.



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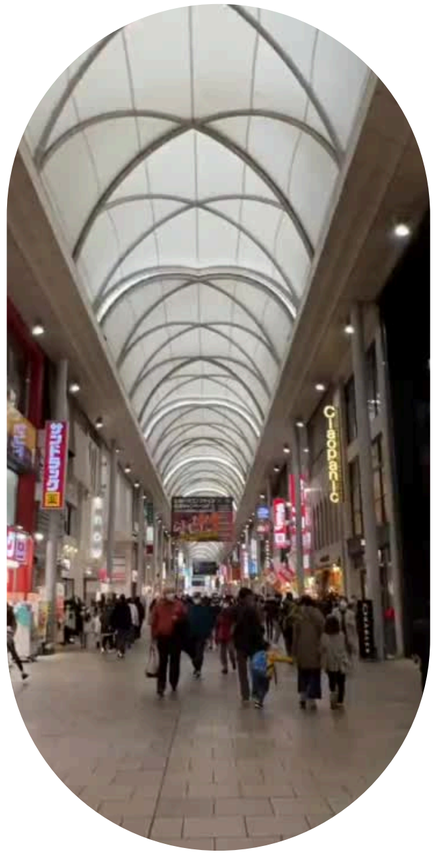
SOLUTIONS FOR RETAILERS

DIGITAL INCENTIVES

E-COMMERCE

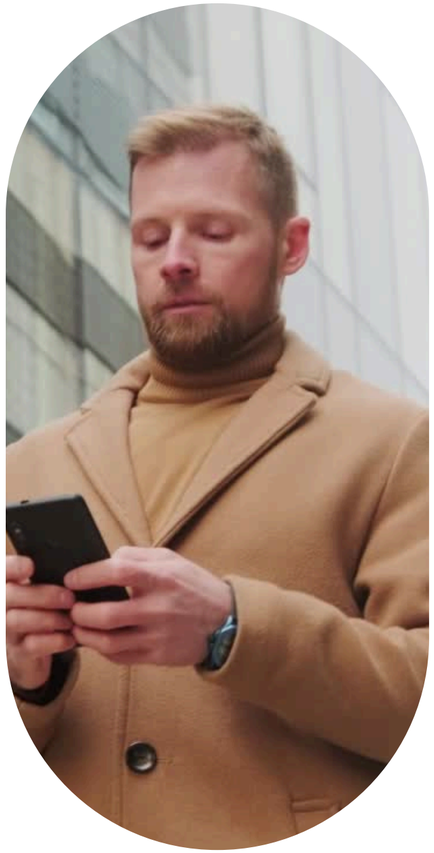
LOYALTY SOLUTIONS

FINANCIAL MANAGEMENT













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SOLUTIONS FOR BRANDS

DEDUCTIONS

TRADE PROMOTIONS

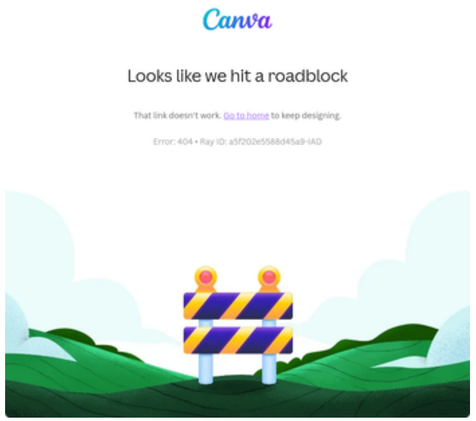
FINANCIAL MANAGEMENT

REBATES

CONSUMER CARE

DIGITAL INCENTIVES





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INMAR intelligence

The old methods of advertising no longer suffice. It's time for the retail revolution.



Tanios Tabet

Sales and Mkt Manager, MX

taniosyst@gmail.com

+52 477 542 3222

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