

2020

Advertising Opportunities



Darrell Allen

darrell.allen@befrugal.com

P: (616) 617-8882

Andre Colantuono

andre.cola@befrugal.com

P: (602) 326-9197



BeFrugal VIP

Partner Program



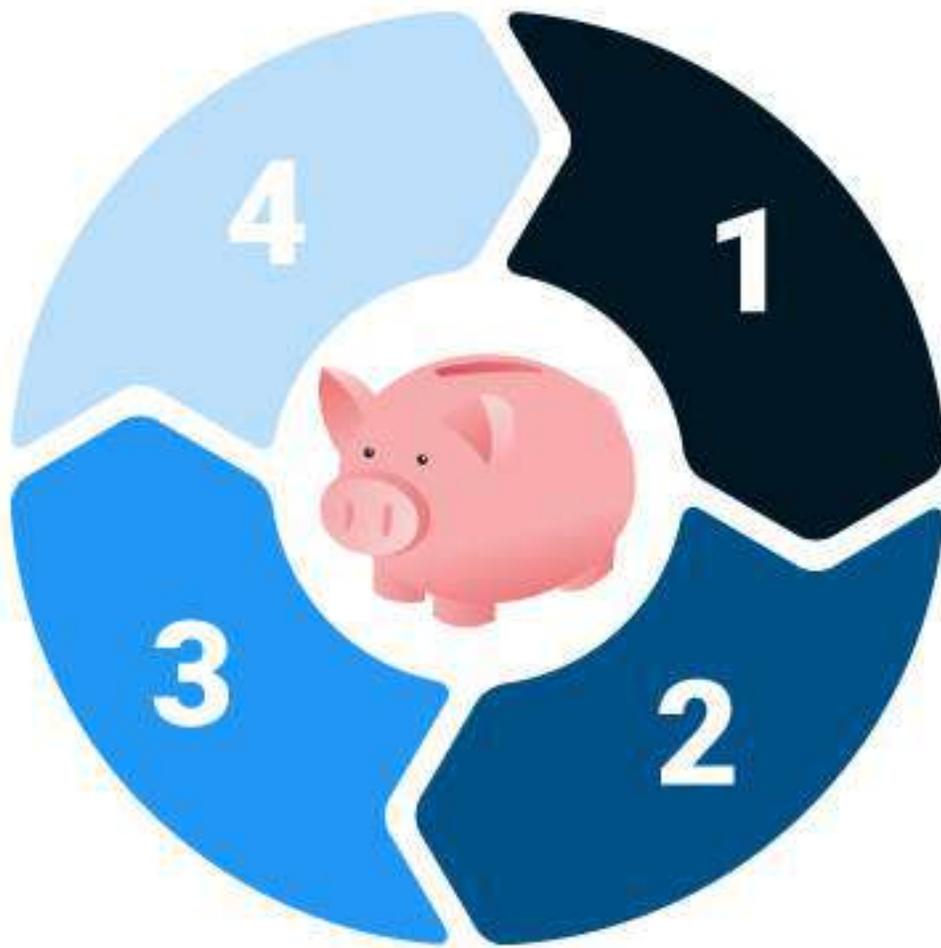
BeFrugal+ is our VIP Partner Program that helps our partners take performance further with Competitive Insights, double digit-increase in Clicks & Sales, and improved Click Through Rates & Conversion Rates.

- + Enhanced Brand Page
 - Jailed Brand Page (Competitor Free)
 - All Offers loaded on Brand Page
 - BF+ designation on store lists
- + 20% - 75% off Ad Kit pricing
- + Cash Back is 2%-3% above CPA for NTF for your brand
- + Coupon/Offer Auto-Approval availability
- + Share of Voice (SOV) & Competitor Analysis
- + 100% of commission as Cash Back guaranteed
- + Full Service Account Management
- + Remnant inventory curation (when available)
- + Deals Page curation (when applicable)
- + Free launch Package/Bundle for new programs

Please reach out to Darrell and Andre for further details and pricing.



