

# FIELD AGENT WIN@RETAIL



## Crowd Reviews

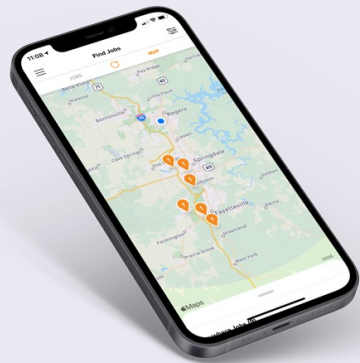
FIELD AGENT®



# FIELD AGENT®

## CONNECTING BRANDS AND RETAILERS TO A CAPTIVE CROWD OF OVER 2MM SHOPPERS

Field Agent harnesses a crowd of over two million app-users, to give you personalized retail solutions for your business.



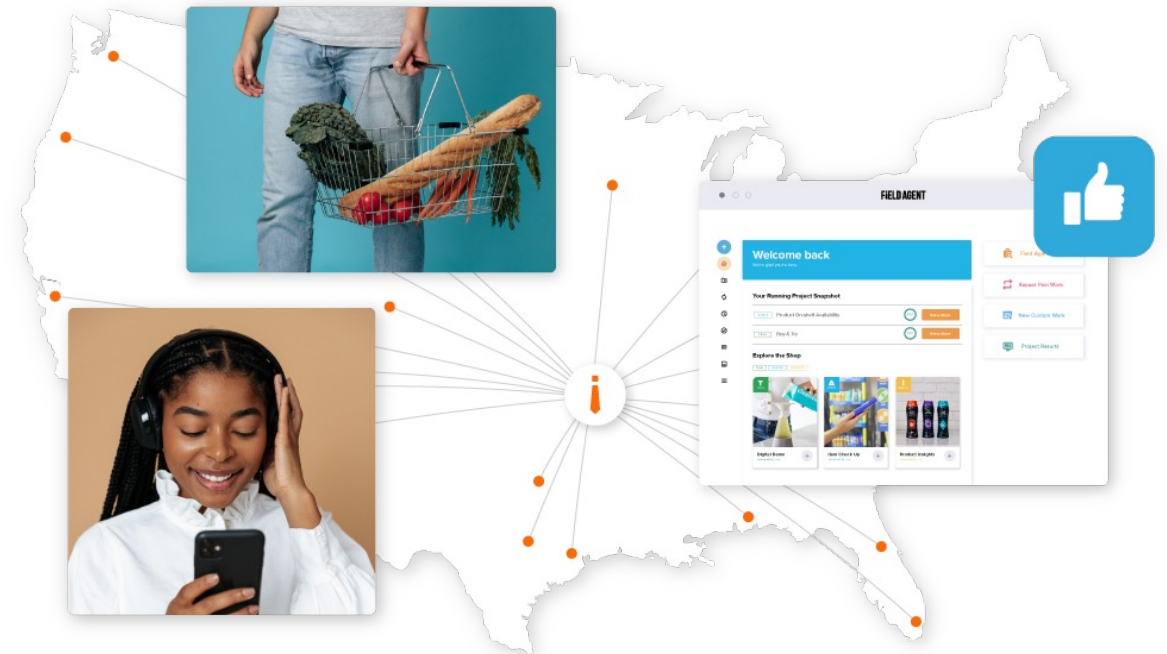
Walmart 

Utilizing the power of the crowd gives you solutions with:

✓ SPEED

✓ COVERAGE

✓ EASE OF USE



FIELD AGENT®





Drive Trial →

# Crowd Reviews

POWERED BY FIELD AGENT



## Shopper Reviews

Reviews

Rating

Why pay more for the name brand milk when you can get the same for a lower price? I also can always be sure that Walmart has it in stock, and it is cold and fresh. I have no reason to go elsewhere for my milk, because Walmart shows me time and time again that they have great prices and the best quality!!!

5

We used to drink Mayfield milk but it was so expensive and we tried this one and it was a lot cheaper and tasted the same. We buy 4 gallons a week. Milk is a daily have to have in our house.

5

Not particularly worried about minimal fat content for my family and I are big people. I like the 2% gets colder than whole milk. Imagination? I like it! Thanks!

