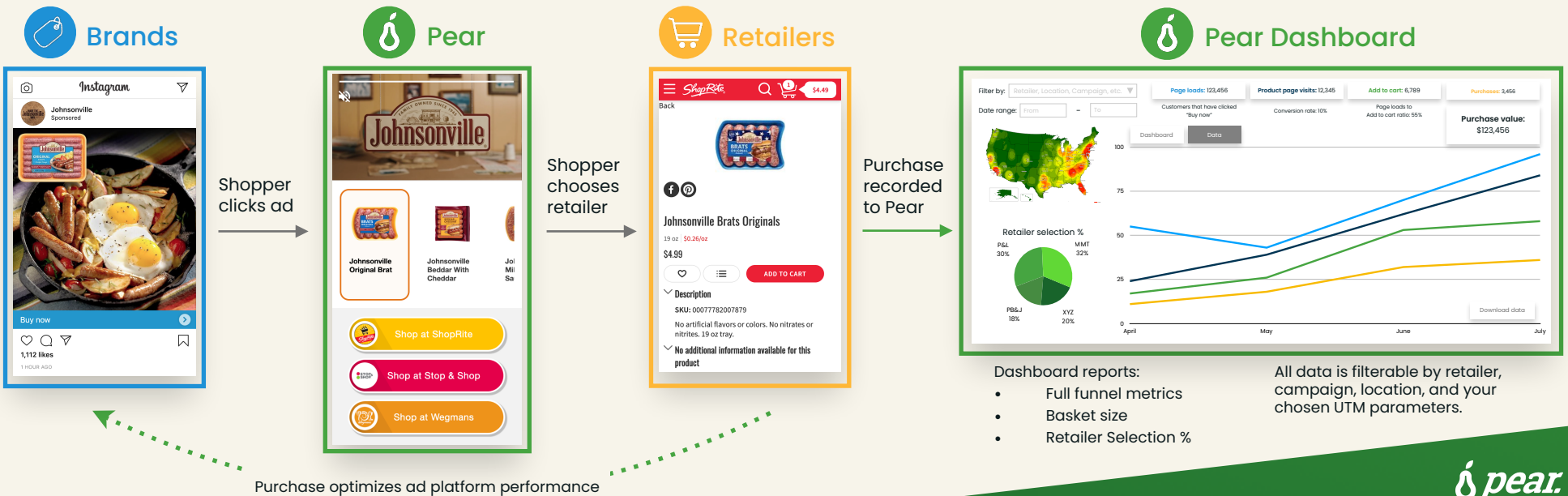


## About Pear.

With Pear Commerce, brands can run real-time performance marketing campaigns for their retail shoppers and see real-time retail consumer behavior. Pear's shoppable media solutions create a path to purchase and automatically manages inventory at over 1500 retailers and in select cases, returns real-time, session-specific shopping and purchase data.

With this, these brands can measure and optimize ROAS in real-time, build custom and lookalike audiences, optimize campaigns for conversion, and other previously unavailable performance marketing tactics.

### Here's how it works:

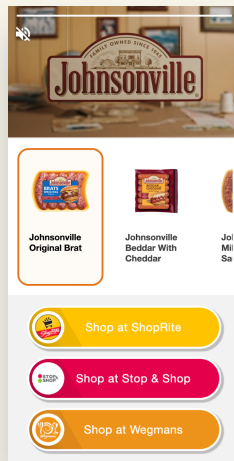


Gray denotes shopper action  
Green denotes flow of data

Single item

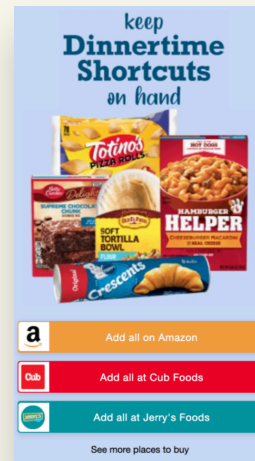


Multiple items



## Products.

Recipe / grouped items



## Benefits.

**Increase sales and make better marketing decisions by leveraging modern digital marketing techniques**

- Measure ROAS and make mid-campaign changes based on performance
- Optimize campaigns, build lookalike audiences, and run A/B tests based on any step of the funnel—improve awareness and conversion campaigns
- Understand cart abandonment rates
- Run retailer-specific campaigns to increase sales velocity
- Create a path to purchase to 1500 retailers. Half of our clicks go to regional retailers (i.e., not big box) so you can capture all your shoppers' purchases

**Easy, automated onboarding:** send us your creative and UPCs and we'll take care of the rest! Easy to change your campaigns at any time

Where To Buy / Store Locator

