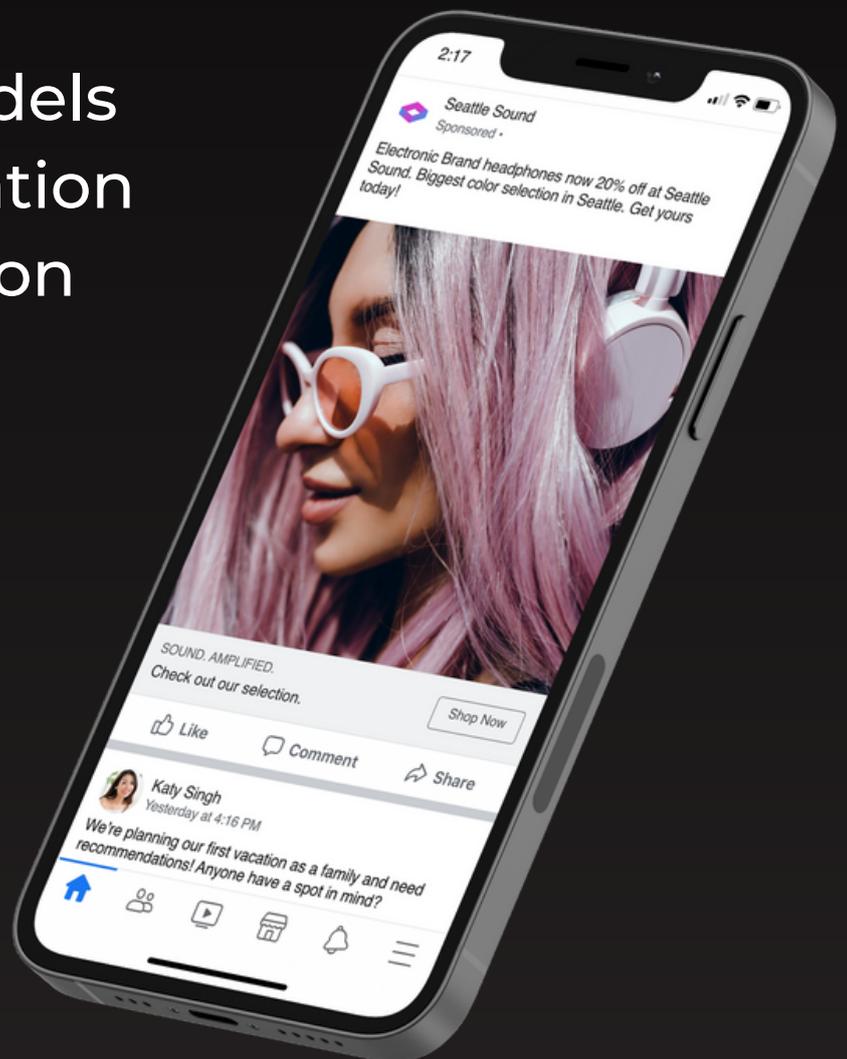


Is Your Social Advertising Plan Thinking Small Enough?

Three paid social
engagement models
that drive localization
and personalization



TIGER PISTOL

Question: Why does so much marketing focus on national executions when the majority of sales are purchased locally?

75%



of all transactions still occur at a local retailer.¹

National advertising is vital, but in many cases, it is an incomplete strategy. Most shoppers not only want to know why a brand is great, but where and how they can buy it in their community. Social media is the perfect platform to make this connection, and yet, many marketers forget the 3 core advantages of thinking smaller when executing campaigns.



1. Social Media is a Community Platform

Facebook and Instagram are about connecting with people you know and connecting with your community. That makes national advertising counter-intuitive to the nature of the platform itself - a proverbial orange in the apple cart. Because Facebook is a community platform, it should be treated as such by your marketing team.

2. Not Every Place is the Same

New York City differs vastly from Miami, but even within these cities, there's a different culture and lingo depending on what borough or area you live in. Even a DMA like Cleveland ranges from active downtown, to bustling suburbs, to expansive farmland. While proximity matters, local personality and cultural norms matter too. Because Facebook is communal, you have to reflect relevant cultural norms if you want to see a higher level of engagement. A national or even DMA-level ad only allows you to speak about yourself, not specifically about who you're talking to.

The image displays three examples of localized social media advertisements for GoBikes, each targeting a different geographic area. Each ad is shown in a box with a corresponding header box above it. The headers are: 'RED CHAIN BICYCLE SHOP Sells GoBikes at the beach', 'BIKE SHOP Sells GoBikes downtown', and 'GREEN MOUNTAIN BIKES Sells GoBikes near the Blue Ridge Mountains'. The ads themselves are sponsored posts from the respective shops, each featuring a different GoBike model and a local scene: a beach rider in Santa Barbara, a city commuter in Chicago, and a mountain trail rider in Asheville. Each ad includes a call to action, a website link, and engagement metrics (likes, comments, shares).

For example, if you're trying to advertise bicycles, your creative will want to address where people typically ride, (city bikes vs beach bikes vs mountain or trail bikes), and even what they wear while riding.