4



# REVIEWS MATTER FOR ONLINE ITEM SUCCESS!



GOOD REVIEWS

QUALITY ITME PAGES

SHOPPER CONVERSION

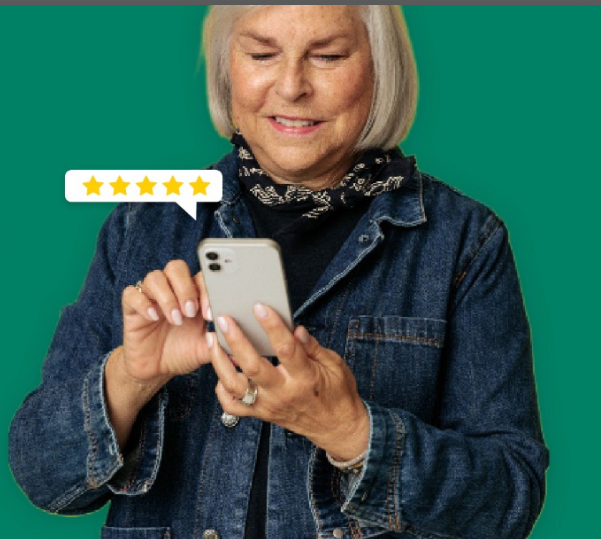
9-in-10



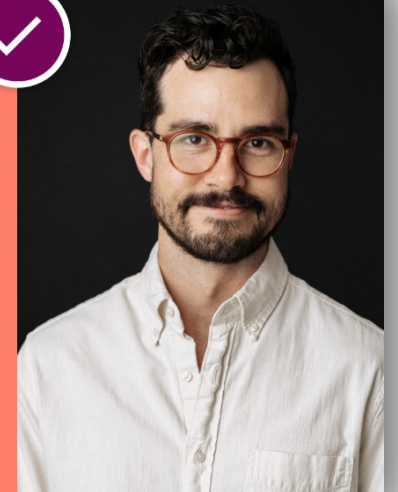
respondents said they regularly read product reviews to guide their online purchases

ACCORDING TO A FIELD AGENT SURVEY

95% of online shoppers find product reviews trustworthy when shopping online.



More than half of online shoppers say product reviews are *highly* influential over their online purchases.



# FLEXIBLE OPTIONS TO GET REVIEWS ON ALL TYPES OF ITEMS

Item  
**Purchase**

Customer purchases an item in store or online and leaves a native review

**Great for...**  
In-Market Items  
Perishable Items

R&R Freshness

Item  
**Sample**

Customer receives a sample in the mail and leaves a native review

**Great for...**  
Pre-Market Items

R&R Seeding

Item  
**Experience**

Customers experience an item at a staged event and leave native reviews

**Great for...**  
Large or Expensive Items  
Hard-to-Review Items

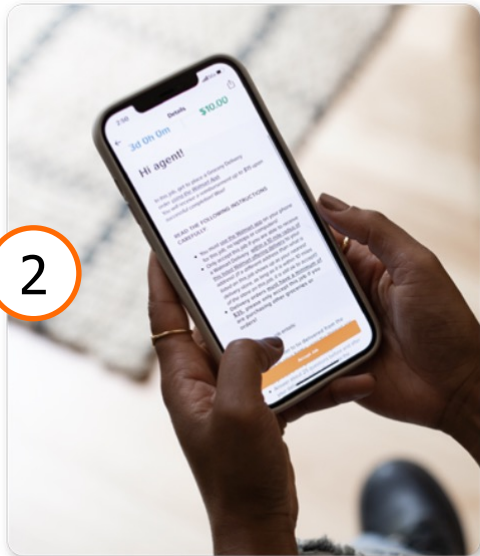
R&R Seeding & Freshness

# Crowd Reviews – How It Works



1

**PLAN WITH US;** Identify the products where you need to enhance reviews each quarter



2

We reach out to your targeted shoppers in the Field Agent app and they accept the job



