



Purch

The Next Step in Digital Publishing

The Importance of
Branding and User Loyalty

The background of the slide is a photograph of a multi-story brick building. In the foreground, there is a curved, light-colored concrete wall. On this wall, the word 'Purch' is written in large, bold, 3D block letters. Above the text, there is a modern architectural feature consisting of a curved concrete overhang with a glass railing. The entire image has a warm, orange-red color overlay.

Purch is a Next-Gen Digital Publishing and Marketplace Platform



Consumer Brand Portfolio



Decision Enablement

tom's guide

10TopTenReviews

tom's
HARDWARE

ANANDTECH

LAPTOP
part of tom's guide

 dignified



Shopping & Lifestyle

 **shopSAVVY**

LIVESCINCE

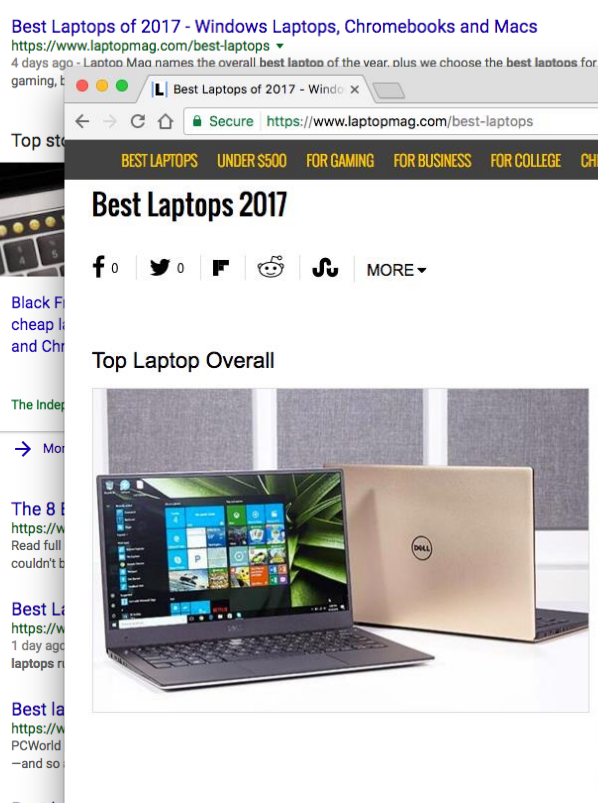
SPACE.com

 **active junky**

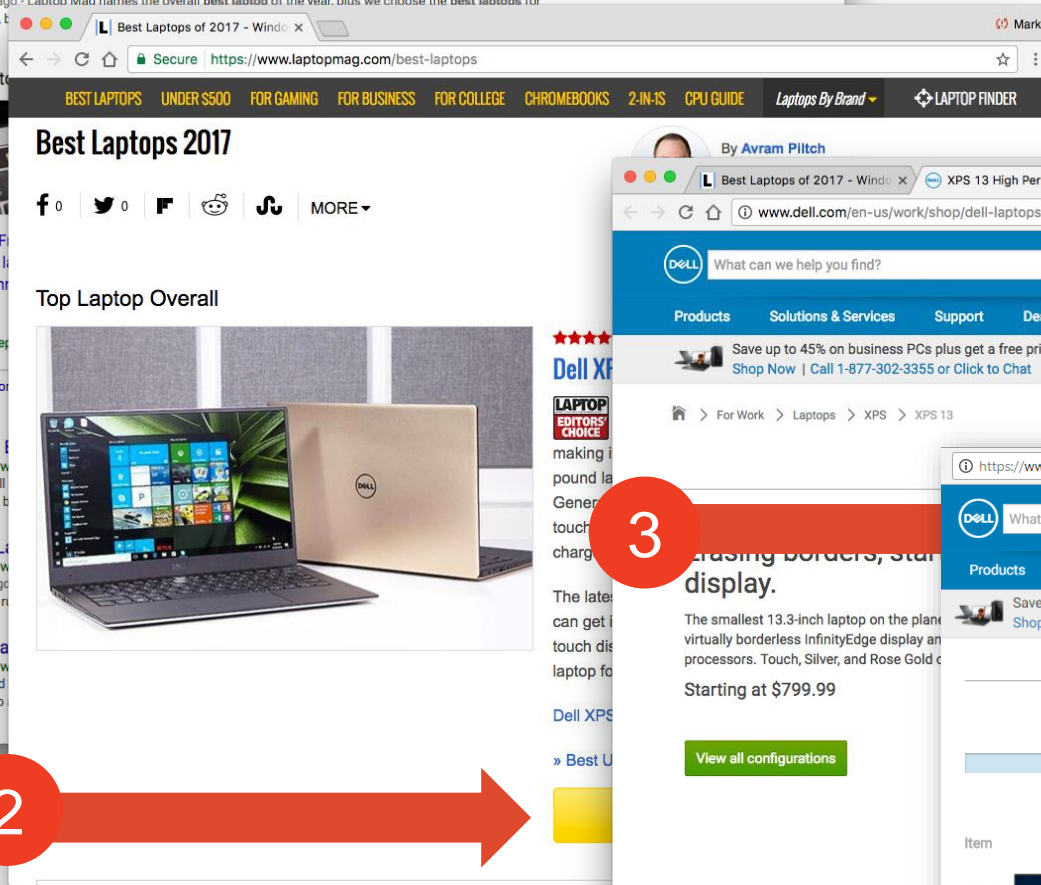
