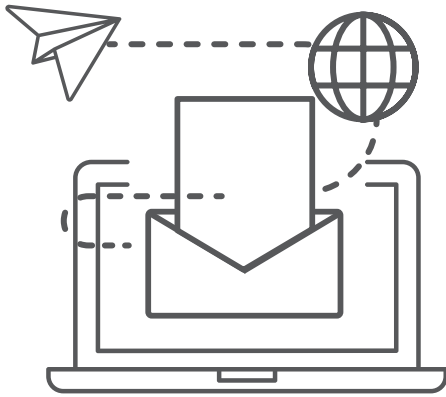


BRANDSOURCE



**Strengthen Customer
Engagement & Boost
Sales in 2022.**

PREMIUM EMAIL PROGRAM

BrandSource is proud to introduce an elevated EMAIL PROGRAM, unlike anything you've seen before!

Since launching our beta premium email program in late 2021, we've been listening closely to our member's feedback and confirm we heard you loud and clear! Get ready to elevate your email game with a new platform that offers a full range of integrated features. Best of all, you can now choose between 3 programs to better accommodate your business needs and achieve your sales goals.

Channel the power of email through our advanced acquisition features, social media integration and our new BrandSource Customer Loyalty Program. Let us take the guesswork out of your motion picture promotions while providing even greater exposure to your customers through social media.

Here are some of the FEATURES offered:

1. Pop-up signup form on your website
2. Social media integration & newsfeed updates
3. On-boarding welcome email series
4. New Customer Loyalty Program
5. Member-specific campaign reports
6. Custom content blocks
7. Self-serve account access



We've migrated to MailChimp's powerful all-in-one digital marketing platform to provide our members with a vast range of digital features to build, launch and measure your integrated campaigns all while dramatically growing your email database with ease.



GROW YOUR BUSINESS WITH EMAIL MARKETING

The current market has taught us to pivot, do more with less while increasing customer engagement.

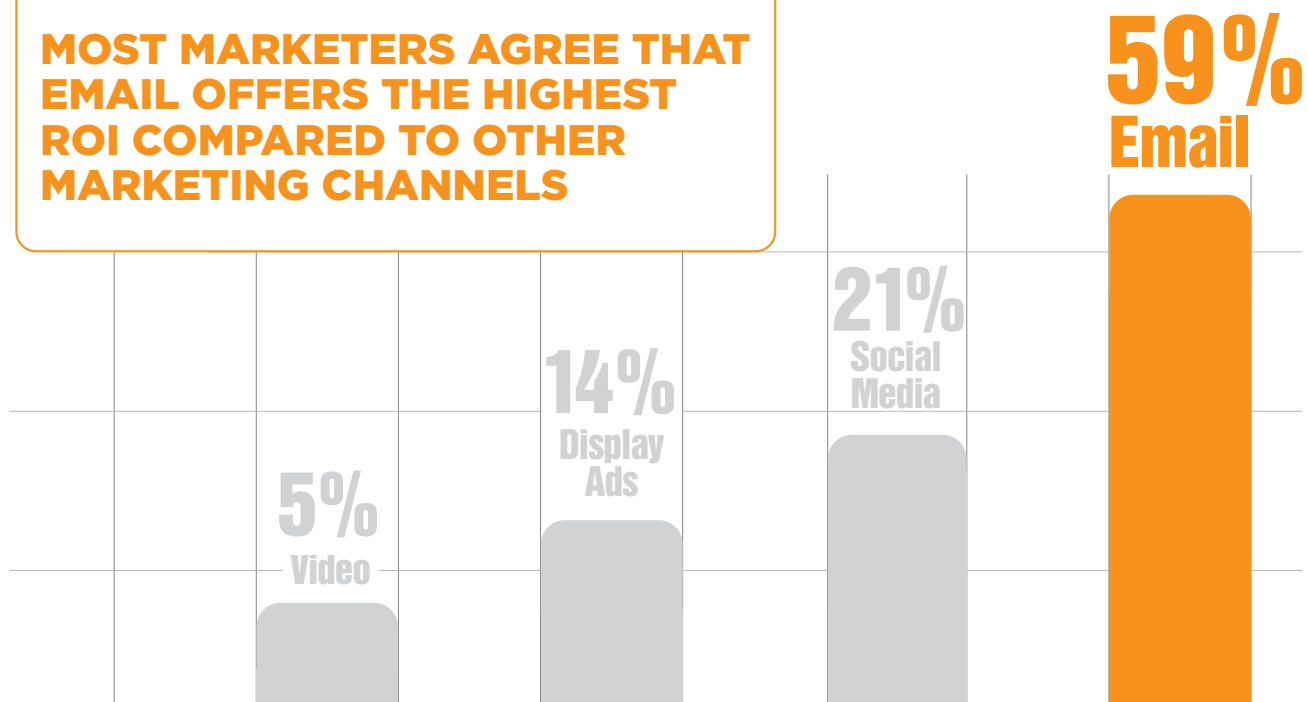
Here are 7 ways our Email Marketing Program can help grow your business:



Reach more customers while spending less!

