The Power of
Purchase Intelligence ™
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**Bridg Acquisition: Strategic Rationale**

A customer data platform working with leading retailers to help them understand and reach customers using product-level insights

| Product Level Insights that Differentiate from CDP Peers | • Access to SKU and UPC data through its client relationships  
| • Connects to all of a merchant’s customers through proprietary technology  
| • Capable of connecting to 90% of point of sale systems in the United States  
| • Ability to ingest, clean and categorize SKU data to create usable insights |

| Partnerships with Leading Businesses | • Well entrenched in the restaurant vertical  
| • Expansion into retail and grocery with several key contracts signed in 2020 and 2021 |

| Potential New Advertising Solutions | • Ability to target on other digital media platforms, including Cardlytics  
| • Potential to enable product level offers for FI partners  
| • Once integrated, Bridg could move to deterministic modeling  
| • Possibility for measurement business |

| Privacy Focused | • Built from the ground up to protect consumer privacy and security  
| • Not reliant on cookies or other sources for data ingestion  
| • Data never leaves the platform and is never sold |
**Bridg Acquisition: Business Overview**

**Simple Ingestion of Merchant Data**
- 60 day onboarding, ingestion and integration process with line of sight to dramatically reduce ramp up time
- Ability to ingest, clean and create useable data for advertiser friendly analytics
- Integrations into a variety of advertising platforms and business intelligence tools

**Insights into “Unknown” Customer**
- Find “unknown” customers who fall outside of client loyalty and CRM programs using point-of-sale data and proprietary algorithms
- Create a unique ‘fingerprint’ of customers that can be used across key digital media platforms and channels
- Enables merchants to create targeted marketing campaigns for these previously unreachable customers

**Intuitive Merchant Platform**
- Unified view of known and unknown customers presented on customer data platform
- Audience exports into leading advertising platforms
- Data analytics and other insights on customer behavior, segment marketing, and measuring business strategy effectiveness
**Bridg Acquisition: Enables merchants to reach more targetable customers**

Clients today only talk to a small portion of their loyalty customers directly.

Bridg can find a larger percentage of clients’ unknown loyalty customers.

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