NEWS@RAMA

Purchx

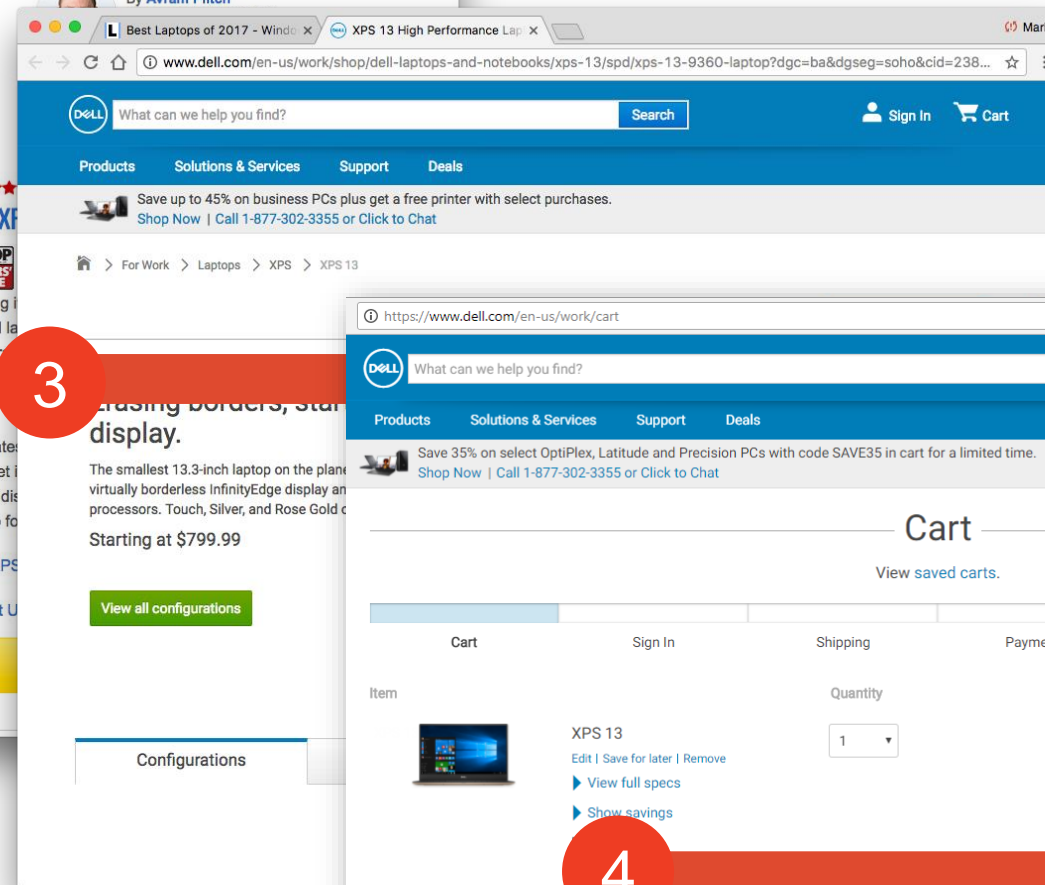
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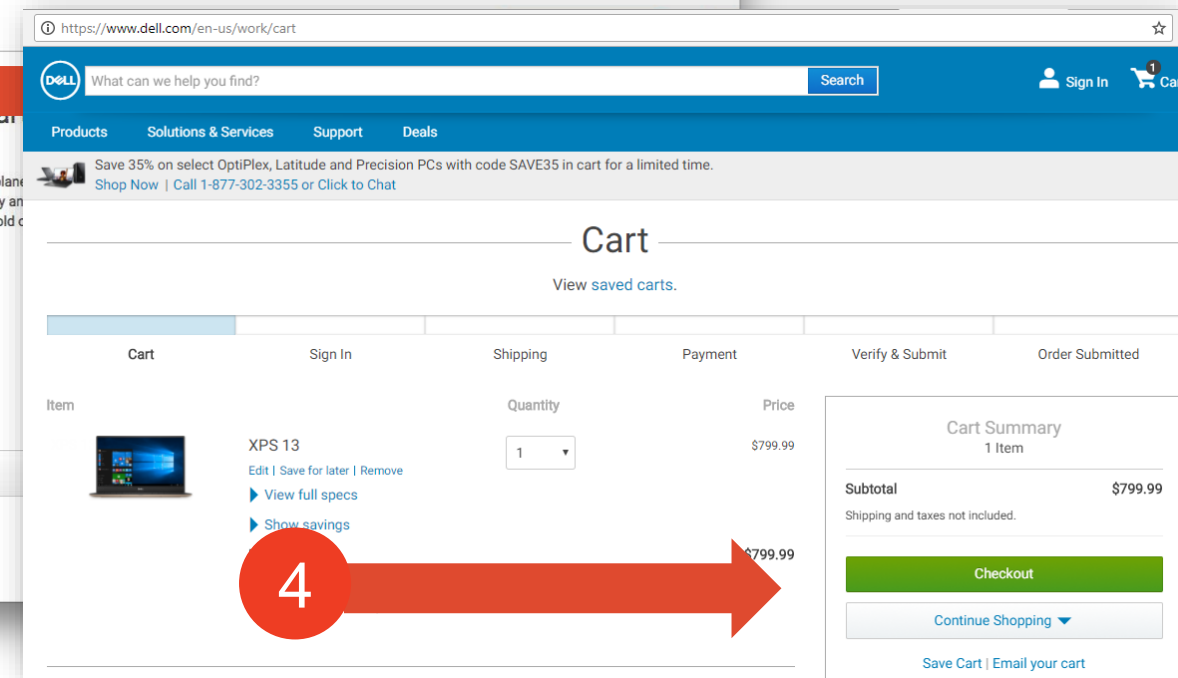
2



3



4





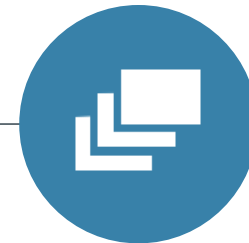
Why Membership and Loyalty?

Membership is the connecting tissue that gives readers a reason to visit, interact, discover and shop more across our portfolio of sites – beyond their first visit.