3. Local Social Advertising Just Performs Better

Social media has the unique ability to connect a brand to a community. This connection has material impact on the performance of the campaign. In truth, local campaigns show 2-3x more conversions than national campaigns. Time and time again, we find that marketers are able to collapse the funnel by driving things down not only to a local level, but a culturally-relevant level. Local social advertising allows you to reflect your brand from initial exposure to your product, all the way down to the neighborhood retailer where consumers can hold your product in their hand.

How Localization through Collaboration Can Connect to a Community

Collaborative advertising addresses the crucial need to connect a brand's capabilities and creative assets with their channel partners. This approach empowers the connection and collaboration necessary to accelerate customer acquisition, encourage product sales/local consumption, and improve partner performance and brand loyalty. When brands and their channel partners collaborate in advertising, they realize results greater than either could achieve on their own. Here at Tiger Pistol, we refer to this as the 1+1=3 effect. Bad math. Good marketing!

Scaled collaborative social advertising typically takes the form of one or more of three models, but in each, you see the benefit to both parties, the brand and the local partner. While the brand is central to driving collaborative advertising execution, the partner may perform some role in advertising management, or they may just serve as the channel or destination for brand-level execution.

This white paper breaks down each model so you can better determine which one (or more than one) is right for your brand.



Ways to Collaborate

Do It For Them

Level up your channel strategy through offering shoppers multiple ways to convert and targeting national chains at the store level



Page 5

Brand

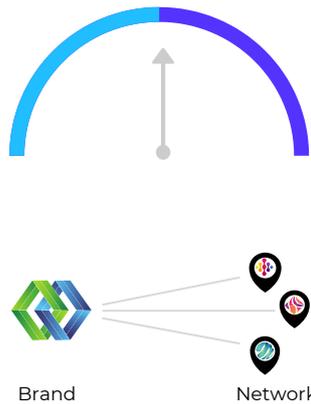
Turn on store-level campaigns instantly by store chain, region, revenue performance, or other attributes

Local Partners

Show reporting by store, allocate funds, and drive additional business

Do It With Them

Create loyalty and sales with complex partner networks by collaborating at scale



Page 10

Brand

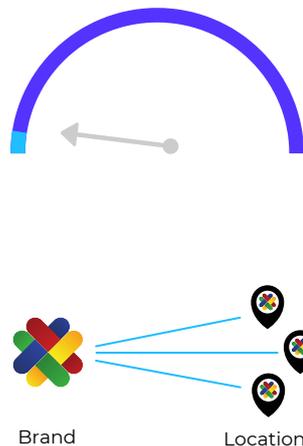
Can launch brand-focused campaigns through local partner pages while controlling targeting, messaging, and creative

Local Partners

Launch expert campaigns that can be customized to reflect the uniqueness of their business in under 5 minutes

Do It Themselves

Empower your local partners while maintaining control of your brand



Page 15

Brand

Provides a brand-safe, turnkey strategy and high power tools for partners looking to leverage digital advertising

Local Partners

Can leverage effective digital advertising that meet their immediate local needs, including recruiting, promotions, and sponsorships - all launched in under 5 minutes

Activate the Modern Shopper

Instant On, Transaction-Level Targeting

If you're a marketer responsible for driving brand sales through traditional retailers, or managing complex pricing, market, or channel strategies, you already know that Covid-19 changed consumer shopping habits.

Shoppers learned some new tricks during the pandemic. As this new normal emerges, shifts in purchases paths have splintered.

The biggest problem? No one knows which channel individual shoppers will choose: In-store, BOPIS (Buy Online Pick up in Store), Delivery, D2C.

73%³



of US consumers changed stores, brands, or the way they shop

46%³



of shoppers tried digital purchases for the first time. Of those, **half** plan to continue post-pandemic

61%⁴



of consumers are "ready to go" with returning to normal pre-pandemic behavior

Buy Online, Pickup In-Store (BOPIS) usage has grown by nearly

500%⁵

due to the pandemic



Activating the Modern Buyer Through Collaboration

Options for traditional retailer collaboration are highly limited. In many cases, a brand's story is buried either among other promotions or reliant solely on in-store experiences. The Do It For Them model removes the noise with advertising that targets each audience at the individual retail level, from large chains to small family-owned locations. In addition, it offers shoppers multiple ways to transact, addressing them with their *preferred shopping method*.

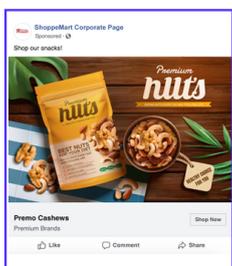
Collapse the Shopping Funnel Through Activation

The Do It For Them model enables a brand to connect shoppers to where they can buy brand products in the method they choose. Where a national campaign targets overall brand awareness objectives or ecommerce initiatives, a collaborative campaign drives sales-focused metrics in a channel that has top of funnel reach. In other words, the Activate model collapses the shopper funnel by combining multiple touch points. These ads energize existing retail marketing campaigns with digital advertising, allowing brands to launch and optimize store level campaigns with multiple conversion paths, in-store, pickup, delivery, and click to cart.