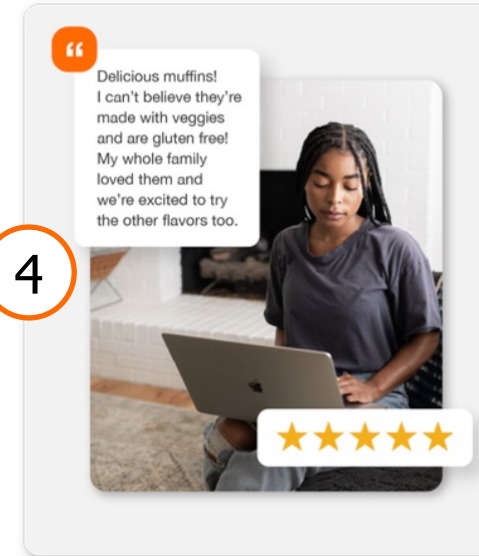
3

Each shopper experiences your product

ITEM PURCHASE

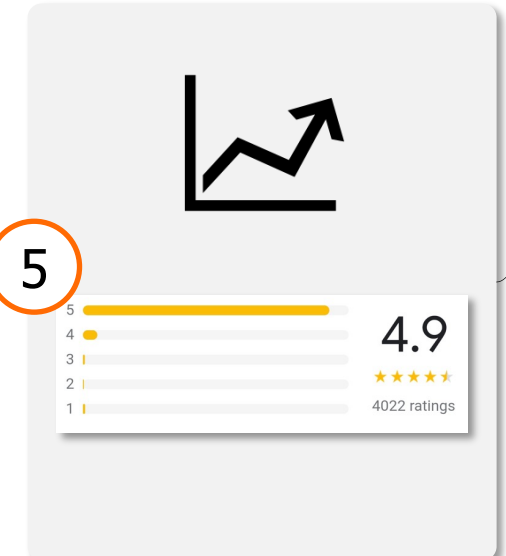
ITEM SAMPLE

ITEM EXPERIENCE



4

Each shopper writes an authentic review on the site of your choice



5

Your online items start performing better with fresh reviews!!



## Ratings & Review Tracker



Contract Start:  
3/1/2022

Contract End:  
2/1/2023

First Project Launched on  
4/12/2023

Last Project Closed on  
9/30/2023

9  
Days Since  
Last Review

### Detail View

Export To Excel

#### SELLER SUMMARY

Select Seller to filter 'ITEM SUMMARY'

User Email	Discounts Redeemed	Unique Items	Requested	Items Ordered	Number of Reviews Posted	Star Rating
Grand Total	89	46	1,452	310	275	4.8
tina.g@greatstartools.com	64	16	1,074	62	59	4.9
elaina.gu@greatstartools.com	25	30	378	248	216	4.8

USAGE

#### Sellers w/ Program

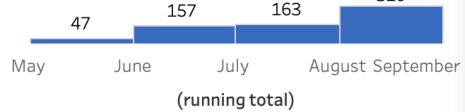
2



RESULTS

#### Items Ordered

310



#### ITEM SUMMARY

Project ID	Project Name	Project Status	User Email	Project Close Date	Number of Purchased Items	Number of Reviews Posted	Avg. Star Rating INT
1098769	DSV_230601_FA1	Closed	elaina.gu@greatstartools.com	6/18/2023	60	58	4.8
1121408	D31373	Closed	elaina.gu@greatstartools.com	7/8/2023	20	20	4.9
1098665	Marine - BT6538 BT6536	Closed	elaina.gu@greatstartools.com	6/30/2023	20	20	4.8
1149988	D7 bike light	Active	tina.g@greatstartools.com	8/31/2023	15	13	4.8
1155150	MARINE-KA6382	Active	elaina.gu@greatstartools.com	9/3/2023	10	8	5.0
1155149	MARINE-KA6253	Active	elaina.gu@greatstartools.com	9/3/2023	10	8	4.3
1155148	MARINE-KA020	Active	elaina.gu@greatstartools.com	9/3/2023	10	9	5.0
1155147	MARINE-KA0082	Active	elaina.gu@greatstartools.com	9/3/2023	10	2	5.0
1155146	MARINE-BT6195	Active	elaina.gu@greatstartools.com	9/3/2023	10	8	4.8
1155145	MARINE-BT6239	Closed	elaina.gu@greatstartools.com	8/10/2023	10	10	4.8
1155144	MARINE-BT6298	Active	elaina.gu@greatstartools.com	9/3/2023	10	2	5.0
1155143	Marine-BT6224	Active	elaina.gu@greatstartools.com	9/3/2023	10	2	4.8