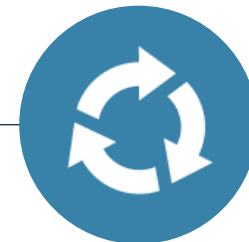
Brand
Connection



Repeat
Visitation



Full buying cycle:
Mobile / in store/ online



Choosing
a flagship brand
to drive
Membership

shopsavvy



MEMBERSHIP SERVICES

shop**savvy**



DECISION ENABLEMENT



SHOPPING

tom's
HARDWARE

**tom's
guide**

LAPTOP
part of tom's guide

Purchx




active junky

TopTenReviews

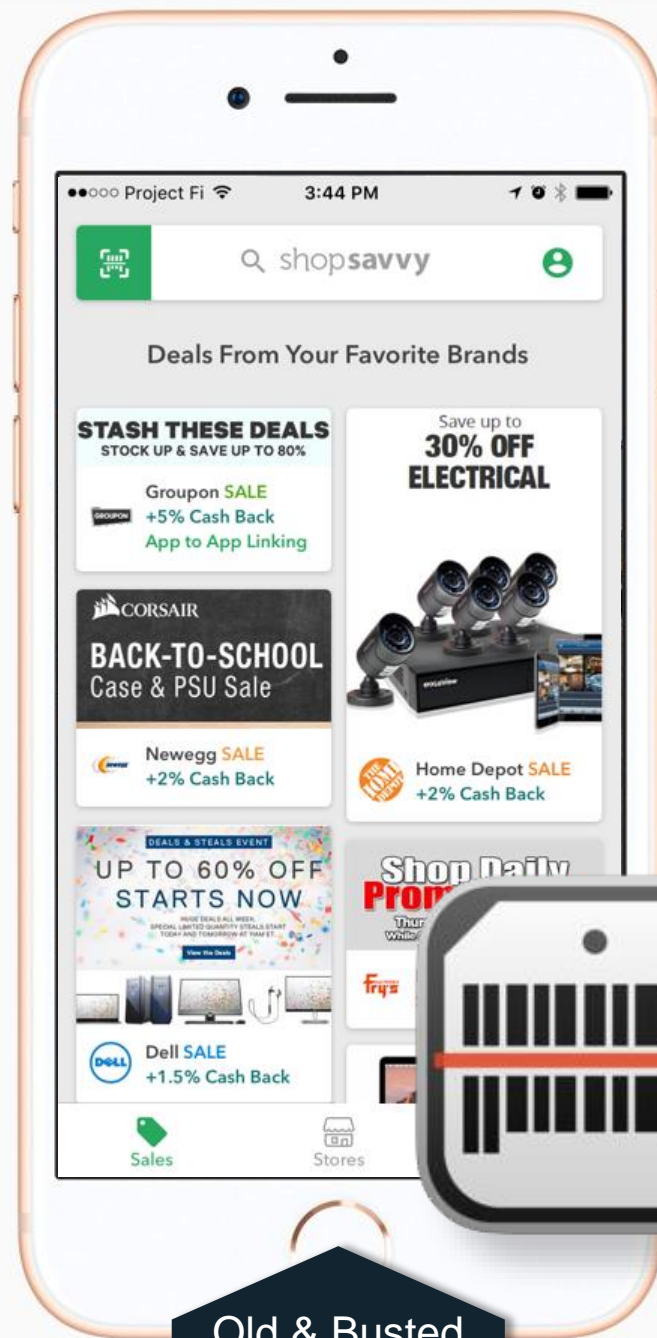
 **dignified**

ANANDTECH

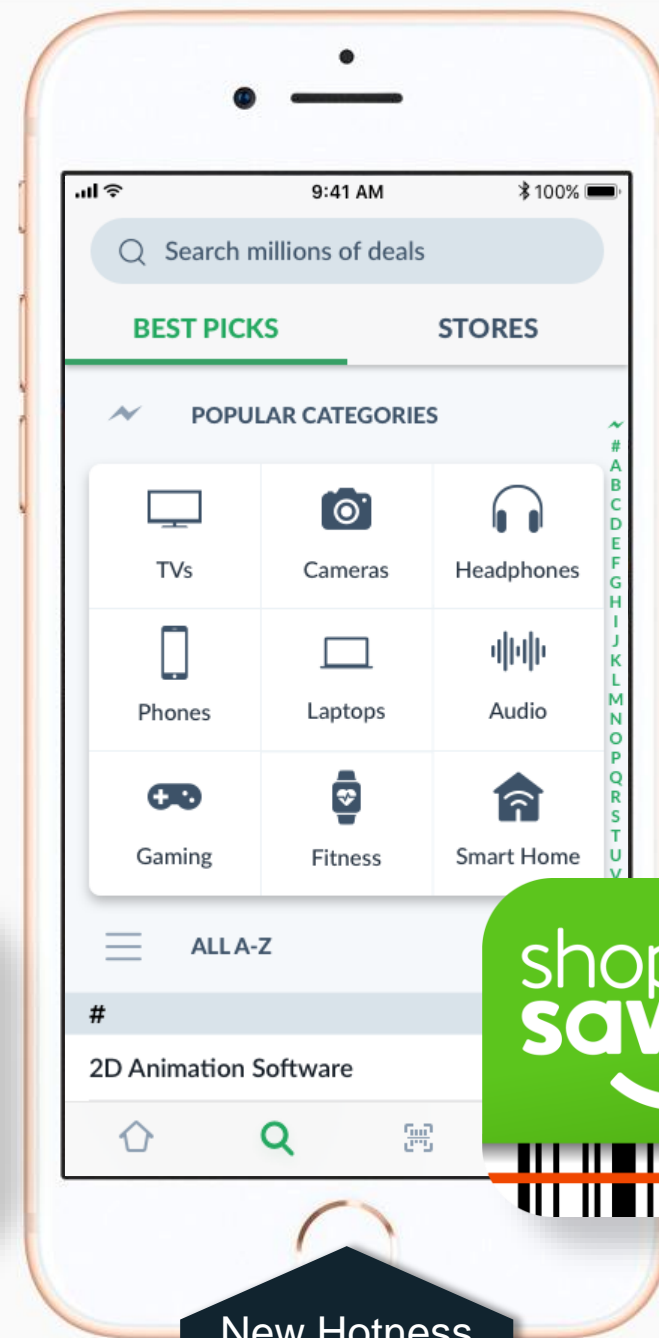


The Challenges Along the Journey

Develop NEW features for the ShopSavvy App and position as digital shopping companion



Old & Busted



New Hotness



ShopSavvy.com homepage creates a gateway for connecting members with exciting content and offerings across all sites and devices.

Tom's Guide / Tom's Hardware / Top Ten Reviews / Laptop Mag / Anandtech

shop**savvy**

GET THE APP SIGN IN/SIGN UP

Never regret a purchase again

Find the right product for you

- Hands-on reviews
- Price comparisons
- Online & in-store deals

Download on the App Store GET IT ON Google Play

OUR BEST PICKS Thoroughly tested and evaluated by our expert editors to help you make a more informed buying decision. [Learn More](#)

- TVs
- Tablets
- Cameras
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- Laptops
- Headphones
- Fitness Trackers
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JC PENNEY - SAVE UP TO 80% STORE WIDE
\$26.00 **\$10.99**
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THINKGEEK - 20-60% OFF STAR WARS ITEMS
\$59.99 **\$39.99**

TOP PICKS ACROSS SHOPSAVVY

TOM'S GUIDE [→](#)
How to Fix T-Mobile's iOS 10 Update Problem
Apple released a fix for iPhones on T-Mobile's network.

