

## RetailMeNot Extends Lead in Mobile Marketing with Innovations in Cross-Device Attribution Measurement Through Partnership with Placed

*Attribution Webinar Scheduled on July 29 at 1pm EDT*

AUSTIN, Texas, July 16, 2015 /PRNewswire/ -- RetailMeNot, Inc. ([www.retailmenot.com/corp](http://www.retailmenot.com/corp)), a digital promotions leader, announced today a partnership with Placed ([www.placed.com](http://www.placed.com)), a leading marketing attribution and location analytics company.



As consumers continue to use multiple devices in the path to purchase and 90% of all shopping still occurs in-store, it's more obvious than ever that the marketing channel of influence presents a consistent challenge to retailers.

The strategic partnership with Placed will allow RetailMeNot's retail, restaurant and brand partners to apply tested and proven attribution insights from Placed. The results will help partners better understand their return on investment on mobile-based in-store marketing campaigns active within the RetailMeNot app.

Through a robust double opt-in panel-based methodology, Placed provides retailers the most complete understanding of what consumers do in the physical world, transforming that information into actionable insights. Placed's technology directly measures the impact of promotions through a combination of smartphone features including location, explicit user surveys and other big data principles to ensure highly accurate results that index real-world shopping paths and consumer behaviors.

The in-store shopping environment has become a more robust part of RetailMeNot's digital promotions capability. In fact, a recent study shows that the company's mobile channel is one of the top five places consumers begin their shopping experience before visiting a store. RetailMeNot also won a Webby Award in 2015 in which it was voted "Best Shopping App."

"This partnership signals to our retail partners that we value the importance of proving RetailMeNot's ability to drive offline action, and we can do that through a well-known and accepted methodology conducted by Placed," said Michael Magaro, senior vice president, Corporate Development, RetailMeNot, Inc. "Retailers are realizing that their digital marketing spend generates a more significant return when they run promotions through RetailMeNot."

"Placed is excited to partner with an innovative leader like RetailMeNot, who is using digital channels like their website and mobile app to evolve retail promotions," said David Shim, founder and CEO, Placed. "We look forward to being a trusted option for retailers on RetailMeNot who are interested in better understanding what drivers in their marketing campaigns—especially in a mobile world—are helping them most effectively drive shoppers into their stores."

To date, analysis of several Placed Attribution studies have proven how frequently RetailMeNot influences the shopper journey to generate an in-store visit. These promotions were conducted during a period when

dozens of other marketing campaigns ran simultaneously through other channels.

Promotions running through the RetailMeNot app drove an increase in physical store visits during the time period measured. Campaign times varied. Retail partners who experienced a positive lift in "visits" were included in the following categories:

- Multi-Category/Department Store: ~70%
- Home Goods: ~185%
- Toys and Games: ~105%
- Clothing: ~110%
- Electronics: ~80%
- Beauty: ~130%
- Sports and Outdoor: ~75%

### **Join Our Webinar on July 29 at 1pm EDT**

To discuss the importance of mobile attribution in the retail world, RetailMeNot will host a webinar featuring guest speakers from Forrester Research and Placed to discuss insights made possible through attribution studies in retail marketing.

Details include:

When:

- July 29, 2015, 1pm EDT

Who:

- Moderator: Michael Jones, senior vice president, Retail and Brand Solutions, RetailMeNot, Inc.
- Guest Speaker: Tina Moffett, customer insights analyst, Forrester Research
- Guest Speaker: David Shim, founder and CEO, Placed

Registration:

- Click on the following link to register: <https://cc.readytalk.com/r/n7pzbrt6zir9&eom>

Interested in working with RetailMeNot to drive your sales online and in-store? Michael Jones, RetailMeNot's senior vice president of Retail and Brand Solutions, wants to hear from you. Email him at [michael.jones@rmn.com](mailto:michael.jones@rmn.com).

### **About Placed**

Placed ([www.placed.com](http://www.placed.com)) is a leader in location-driven insights and ad intelligence. Measuring billions of locations across the world's largest opt-in mobile location panel. Placed provides the most comprehensive understanding of consumers' offline behaviors. Connecting the physical and digital worlds, Placed gives brands, agencies, publishers and ad networks the ability to target location at scale, measure the offline impact of media, and deliver actionable insights into consumer behavior.

Founded in January 2011, Placed is headquartered in Seattle and is backed by Madrona Venture Group and Two Sigma Ventures.

### **About RetailMeNot, Inc.**

RetailMeNot, Inc. (<http://www.retailmenot.com/corp/>) operates a leading global marketplace for digital

promotions. The company enables consumers across the globe to find hundreds of thousands of digital offers for their favorite retailers and brands. During the 12 months ended March 31, 2015, RetailMeNot, Inc. experienced more than 720 million visits to its websites, and during the three months ended March 31, 2015, monthly mobile unique visitors totaled 18.4 million. In 2014, RetailMeNot, Inc. estimates \$4.4 billion in paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk, the largest digital offers marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; Bons-de-Reduction.com and Ma-Reduc.com, leading digital offers sites in France; Poulpeo.com, a leading digital offers site with cash back in France; and Deals2Buy.com, a digital offers site in North America. RetailMeNot, Inc. is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit <http://investor.retailmenot.com>.

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