

Ourcart CPG Marketing - How It Works (Transcript)

Ourcart helps CPG brands drive product trials, optimize marketing, and build loyalty with first party data ownership and complete control over the consumer journey. Here's how it works

1. Promote your offer anywhere across the digital consumer journey on social media, email, ads, QR codes, or your website
2. Your consumer is directed to a landing page where they can opt in to receive rebate instructions via email or sms
3. We help them locate the nearest stores or online retailers where they can purchase your products.
4. After purchase your consumer simply uploads their receipt, they answer a short customizable survey about your brand and product.
5. Instantly your consumer gets cash back through the incentive provider of their choice.
6. We pass their PII compliant first party data and feedback directly to you giving you full funnel attribution and valuable consumer insights for further marketing activities.

Interested in using Ourcart to grow your brand? Schedule a meeting with a member of our sales team today!