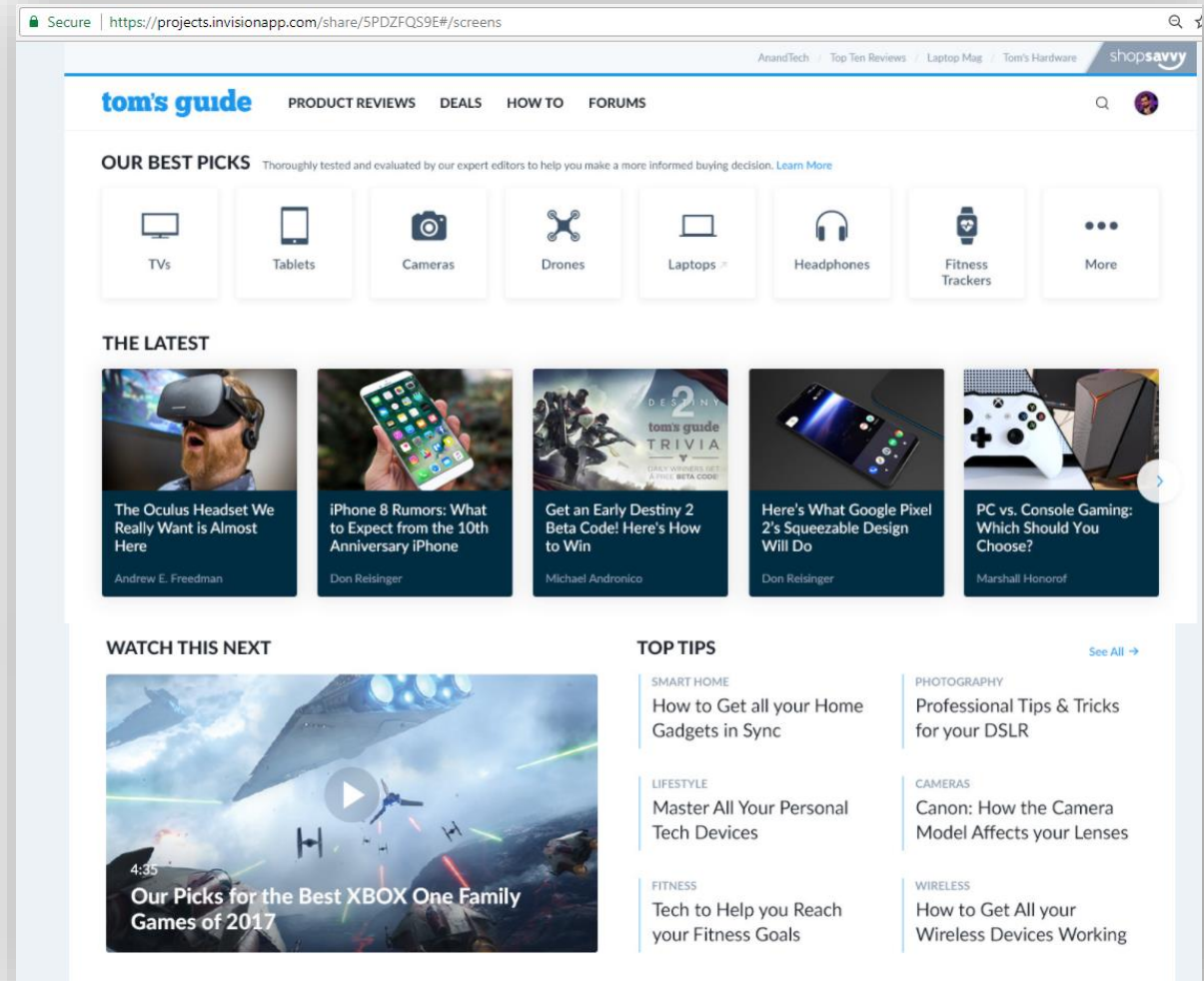
Let's Encrypt Issues 100 Million Certificates to Help Secure the Web

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Smart Thermostat Reviews
A smart thermostat, also called a programmable thermostat, can lower your heating and...

TOP TEN REVIEWS [→](#)
Gas Cooktop Review
Gas cooktops are terrific kitchen appliances, but which

ShopSavvy branding
presence across all B2C
sites to drive brand
recognition and trust.



A man with a mustache, wearing a plaid shirt under a light-colored sweater, is looking down at a smartphone in his left hand. He is also holding a credit card in his right hand. The background is a blurred bookshelf filled with books. The entire image has a blue and green color overlay.

Next Steps on the Journey

As we start to see success, there is even more that we want to do.

- Leveraging personalization to deliver 1:1 experiences that are based on real-time user behavior and intent
- Position ShopSavvy as members “Buying Companion” in the marketplace in time for the holiday season
- Continue feature development work that focuses on helping members find the right product at the right price, whether in-store or online



Thank You