Single vs. Micro-campaigns

Single Campaign Strategy



Micro-campaign Strategy



NATIONAL CAMPAIGNS

- Awareness-focused
- No retailer connection
- Insights are at a national level

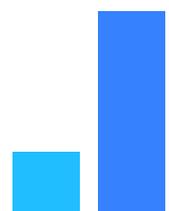
LOCATION-LEVEL CAMPAIGNS

- Awareness & conversion focused
- Connected to shoppers closest location
- Insights drawn from a national, region, and store level

LOCAL AD CAMPAIGNS
HAVE IMPACT

2-3x

better at driving
conversions



Anatomy of Do It For Them Ad

2 for \$4 → 

Copy is customized to local retailer, applicable offer, & other local references

Potato Chip Brand Sponsored

Potato Chip Brand on sale now 2 for \$4 at City Center ShoppeMart. Click "Buy Now" for curbside pickup.



CRUNCHY DELICIOUSNESS
Buy Now, Pick Up Curbside

Like Comment Share

A  **B** 

Multiple Creative Images
Tested & optimized for performance

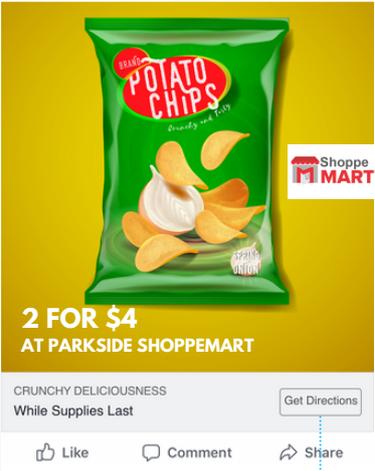
Local Callout Over Image
Customized to the location

Multiple Conversion Paths
Closest location shown with relevant offer

 Pick-Up
 Delivery
 DTC
 In-Store

Potato Chip Brand Sponsored

Potato Chip Brand on sale now 2 for \$4 at Parkside ShoppeMart. While supplies last. Stop in today!



CRUNCHY DELICIOUSNESS
While Supplies Last

Like Comment Share

Build a Strategy That Reflects New Shopping Habits

As a marketer, you need to understand how shoppers purchase by geography and by partner. The Do It For Them model lets you test and define the best mix to match your shopper's preference. Do It For Them expands the marketing strategy beyond the end cap, and allows consumers to respond to shopper marketing campaigns even if they purchase via curbside pickup or a concierge delivery service. Brands stand out from their competition by advertising that they are sold at major retailers.

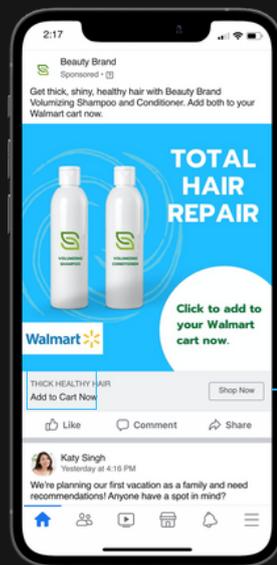
Local campaigns allow your brand to focus on specific initiatives or needs, such as new product launches or under-performing campaigns. Your brand can leverage what matters at a much more granular level. Targeted communication in micro-markets activates both increased and consistent engagement. By connecting to individual locations, ads are more relevant to the community, and these campaigns are rewarded with higher conversions and Facebook's relevancy discount.

Drive Epiphany Purchases with Shoppable Ads

Shoppable ads have emerged as a viable path to creating conversions from a standard advertising impression. If you are not familiar with this type of creative, shoppable ads allow consumers to drop products directly into store shopping carts. Here at Tiger Pistol we integrated this capability into Facebook and Instagram ads, making eCommerce lightweight and frictionless on one of the highest converting inventory sources.

A study by SmartCommerce reveals every additional step between intent and purchase, loses 80% of the interested shoppers, so it is important for your brand to drive epiphany purchases with shoppable ads, removing the friction between “Yes, I want that!” and the purchase process.

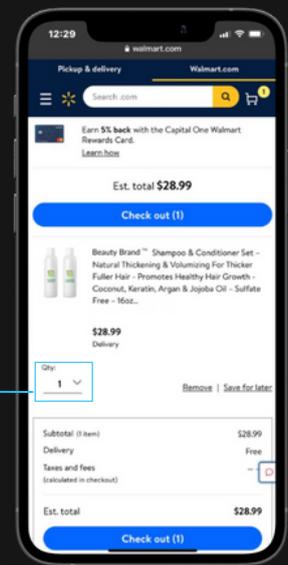
Shoppable ads provide the flexibility of directing users to one retailer or multiple retailers.



