

PowerShopper™ Front-Door Marketing Program

Reaches the area's biggest retail spenders at home, on weekdays or weekends.

GPS tracked, guaranteed proof of delivery.

Tracks the delivery of each package to provide unique and exclusive performance reports and accuracy.

Direct front-door, unduplicated delivery .

Puts your advertising directly in consumers' hands without the clutter of the mailbox or newspaper.

Monitored delivery performance.

Four levels of in-field supervision and independent auditing.



Program targets the best retail consumers.

Circulation equal to each market's highest weekend or weekday paper circulation. With carefully targeted block-level distribution, we reach households with the highest retail purchasing index.

Precise block-group distribution.

Eliminates wasted circulation and maximizes ROI.

What gives PowerShopper its pulling power?

PowerShopper is a shared (co-op) marketing program that places your pre-printed circulars into a bold, colorful bag and places it directly at consumers' front-doors. A co-op medium in an uncluttered environment, PowerShopper delivers attractive, targeted offers to top prospects, on the week's busiest shopping days.

An integrated, turnkey program that delivers real results.

With PowerShopper, a shared environment, weekly delivery and reliable GPS-monitored distribution are only the beginning.

Extensive Field Supervision and Auditing

Power Direct assures quality through numerous levels of in-field verification:

- **Professional distributors.** Uniformed trained employee delivery personnel.
- **On-site supervisors.** Manage crews, develop plans, write daily reports and verify delivery.
- **Power Direct staff managers.** Conduct end-to-end field verification of every job – and industry exclusive quality assurance check.
- **Independent auditors.** Conduct on-site field verifications and/or optional phone verification audits.

PowerPersonalization option

Developed by Power Direct, PowerPersonalization offers a unique and powerful way to personalize any communication, from ads to mailers and more. We invite consumers to visit www.powershopper.me (see bag graphic on front), a landing page dynamically populated with personalized offers after users log in.

Real-time GPS Tracking for Guaranteed Proof of Delivery

Power Direct's breakthrough monitoring system guarantees reliable distribution by equipping delivery walkers with wireless handheld devices that precisely pinpoint, track and verify deliveries. Computerized maps, job logs, digital photos and detailed field reports provide verifiable evidence of delivery.

Bag Dimensions & Construction

Bag: All-white polybag; vibrant, multi-color printing

Bag Size: 12" wide x 16.5" tall

Insert sizes: Up to 11" wide x 12.5" tall



Become a PowerShopper Retailer Today

Reach your best customers on the week's best shopping days, with PowerShopper, only from Power Direct.

Call 916-872-8175.

PowerDirect | The Science of Front-Door Marketing

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