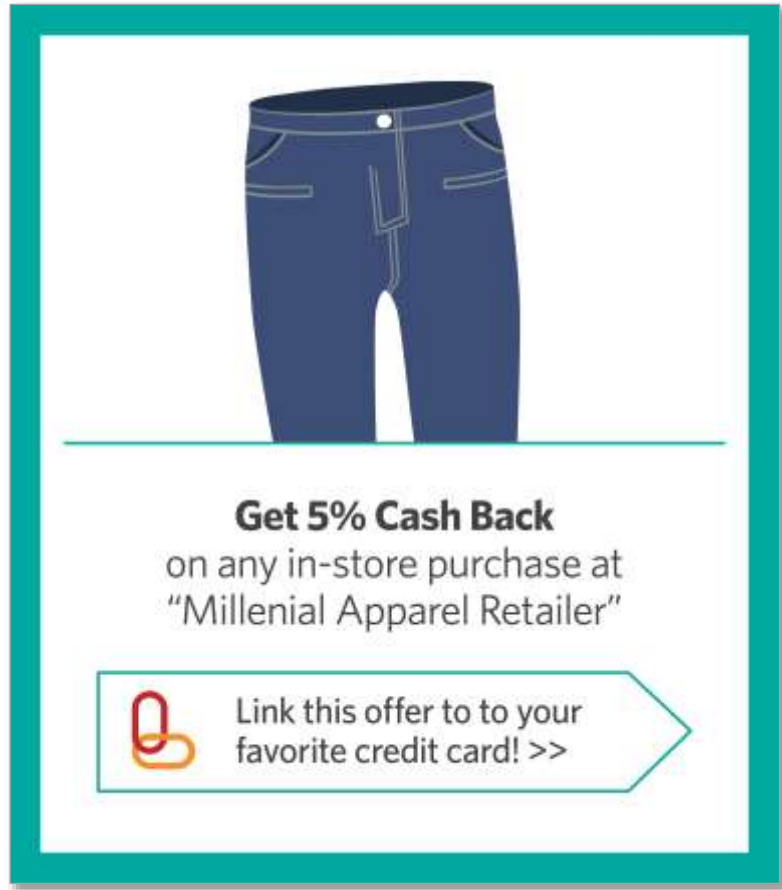


# LINKABLE NETWORKS / CASE STUDY #1: MILLENIAL APPAREL RETAILER RESULTS

Timing: Q4 2015 Results



## In-Store Redemptions



Conversion Rate



3.25X Average Conversion Rate



Average Basket

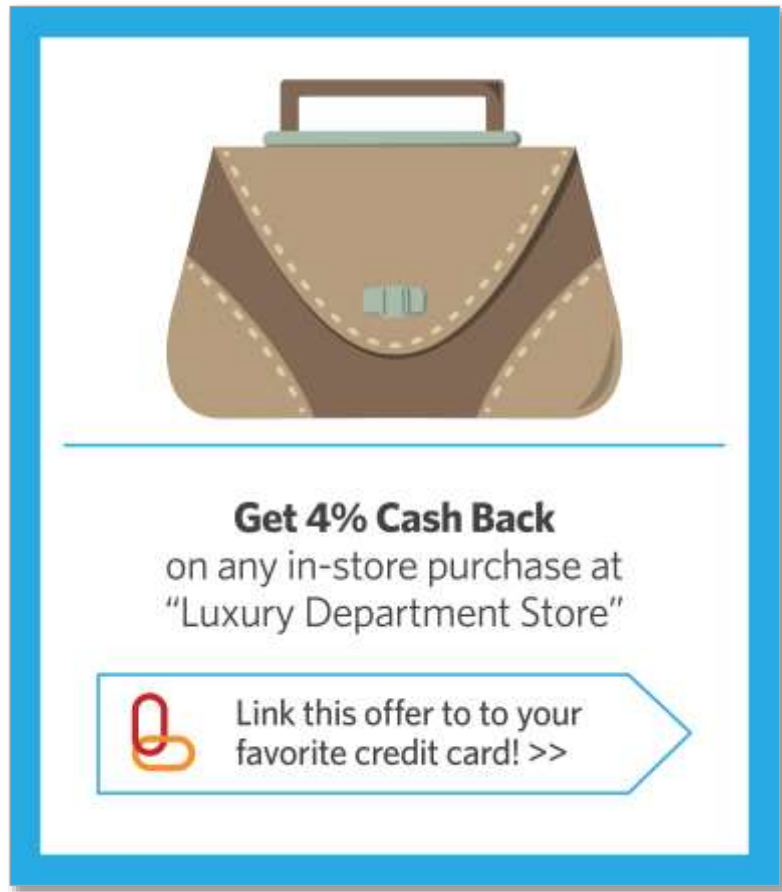


Return on Ad Spend

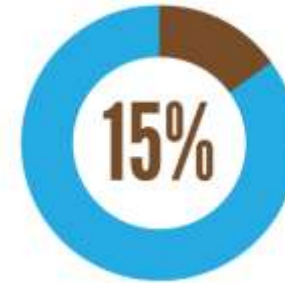
**GOAL:** Leverage Mobile Ads to Drive In-Store Conversions

# LINKABLE NETWORKS / CASE STUDY #2: LUXURY DEPARTMENT STORE RESULTS

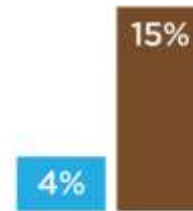
Timing: Q4 2015



## In-Store Redemptions



Conversion Rate



3.75X Average Conversion Rate



Average Basket

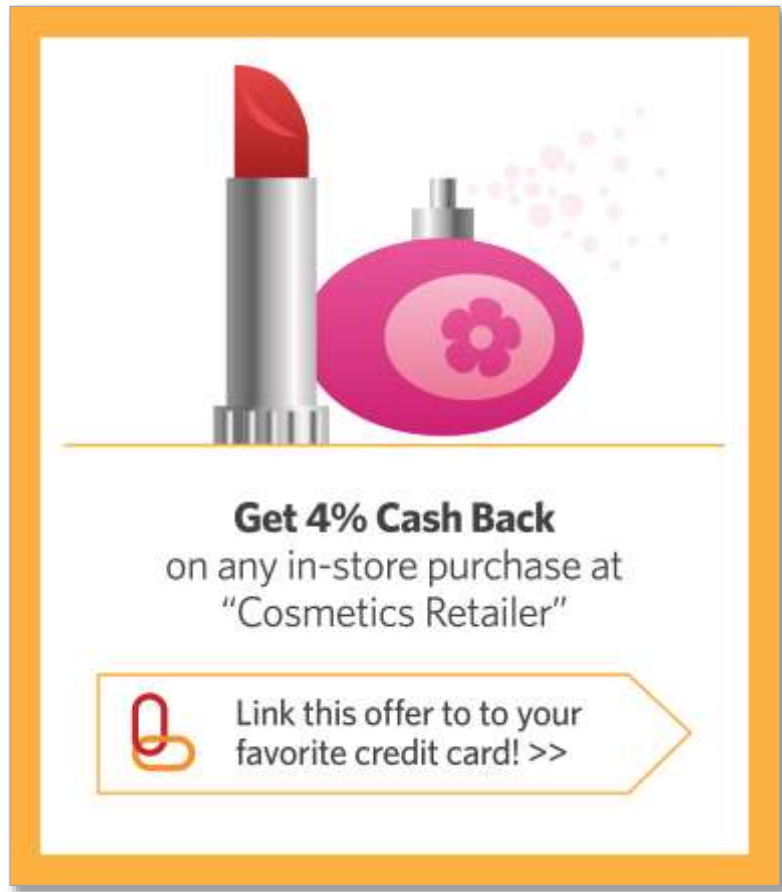


Return on Ad Spend

**GOAL:** In-Store Attribution of Digital Media

# LINKABLE NETWORKS / CASE STUDY #3: COSMETICS RETAILER RESULTS

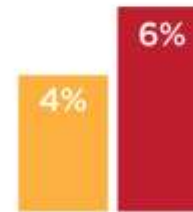
Timing: Q4 2015



## In-Store Redemptions



Conversion Rate



1.5X Average Conversion Rate



Average Basket

12X

Return on Ad Spend



GOAL: Leverage Performance Marketing to Drive Sales In-Store

# LINKABLE NETWORKS / CASE STUDY #4: GROCERY RETAILER RESULTS

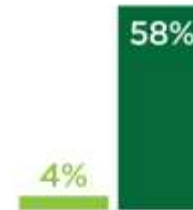
Timing: Q4 2015



## In-Store Redemptions



Conversion Rate



14.5X Average Conversion Rate



Average Basket



Return on Ad Spend

**GOAL:** Leverage Owned Digital Media to Drive Increased Basket