From Creative to Cart
in One Click



Product directly added to
the shopper's cart, ready
for check out



Shoppable ads:

- Reduce “click friction”
- Protect from retailer ads/cross-selling
- Instantly convert the shopper
- A/B test digital shopping against brick & mortar
- Offer multiple paths to conversion – in-store, BOPIS, delivery, and D2C

In addition, shoppable ads compliment ongoing efforts by:

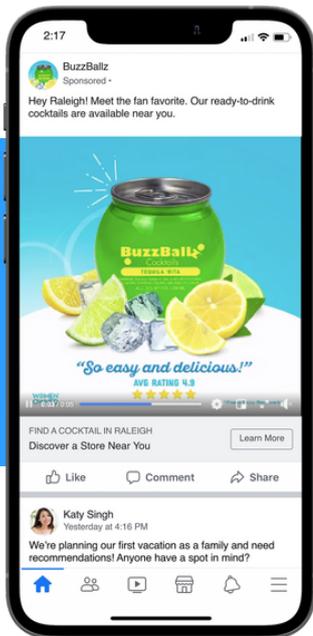
- Building awareness with retailer retargeting
- Establishing your brand on the consumer's digital shopping list → driving future purchases
- Reminding offline shoppers who use digital carts as virtual shopping lists
- Moving the brand up on retailer-side SEO/SEM results for that user

Combining the Do It For Them model with shoppable ads allows marketers to gain a greater understanding of their consumers at the local level: where consumers are shopping from, which consumers are shopping where, and the different digital purchase paths the consumers take - BOPIS, D2C, Delivery. With this knowledge, marketers can serve the right ad to the right audience with the right call to action that resonates with the target audience's preferred purchase method.

Do It For Them Model in Practice

Solving for 3-Tier Beverage Compliance

BuzzBallz sought to create hyper-local advertising campaigns that would comply with U.S. 3-Tier alcohol advertising regulations while simultaneously driving shoppers to local retail partners. BuzzBallz deployed proximity-targeted Facebook campaigns through Tiger Pistol's platform that directed consumers to a store locator page that dynamically localized to show all nearby retailers where BuzzBallz products could be purchased. This enabled the beverage brand to promote their signature party drink securely as well as drive sales for themselves and for their network of restaurants, bars, grocers, gas stations, or convenience stores.



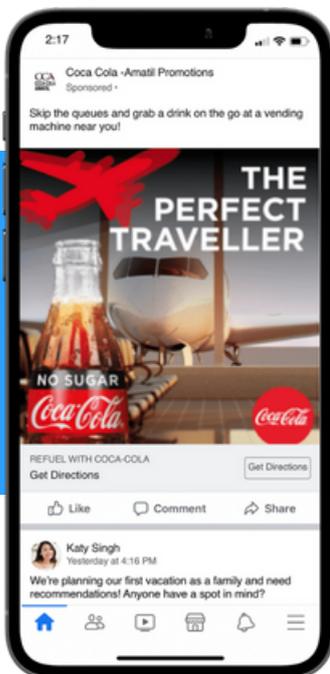
Dynamic Store Locator Landing Page

50%

Decrease in Cost of Advertising

Local Activation for Vending Machines

Coca-Cola Amatil sought a method to stay top of mind for vending sales in highly-competitive locations such as airports, bus stations, college campuses, etc. Tiger Pistol launched geo-targeted Facebook campaigns directing to the nearest vending machine. Images and copy dynamically adjusted to drive relevancy for the location.



Vending Machines

25%

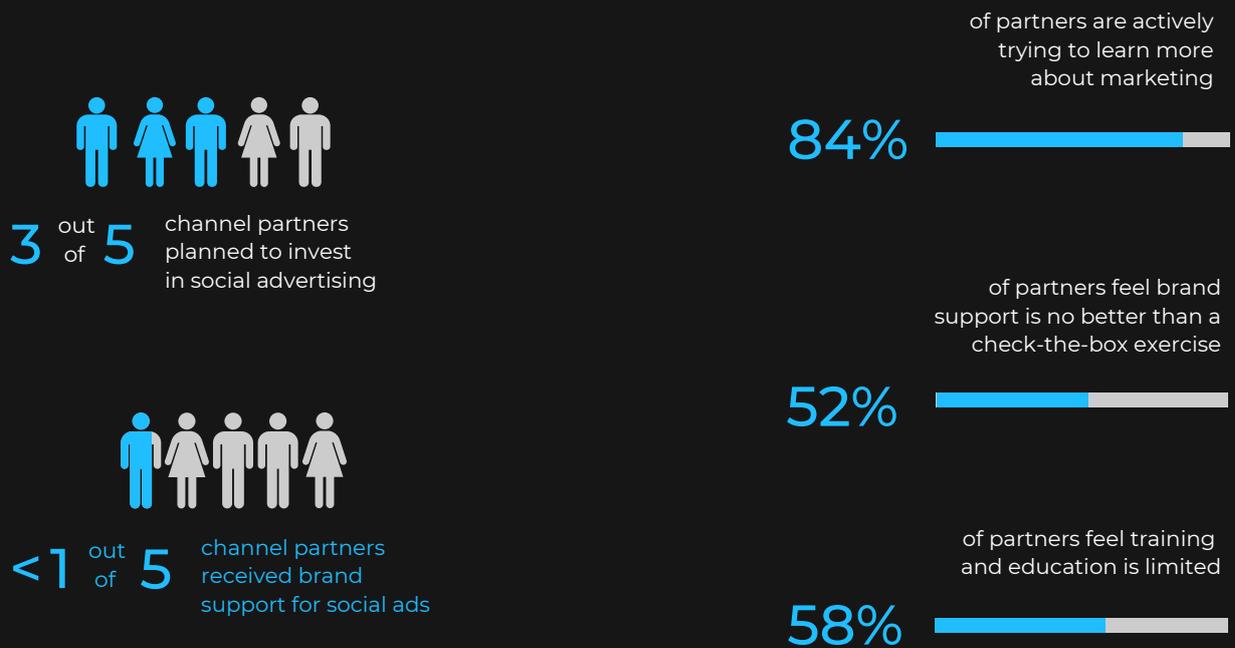
More Units Sold Over Non-Targeted Machines