# Shops Historical Overview

## Retailer Program Overview

First Re  
Last Re  
Distinct coun  
Responses

**Filters:**

Month, Year of Program  
(All)

Program  
(All)

Purchase Method  
(All)

Region  
(All)

Store  
(All)

Corporate Franchise  
(All)

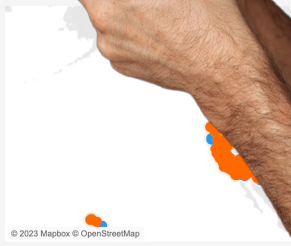
### Top Two Box % by Purchase Method

	Impression of the Flavor	Impression of the Texture	Likelihood to Purchase on your Own	Overall Satisfaction	Satisfaction with the Temperature	Value Rating
Carry-Out	80%	79%	72%	86%	91%	68%
Digital Carry-Out	83%	82%	78%	89%	94%	73%
Digital Delivery	78%	78%	72%			73%

### Additional Questions Overview

Location Open?	98%	2%
Valid Delivery Address?	100%	0%
Accept Mobile Orders?	97%	3%
Did You Wait?	70%	30%
Did Order Go Through?	97%	3%
Arrived On Time?	82%	18%
Order Correct?	98%	2%
Correct Store Address?	88%	12%

### Coverage Method



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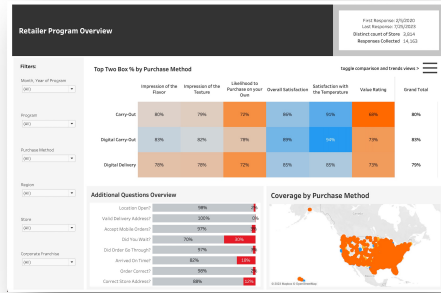
Shopper Insights →

# Mystery Shops

POWERED BY FIELD AGENT



# TRUST FIELD AGENT TO GIVE YOU THE ANSWERS



## Mystery Shops with Field Agent

- Ensure real-world compliance with your corporate plans
- Get powerful visibility into your outlets
- Trend insights over time
- See the store experience from the customers' lens
- Benchmark against your competition

# Mystery Shops – How It Works



1

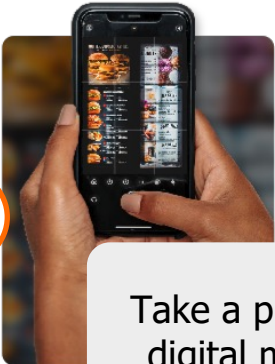
**PLAN WITH US;** Identify the data you need to collect over time

2



We reach out to our \$2MM+ users in the Field Agent app and they accept the job

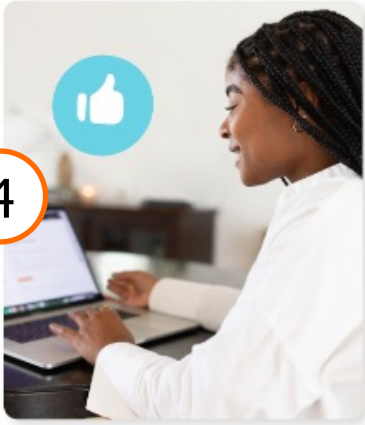
3



Take a picture of the digital menu board behind the counter.