With the most impressive ROI of all marketing channels, email is now considered a form of digital currency as anyone online has an active email address. Investing in an email program means investing in a marketing channel you own and is the most powerful way to stay on the forefront of your customer's minds.

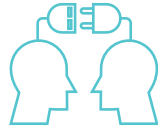
MOST MARKETERS AGREE THAT EMAIL OFFERS THE HIGHEST ROI COMPARED TO OTHER MARKETING CHANNELS



Source: 2020-2021 Campaign Monitor - Email Marketing Industry Report



GROW YOUR BUSINESS WITH EMAIL MARKETING



Customize Local Marketing Kit Emails

You can customize the promotional emails in the Local Marketing Kit by adding content blocks or a local promotion. By adding a block to our already scheduled email templates, you save time and can target products in inventory or on clearance.

Email marketing allows you to communicate YOUR message to those who want to hear it. Our exclusive email program also gives you self-service access to your account, allowing you to create and send emails to your completely customized database to announce a local event or anniversary promotion.

As the emails will be managed from the same platform as the local marketing kit emails your database will always be up to date and you will be able to manage the dates and frequency of the emails.

Our KPI's indicate a 30% open rate for BrandSource promotional emails, which clearly shows that your marketing efforts are on track.

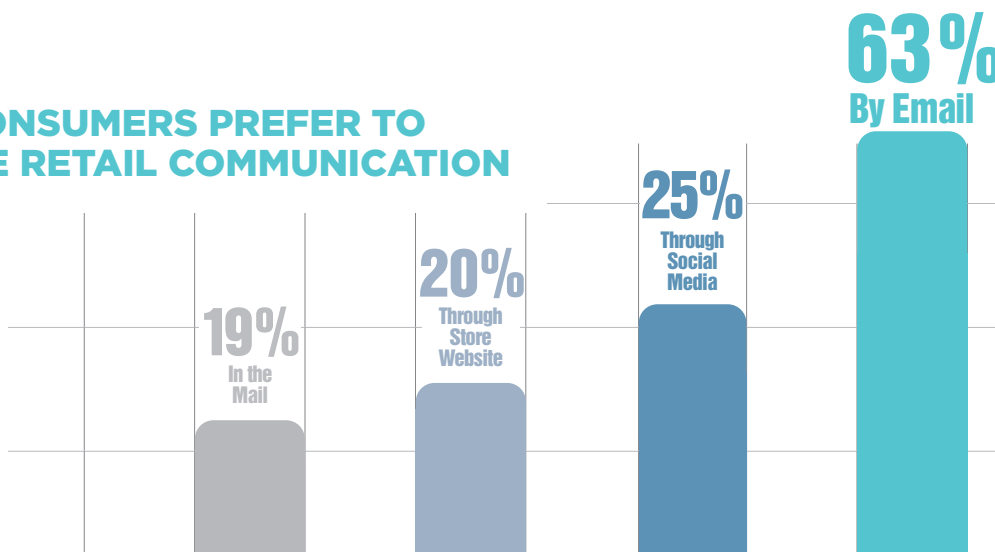
30%, which clearly shows that your customers want to read you since the industry average in 2021 was 18%.*

*Source: MailChimp Email Marketing Benchmarks & Statistics by Industry



Custom email design

HOW CONSUMERS PREFER TO RECEIVE RETAIL COMMUNICATION



Source: EMarketer "Global Shopper Trends Report" 2019

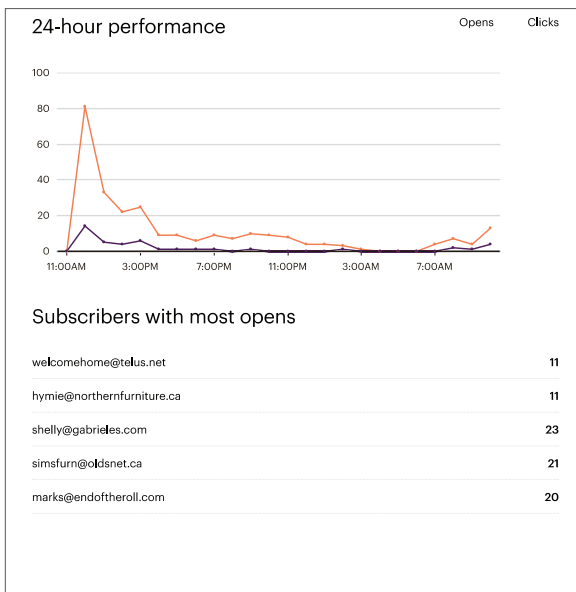


GROW YOUR BUSINESS WITH EMAIL MARKETING



Real-time analytics dashboards

Dive deep into each campaign's performance data to monitor results and determine the most effective content.