Strong Brand, Locally Relevant

Local Customization

At the heart of collaborative advertising is the belief that brands and partners working together creates a result that neither could attain on their own. Nowhere is this more evident than through local customization, or as we call it, Do It With Them.

For many channel partners, effective advertising feels like a foreign language, especially when they attempt more complex approaches such as social advertising. While the majority of them are planning to invest in social advertising, they find the path to effectiveness to be unclear, and usually without a guide. Consider the stats below:



Source: BrandMuscle

Channel partners are seeking the very expertise that brands leverage every day. In fact, many brand marketers attempt to solve this challenge through providing creative assets and instructions to assist their partners in social marketing, but when those same marketers review how these resources are used, they find their partners are using the components incorrectly. Instagram images are found in Facebook ads, copy has been edited, and best practices are missing. Partners need more direction than simply being handed the ingredients to great advertising. Just as eggs and flour require a chef to become a delicious cake, great copy, imagery, and audience data require a talented marketer assisting the local expert to become revenue.

Collaborating on Social Media

It is becoming more evident that social advertising has been a missed opportunity for brands to better leverage the strengths of their distribution channels. With 75% of sale occurring indirectly, brands constantly compete to stand out from the rest of the shelf. This battle extends to driving preference over competitors in cases where a retailer chooses only one brand to offer its consumers.

Collaborating on social advertising is the perfect way to combine a brand's power and marketing resources with the local business's knowledge and reputation. The brand gains strategic control of the messaging and tone of how their brand is presented. Simply stated, brands that offer collaborative social advertising solutions to their network of channel partners create a competitive edge for both the brand and the partner.



Social media, one of the largest, infinitely targetable digital audiences available, has been all but absent when brands structure ways to collaborate with their partners, despite its dramatically lower cost.

Exponential Results



"In Canada, we ran a campaign with one of our key account chains, and we saw the customer return on ad spend nearly 8x, which is absolutely incredible."

**- Global Director of Customer Experience
ABInBev**



Anatomy of a Do It With Them Ad

A templated publishing workflow lets brand and agency teams design campaign concepts that automatically localize and deploy to the appropriate partners while maintaining brand integrity at a global scale. These templates should afford flexibility, ranging from complete brand control with dynamic localization, to partial brand-control, where partners can select and enhance brand-provided creative with local dialect, events, points of interest, or offers for increased localization and personalization.

Brand

Flexible

Authors the Ad Copy

Governable

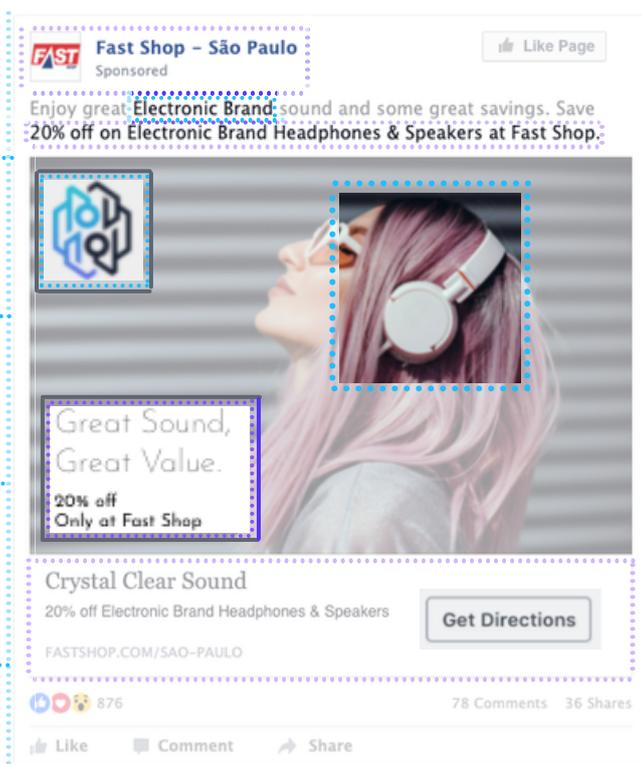
Provides Brand-Focused Creative

Insightful

Adds a Text Overlay that Dynamically Changes for Each Location

Scalable

Creates Audience Targeting for Ideal Shoppers



Partners

Targeted

Sponsors the Ad

Effortless

Chooses Locally Relevant Image

Relevant

Pricing

Impactful

Converts the Local Shopper

Better Together

Brand Benefits

- Resonate with audiences at local level
- Generate direct path to conversion
- Enhance advertising spend efficiency and control with micro-budget campaigns
- Build and nurture meaningful, long-standing fidelity with channel partners
- Maintain brand quality and control