Partner With BeFrugal



1. Targeted Return & Solo Emails

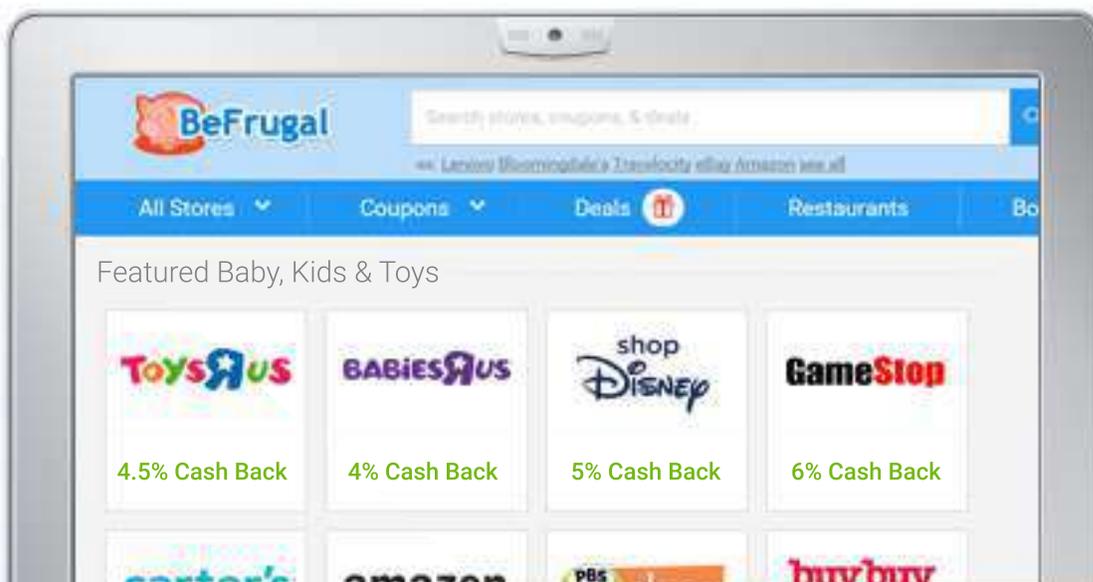
2. Paid Placements

3. Exclusive Bonus Cash Back Events

4. Commission Increases

Bundles 1-3

Placement	Bundle 1	Bundle 2	Bundle 3
REAL ESTATE LOGO			
Homepage - Logo Pool	One Week	Two Weeks	Three Weeks
Category Page		Two Weeks	Four Weeks
Subcategory Page	Two Weeks	Four Weeks	Four Weeks
NEWSLETTERS & SOCIAL			
Newsletter - Standard	One Time	One Time	One Time
Twitter Tweets	One Day	Two Days	Two Days
TRP Eligible (\$5k+)	No	YES	YES
PRICE	\$4,000	\$6,500	\$9,000
<i>Total Placement Value</i>	<i>\$6,000</i>	<i>\$9,000</i>	<i>\$12,000</i>