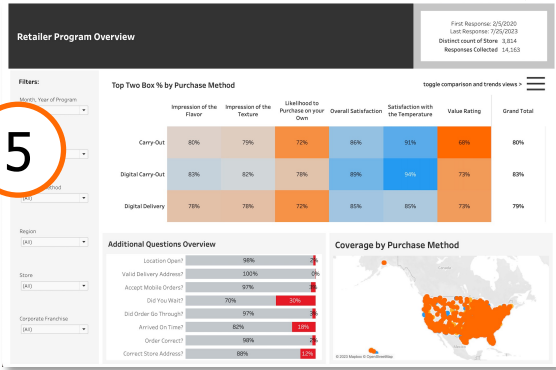
The crowd gathers data or insights to your specifications each week/month/quarter

4



Our team QC's responses to ensure great data for you as it comes in

5



You monitor activity in your PremiumView dashboard throughout the year

## POINT-OF-SALE+ (DEMO)

*i* How To Navigate

Stores Audited

942

Empty Facing

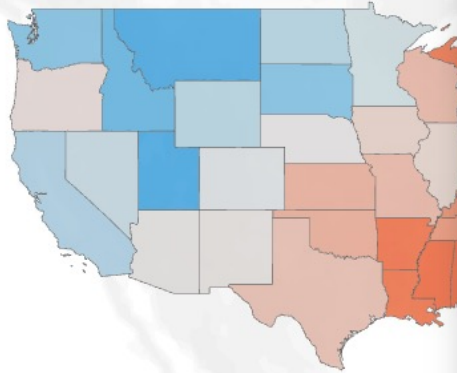
136

Region

(All)

715

Average Revenue Per Store



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+ a b | e a u

## Shops Historical Overview

First Response: 2/5/2020  
 Last Response: 7/25/2023  
 Distinct count of Store 3,814  
 Responses Collected 14,163

### Filters:

Month, Year of Program

(All)

Program

(All)

Purchase Method

(All)

Region

(All)

Store

(All)

Corporate Franchise

(All)

### Top Two Box % by Purchase Method

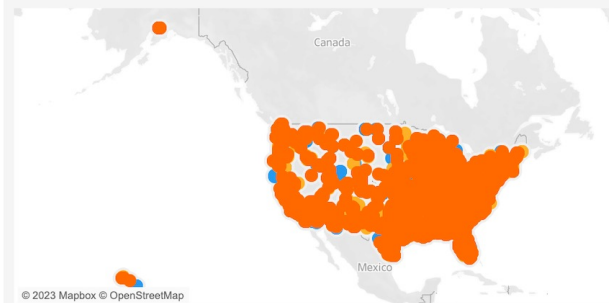
toggle comparison and trends views >

	Impression of the Flavor	Impression of the Texture	Likelihood to Purchase on your Own	Overall Satisfaction	Satisfaction with the Temperature	Value Rating	Grand Total
Carry-Out	80%	79%	72%	86%	91%	68%	80%
Digital Carry-Out	83%	82%	78%	89%	94%	73%	83%
Digital Delivery	78%	78%	72%	85%	85%	73%	79%

### Additional Questions Overview

Location Open?	98%	2%
Valid Delivery Address?	100%	0%
Accept Mobile Orders?	97%	3%
Did You Wait?	70%	30%
Did Order Go Through?	97%	3%
Arrived On Time?	82%	18%
Order Correct?	98%	2%
Correct Store Address?	88%	12%

### Coverage by Purchase Method

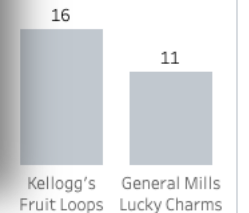


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of Control while you make your selections)

NEIGHBORHOOD MARKET - 3605 2  
 WALMART - 839 1  
 WALMART - 5235 1  
 WALMART - 5227 1

Kellogg's Frosted Flakes  
 General Mills Honey Nut Cheerios  
 Post Honey Bunches of Oats





# ANNUAL SUBSCRIPTION OPTIONS



	Starter	Plus	Pro	Custom
	DIY	SUBSCRIPTION	SUBSCRIPTION	SUBSCRIPTION
Annual Shop Commitment	Ad Hoc	1000-2499	2500-4999	5000+
Basic Support	✓	✓	✓	✓
Basic Reporting	✓	✓	✓	✓
Crowd Swap	✗	✓	✓	✓
Design Support	✗	✓	✓	✓
PremiumView Reporting	✗	✓	✓	✓
Dedicated CSM	✗	✗	✓	✓

\* costs for product purchase reimbursement and/or custom fees will be billed separately per project

Thank you!

Matt Davis

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