Partner Benefits

- Receive powerful brand-level tools that would otherwise be out of reach
- Execute campaigns built by experienced marketers
- Access to best in class targeting & technology
- Represent business with professional image and messaging
- Utilize brand-funded and co-op budgets interchangeably
- Localize, personalize, and publish campaigns in under 5 minutes

Collaborating with First-Party Data

With new consumer shopping patterns emerging post-pandemic, it's necessary for brands to understand the behaviors behind the modern shopper. The Do It With Them model allows brands to securely share first party data with their partners to find the best strategies to get consumers in the door. In addition, the brand will gain invaluable insight about their consumers' preferences at the local level. Brand and partner level dashboards leave no one in the dark on what they're achieving.

Your brand can leverage this data to create a frictionless path to purchase with geo-targeted campaigns, bringing users to their nearest retail location. Local collaborative advertisements will enhance your national branding efforts by **connecting the last mile between national campaigns and local points of sale, facilitating immediate consumer action.**

Do It With Them also allows brands to use advanced attribution to track foot traffic in brick and mortar locations to measure in-store customer engagement.

Reactivate the Local Market

An understated impact of lockdown has been the reconnection to local businesses in communities. Shoppers now more than ever want to support businesses in their neighborhood. Consider the following:

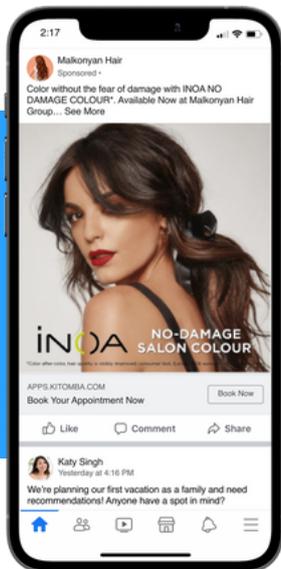
- 80%** of shoppers feel more connected to their communities than before the pandemic ⁸
- 39%** of U.S. consumers say they are more likely to buy locally after the pandemic ⁹
- 91%** of shoppers miss shopping in stores ¹⁰

Brands must integrate strategies that visibly and clearly support the communities where they are sold. Supporting local businesses by collaborating on advertising, not only carries the benefits of advertising, it also allows the shopper to know that your brand cares about the health of the community. In this sense, joint advertising shrinks the largest of brands to feel personal to the location where their shopper lives.

Do It With Them Model in Practice

Product Sales Through Supporting Salon Bookings

L'Oréal Professionnel sought to empower their network of independent salons with supplier-funded social campaigns that reactivated and modernized salon partners through collaborating on booking-focused digital advertising. The brand leveraged Tiger Pistol's platform to run Facebook and Instagram campaigns sponsored by participating salons' Facebook Business Pages. All ads had a "Call Now" or "Book Now" call to action, ensuring the audience reached could easily book an appointment.



Salon Partners

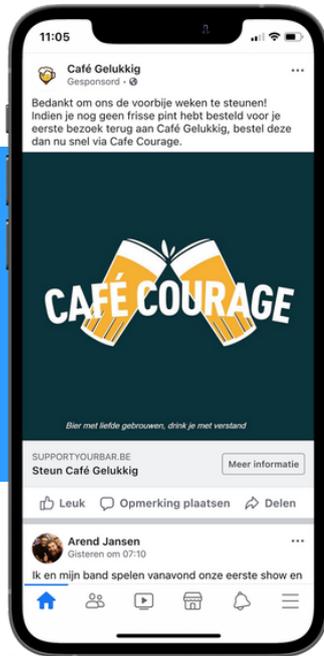
20%

Increase in Sales

Covid Revitalization & Recovery

After COVID-19 hit businesses hard, AB InBev wanted to help their local partners revitalize and recover by fostering memories and connections in the lives of consumers. By leveraging Tiger Pistol's platform, AB InBev could publish social ads directly off local partners' Facebook Business Pages promoting community building, gift card sales, delivery, or contactless curbside pickup. 90K local partners engaged in AB InBev's COVID recovery program and 40% of engaged partners published 2 or more social campaigns using Tiger Pistol's platform.

ABInBev



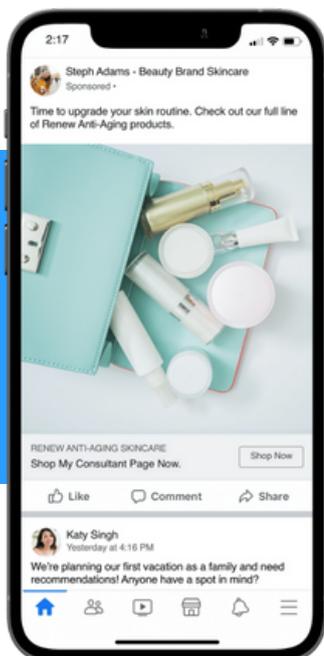
Local Bars & Restaurants

8X
ROAS

Complimenting National Ads

A popular U.S. skincare brand wanted to help their network of consultants increase eCommerce sales with high quality campaigns, but did not want their ads to overpower their national branding efforts. Tiger Pistol delivered consultant-level advertisements across the Facebook Family of Apps, extending the reach of the brand's national efforts and enhancing consultant satisfaction and sales. This allowed the skincare brand to increase their ability to activate sales in local markets ten-fold.

