



# Numerator Link

Actionable Consumer Intelligence



# Numerator Link democratizes data access creating powerful, highly efficient ecosystem for commerce

## Client Benefits

Consumers permission data share

In-store & ecommerce purchases captured daily via Numerator Link API

Easy implementation in your app and website

Immediate access of ~2 years of historical purchases at UPC level

Broad ACV coverage in US: (~70% in-store & ~98% ecommerce)

# Historically, retailers have held the keys to consumer buying behaviors

## LEAVING CPG BRANDS & INTERESTED 3RD PARTY COMPANIES WITH:

- Limited or gated access to data
- Expensive, time-consuming and highly uncertain processes to secure data from individual retailers
- Restrictive guardrails that dramatically limit use & breadth of data



**But the world has changed.**

**Consumers are in control of more  
and more of their data.**



# Connect directly to consumers for 1<sup>st</sup> party, item-level purchase data with Numerator Link

## FROM

Multiple retailer approvals & contracts followed by consumer registration



Establish multiple retail data feeds and maintain ongoing retail coordination



Restricted data (diluting/compromising objective) and significant coverage voids



No historical purchase history



## TO

Consumers grant permission

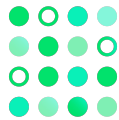
Automated updates after one-time credential sharing

Full basket and item-level details  
(~70% in-store & ~98% ecommerce coverage)

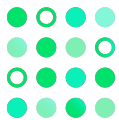
Immediate access to ~2 years of historical purchase data

# Numerator Link

## Proofed for the future



One-time consumer opt-in by retailer



Daily automated data updates



Full compliance with privacy laws

## With a view of the past

Historical data is pulled within minutes, providing rich buying history for as far back as stored within each retailer.

Transaction ID	Transaction Date	Store Name	User ZIP	Upc	Unit Price	Price Paid
9405	2015-06-11 14:44:00.000	Wegmans	20175	077890559703	2.50	2.50
9405	2015-06-11 14:44:00.000	Wegmans	20175	077890654590	2.50	2.50
9405	2015-06-11 14:44:00.000	Wegmans	20175	077890581339	2.50	2.50
9405	2015-06-11 14:44:00.000	Wegmans	20175	077890188606	1.29	1.29
8557	2015-06-11 08:35:00.000	Wegmans	18049	853522000191	3.69	3.69
8557	2015-06-11 08:35:00.000	Wegmans	18049	077890850473	5.00	10.00
92486-4045833	2015-06-11 00:00:00.000	Amazon	85018	6968859115684	15.94	15.94
71913-4853835	2015-06-11 00:00:00.000	Amazon	31320	885392922440	11.95	11.95
7607571	2015-06-10 00:00:00.000	Target	63005	075381580144	34.99	34.99
74436-4929037	2015-06-10 00:00:00.000	Amazon	94556	730669481420	45.00	45.00
98539-6105001	2015-06-10 00:00:00.000	Amazon	11743	068958028316	19.99	19.99
9615	2015-06-09 18:28:00.000	Wegmans	18049	051700793471	3.99	3.99
9615	2015-06-09 18:28:00.000	Wegmans	18049	051700757084	3.99	3.99
9615	2015-06-09 18:28:00.000	Wegmans	18049	051500057223	2.49	2.49
9615	2015-06-09 18:28:00.000	Wegmans	18049	046352001159	18.99	18.99
85-305319	2015-06-09 00:00:00.000	Walmart	60560	078742229539	2.48	2.48
85-305319	2015-06-09 00:00:00.000	Walmart	60560	722252334015	5.78	5.78
85-305319	2015-06-09 00:00:00.000	Walmart	60560	078742370033	4.37	4.37
85-305319	2015-06-09 00:00:00.000	Walmart	60560	038000543647	2.00	2.00
85-305319	2015-06-09 00:00:00.000	Walmart	60560	078742229164	2.00	4.00
85-305319	2015-06-09 00:00:00.000	Walmart	60560	049000050752	4.48	4.48
85-305319	2015-06-09 00:00:00.000	Walmart	60560	037000124320	3.97	3.97
85-305319	2015-06-09 00:00:00.000	Walmart	60560	078742005058	19.77	19.77
85-305319	2015-06-09 00:00:00.000	Walmart	60560	810979001256	2.08	2.08
85643-7689010	2015-06-09 00:00:00.000	Amazon	10001	885883816494	8.99	8.99
8736	2015-06-08 13:14:00.000	Wegmans	20175	044700092187	3.29	3.29
8736	2015-06-08 13:14:00.000	Wegmans	20175	047400179752	21.99	21.99

# It's as easy as 1, 2, 3

1

Enable members to share login credentials

2

APIs automatically pull back up to 2 years of purchase history

3

Data is sent with item-level detail for each transaction

Sign In  
Sign in to your existing Kroger account

Sign in with Google

OR

Email Address  
pfrochon@gmail.com

Password  
.....

I'm on a personal device, keep me signed in. [Learn More](#)

Sign In

New to Kroger?