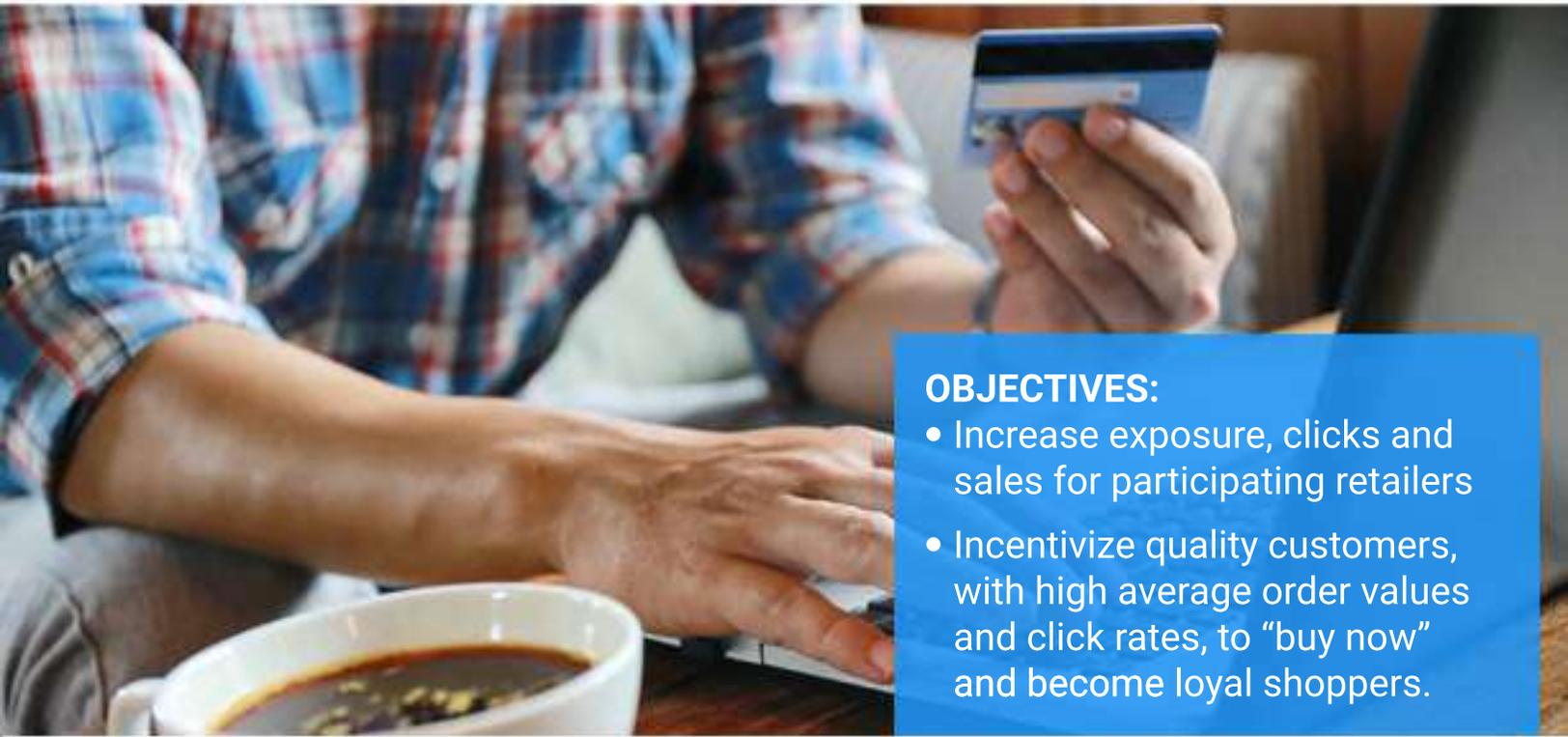
Bundles 4 & 5

Placement	Bundle 4	Bundle 5
REAL ESTATE LOGO		
Sitewide - Floating Bottom Banner		One Day
Sitewide - SideBar Banner #1		One Day
Sitewide - SideBar Banner #2	One Day	
Homepage - Carousel Banner	One Week	One Week
Homepage - Logo Pool	Four Weeks	Four Weeks
Category Page	Four Weeks	Four Weeks
Subcategory Page	Four Weeks	Four Weeks
REAL ESTATE TEXT LINK		
Bonus Cash Back Page	One Week	One Week
REAL ESTATE TEXT LINK		
Newsletter – Standard	One Time	Two Times
Newsletter - Solo/Segmented		One Time
Newsletter – Premium	One Time	One Time
Twitter Tweets	Four Days	Four Days
TRP Eligible (\$5k+)	YES	YES
PRICE	\$15,000	\$25,000
<i>Total Placement Value</i>	<i>\$25,000</i>	<i>\$40,000</i>



Bonus Cash Back

Case Study



OBJECTIVES:

- Increase exposure, clicks and sales for participating retailers
- Incentivize quality customers, with high average order values and click rates, to “buy now” and become loyal shoppers.

Macy's participated in BeFrugal's October Bonus Cash Back event, increasing their rate from 6% to 10%. The department store saw nearly an **280% increase in sales**, and a **9 to 1 ROI**.

280%

In the month of July, **Gap** increased its cash back rate from 4% to 8% for a week long period. The store saw a **429% increase in sales**, and a **11 to 1 ROI**.

429%

In February, **Dell** increased its cash back rate from 4% to 12% for the week long Bonus Cash Back Event. Dell saw a **1156% increase in sales**, and a **7 to 1 ROI**.

1156%

1485%

Nike participated in the BeFrugal Holiday Bonus Cash Back event and raised its cash back rate from 3% to 8%. The higher rate resulted in a **1485% increase in sales**.



2020 Bonus

Cash Back Events

- January 13 - 19
- February 10 - 16
- March 9 - 15
- April 13 - 19
- May 11 - 17
- June 8 - 14
- July 13 - 19
- August 10 - 16
- September 14 - 20
- October 12 - 18
- November 9 - 15
- November 22 - 29*
- November 30 - December 6*
- December 7 - 13*
- December 14 - 20*
- December 21 - 24*
- December 25 - 31*

The regularly scheduled monthly Bonus Cash Back events are a week long and begin on the 2nd Monday of the month through the following Sunday. Commission increases for these Bonus Cash Back events must be visible in the network the week prior and be active for all seven days of the event in order to be featured.

* Additional Bonus Cash Back Events include Back To School, Thanksgiving/Cyber Week, etc.

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Integration with BeFrugal

1

Option #1 - \$1,000

Immediate integration w/placement exposure

- Expedited Listing: brand page launched within 48 hours
- Includes Placement Bundle #1 (\$5k of placement exposure value)
- First Purchase Rate applies

2

Option #2 - \$250.00

Immediate integration

- Expedited Listing: brand page launched within 48 hours
- No placement exposure

3

Option #2 - No cost

No ETA

- No fee
- Added to the launch queue with no ETA.

* Current timeframe is approximately end of following quarter, possibly longer.