U.S. Skincare Brand



Local Consultants

40%

Decrease in Cost of Advertising

Enable Your Partners with Powerful Advertising Tools

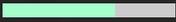
Effective Advertising, Easily Executed

As a marketer responsible for providing your partners with the effective advertising tools. Your partners expect:

- The power of your brand to drive business to their door
- Advertising that is customized to them, effective in their market, simple to launch, and not time-consuming
- To leverage the expertise of a global brand's marketing team

Collaboration is all about playing off each parties strengths and building something together. Unfortunately, many brands' messaging and resources get lost in translation. The Do It Themselves model allows brands to give their partners the right social advertising tools, at scale, so both parties can make the most out of their advertising commitments.



65% 
of partners say that marketing enablement is the number one thing they want from brands¹¹

Unlike the Do It For Them and Do It With Them models, the Do It Themselves model allows brands to create expertly built, brand-compliant advertising campaigns that can be launched as needed by channel partners. In less than 5 minutes, brand representatives can select a campaign, choose the best creative to match their location, customize the copy, enter payment, and launch a social campaign. The brand marketer never has to worry that an asset is being used incorrectly because the marketer has built every element that their partner uses in their social ad, the targeting, creative, copy, etc.

Local partners aren't marketing experts. They're time-strapped humans who know how to run their business. The Do It Themselves model was created to save time with smart social advertising automation, so partners have time to easily launch campaigns, handle their business operations, and even make it to their child's evening soccer game.

After seeing co-marketed campaigns,
68% of consumers
 are able to make buying decisions
 before even speaking to sales representatives¹²

Brand partnerships that leverage
 digital channels see
4X the pipeline
 of non-digital partnerships¹¹

A simple workflow enables partners to connect their Facebook Page and publish a campaign in 5 minutes

SET UP



Partner receives an automated email with an invite to participate in the social program



Partner connects Facebook Page via guided onboarding flow

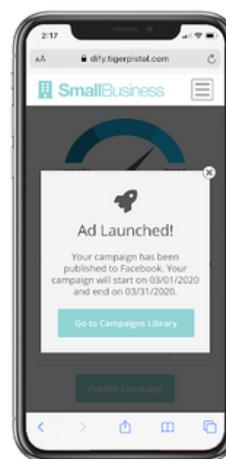
PUBLISH



Partner selects campaign from a pre-approved library



Partners personalize ads with approved creative assets



Partners enter their payment information* and publish campaign

Local Insights

Because the ads run from each location's Facebook Page, the marketing team can see the performance of each location easily, even across thousands of campaigns. Group similar locations, dial up budgets for under-performing locations, and even, launch around grand openings for new partners. For brand partners, the benefits are even more exponential. This model simplifies the complexity of Facebook and Instagram advertising giving partners access to pre-established audiences based on 1st party data targeted to their location.

Data-Driven Success

With automatic campaign reporting, brands can empower their channel partners with access to performance metrics of their campaigns and gain understanding of their customers through local, regional, and global dashboards. This allows channel partners to comprehend what is working and what isn't. In turn, your brand can use these data insights to inform and amplify your national branding efforts to local markets. You can even connect similar markets using campaign data.

Embracing your channel partner's local knowledge creates a connection, not only with the consumer, but also empowers your local partners, building trust on both sides. Value creation between your brand and channel partners produces campaigns with relevant, localized messaging without the risk of losing your brand's voice. With Tiger Pistol and your expertise behind every campaign, channel partners never have to worry about breaking Facebook compliance policies.



"Tiger Pistol enables us to collaborate with and support our agents like never before. The platform allows our brand to reach into communities through our agents, who understand the distinct dialect of their local neighborhood."