Create an Account

Kroger

In-store purchase \$104.72  
\$6.21 Savings

Order Details  
Order number: 014-00402-2020-03-29-15-571124  
Order date: 3/29/2020

Purchased Items 32 items

- (LMTD QTY) Kroger® Purified Drinking Water \$2.69  
24 bottles / 16.9 fl oz  
1 x \$2.79/each  
UPC: 000111049213
- (LMTD QTY) Sparkle Pick-A-Size Modern White Paper Towels \$2.99  
2 rolls  
1 x \$2.99/each  
UPC: 64312671631
- Apples - Granny Smith - Large \$1.70  
1 ea  
1.72 lbs x \$1.99/each  
UPC: 0000000004017
- Banana \$0.60  
1 ct  
1.22 lbs x \$0.49/each

Order Summary [View Receipt](#)

Payment Method  
Loyalty Card ending in 4766  
DEBIT

Payment Summary

Item Total	\$108.77
Item Coupons/Sales	-\$6.21
Tax	\$2.16
<b>Total</b>	<b>\$104.72</b>

Product prices shown here may not be current. If you'd like to reorder, please note that your final cost may change. Visit our FAQs to learn more.

**\$6.21**  
Total Savings  
(promos, coupons, sale items, and waived fees)



User ZIP	Upc	Unit Price
20175	077890559703	2.50
20175	077890654590	2.50
20175	077890581339	2.50
20175	077890188606	1.29
18049	853522000191	3.69
18049	077890850473	5.00
85018	696859115684	15.94
31320	885392922440	11.95
63005	075381580144	34.99
94556	730669481420	45.00
11743	068958028316	19.99
18049	051700793471	3.99
18049	051700757084	3.99
18049	051500057223	2.49
18049	046352001159	18.99
60560	078742229539	2.48
60560	722252334015	5.78

Data can be organized and delivered per your needs

# So, what do YOU want to do with actionable consumer intelligence?

## Numerator Link powers



loyalty program tracking



digital coupon validation



digital nutrition behavior tracking



media tracking, ad targeting attribution, data analytics & more...

## Also powers



Detailed insight with permissioned access of any site with user name/password

- Streaming (Hulu, Peacock, Netflix)
- Travel (airlines, hotels, rental cars)
- Durables (Home Depot, Lowes, AMZ)
- Recipes (recipe.com, yummys.com)



Recall Detector – tool to find consumers after a recall; and for consumers to subscribe for alerts



# Unlock item-level detail at 100+ retailers

100+  
retailers

## CLUB

BJ's  
Costco  
Sam's Club

## DRUG:

CVS  
Duane Reade  
Rite Aid  
Walgreens

## MASS:

Meijer  
Target  
Walmart

## SUPERMARKETS

ACME Markets  
Albertsons  
Bakers  
Carr's Safeway  
City Market  
Copps  
Dillons  
Food 4 Less  
Foods Co.  
Fred Meyer  
Frey's  
Gerbes  
Giant Foods  
H-E-B  
Harris Teeter

Hy Vee  
JayC Foods  
Jewel - Osco  
Kings Soopers  
Kroger  
Marianos's  
Meijer  
Metro Markets  
Owen's Markets  
Pavilions  
Pay Less  
Pick 'n Save  
Publix  
QFC

Ralphs  
Randalls  
Safeway  
Shaw's  
ShopRite  
Smith's  
Star Market  
Stop & Shop  
The Fresh Grocer  
Tom Thumb  
Von's  
Wegmans  
Whole Foods

## eCOMMERCE

Amazon  
Amazon Pantry  
AmazonFresh  
eBay  
Fresh Direct  
GrubHub  
Instacart  
Newegg  
Peapod  
Seamless  
Shipt

## AND MORE...

Walmart.ca  
Amazon.ca  
Loblaw Companies

# Pricing Tiers

One Time Integration Fee
\$25,000

User Fee/Retailer Connection/Month
\$0.25
\$0.20
\$0.15
\$0.12

Yearly Minimum Guarantee
\$24,000 - \$99,000
\$100,000 - \$199,000
\$200,000 - \$399,000
\$400,000+



## User Fee Example

User X connects to Kroger. Monthly fee to support User X is 1x user fee/month  
User Y connects to Kroger, Instacart and Amazon. Monthly fee to support User Y is 3x user fee/month

# Data Example

Data is delivered as a JSON file with item level detail including UPC: Meijer Tortilla Chip example  
Data updated daily

```
user_id": "26924643",
  "user_store_id": 1440861,
  "purchase_data": {
    "purchased_items": [
      "product_id": 1931086,
      "name": "Meijer Tortilla Chips White Round, Family Size",
      "purchase_history": [{
        "invoice_id": 93714346,
        "store_id": 519,
        "store_name": "Meijer",
        "warehouse_name": null,
        "harvested_name": "TORTILLA CHIPS",
        "harvested_product_code": "4125001715",
        "harvested_product_code_info": {"upc": "041250017158",
        "ean": null,
        "plu": null
        "quantity": 1.0,
        "price": 3.0,
        "unit_price": 3.0,
        "current_price": 3.0,
        "purchase_date": "2020-05-10 19:23:10",
        "purchase_date_local": "2020-05-10 14:23:10",
        "recorded_at": "2020-05-11 18:23:44"
        Store name": "West Bend",
        "street": "2180 S. Main Street",
        "city": "West Bend",
        "state": "WI",
        "zip": "53095"
        "total": 77.36,
        "total_without_tax": null,
        "tax": 0.15,
        "purchase_date": "2020-05-10 19:23:10",
        "purchase_date_local": "2020-05-10 14:23:10",
        "recorded_at": "2020-05-11 18:23:44",
        "order_number": "703340003",
        "order_type": null,
        "receipt_id": null,
        "receipt_image_url": "",
        "receipt_image_urls": [],
        "user_store_receipt": null
```