- CMO
United States Real Estate Franchise



Anatomy of an Do It Themselves Model Ad

Brand Created

Partner-Focused

Authors the Ad Copy

Sponsors the Ad

Provides Brand-Focused Creative

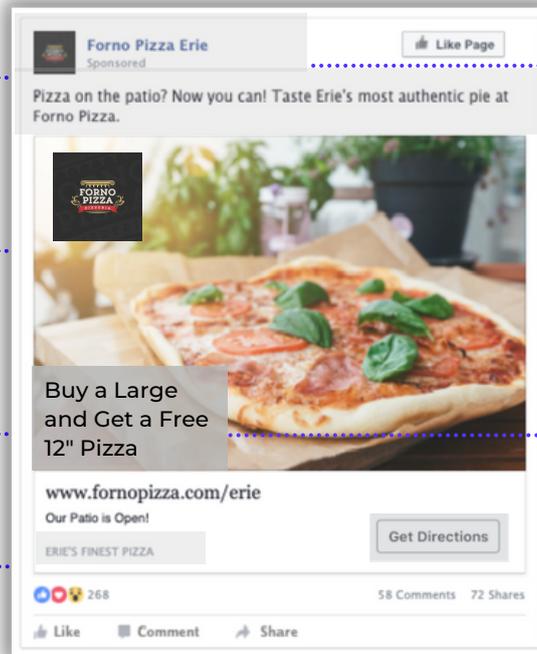
Chooses Locally Relevant Image

Adds a Text Overlay that Dynamically Changes for Each Location

Pricing

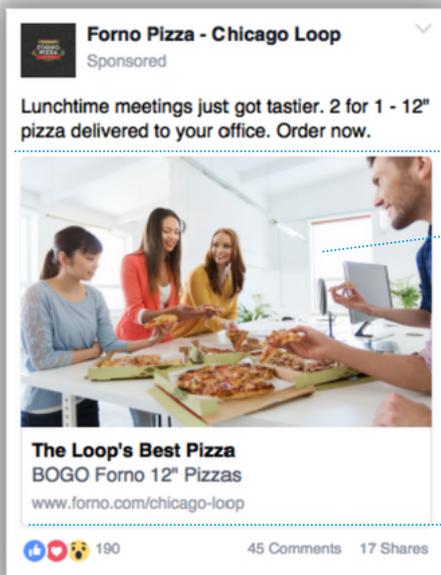
Creates Audience Targeting for Ideal Shoppers

Converts the Local Shopper



Choose Your Level of Control

Choose what partners can and can't do on their campaigns, with ability to provide more advanced users additional control over their campaigns.

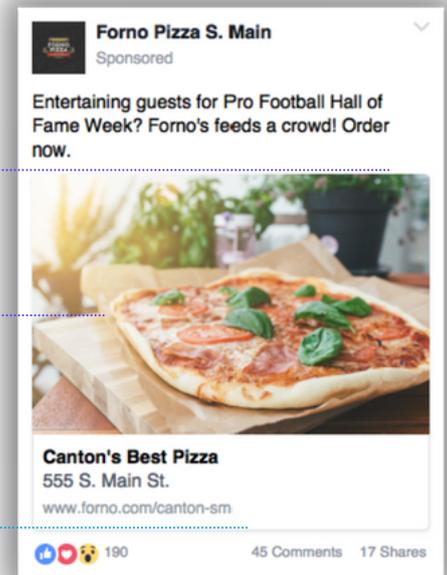


Partners can choose ready made ads with the brand set copy and image or video that best works for their location

Partners can write their own copy to reflect local events, landmarks, or dialect

Partners choose from a library of brand-approved images or video, or give them control to upload their own

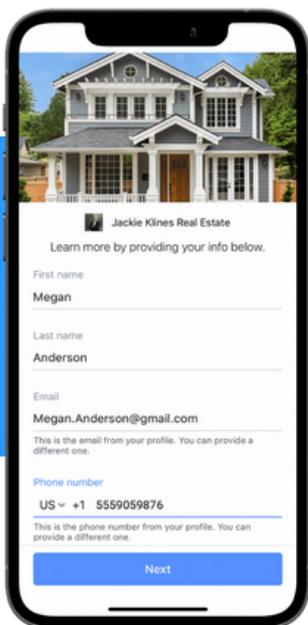
Headlines, copy and caption dynamically localize for individual partner locations



Do It Themselves Model in Practice

Complimenting National Ads

Realogy wanted to empower their network of agents with high-performing, auto-configured, on-brand Facebook and Instagram campaigns that agents could use to promote their listings. Tiger Pistol created a purpose-built DIY tool with custom integration into the MLS system that auto-populated MLS listing copy, image, and headline, so all agents had to do was select the property they wished to advertise. With Tiger Pistol's tool, Realogy agents could create, personalize, and publish campaigns in 5 minutes or less.



Local Real Estate Agents

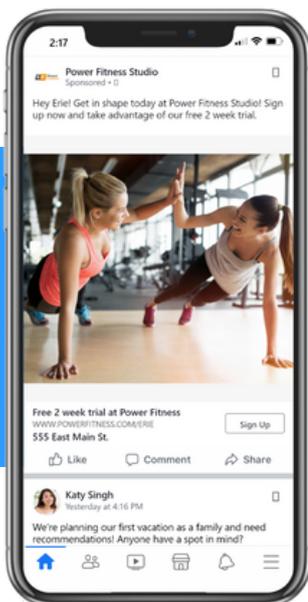
500K⁺

New Leads

Increasing Fitness Center Client Base

A fitness franchise needed an advertising solution that would allow it to maintain brand control while increasing membership for their franchise owners. Tiger Pistol enabled the franchise to empower their studio owners with the ability to pay for and publish best practice Facebook and Instagram ads that generated measurable results (i.e. class bookings, increase in memberships).

Fitness Franchise



Franchisee Locations

80%

Increase in memberships and bookings across participating franchises

Boost sales through your channel partners with Collaborative Advertising

Let's discuss which engagement model(s) are best for your brand.

For more information and a live product demonstration, contact:

Donny Dye
SVP, Sales & Marketing
donny.dye@tigerpistol.com

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