509 Recipients

Audience: Mega Group (Tags: Member, POWER Newsletter) **Delivered:** Tue, 18 Jan 2022 11:30

Subject: POWER Newsletter: January Issue

286 Opened	69 Clicked	3 Bounced	3 Unsubscribed
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Successful deliveries	506 (99.4%)	Clicks per unique opens	24.1%
Total opens	719	Total clicks	102
Last opened	27/1/22 13:45	Last clicked	27/1/22 14:51
Forwarded	0	Abuse reports	0

Country	Opens	Percent
USA	313	50.9%
Canada	299	48.6%
Germany	1	0.2%
Panama	1	0.2%
Portugal	1	0.2%

URL	Total	Unique
https://www.megagroup.ca/mega-power-newsletter-ja...	25 (24.5%)	20 (23.0%)
https://www.megagroup.ca/mega-power-newsletter-ja...	24 (23.5%)	20 (23.0%)
https://www.megagroup.ca/mega-power-newsletter-ja...	20 (19.6%)	16 (18.4%)
https://www.megagroup.ca/mega-power-newsletter-ja...	13 (12.7%)	13 (14.9%)
https://www.megagroup.ca/mega-power-newsletter-ja...	11 (10.8%)	10 (11.5%)
https://www.megagroup.ca/mega-power-newsletter-ja...	7 (6.9%)	6 (6.9%)
https://www.megagroup.ca/?utm_source=newsletter&...	2 (2.0%)	2 (2.3%)
https://www.facebook.com/megagroupcanada	0 (0.0%)	0 (0.0%)
https://www.linkedin.com/company/mega-group	0 (0.0%)	0 (0.0%)
https://www.megagroup.ca/?utm_source=newsletter&...	0 (0.0%)	0 (0.0%)

GET FULL ACCOUNT ACCESS TO VIEW DASHBOARDS & CREATE YOUR OWN PERSONALIZED EMAILS

SIGN UP TODAY



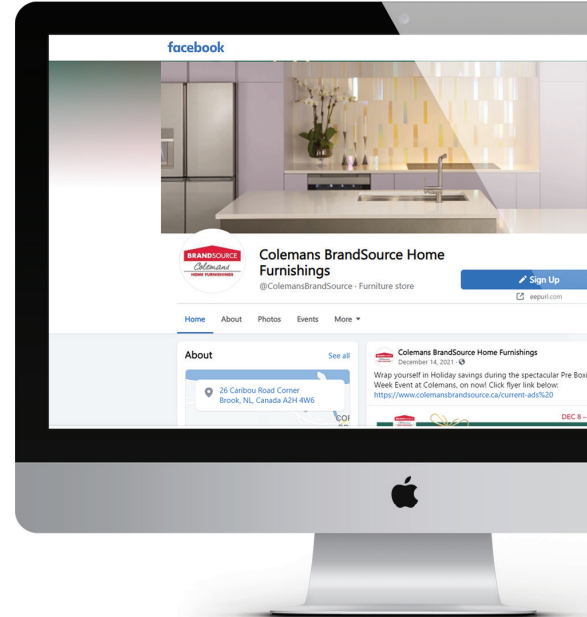
GROW YOUR BUSINESS WITH EMAIL MARKETING



Enhanced email acquisition features

Introducing a superior ability to grow your email database:

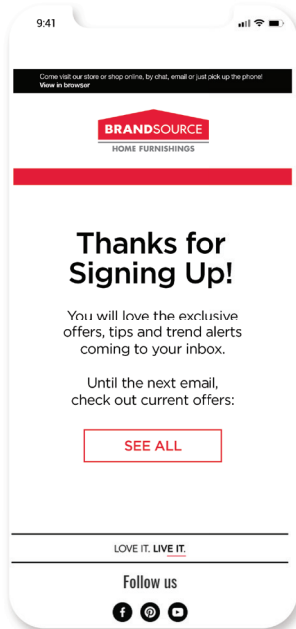
- Highly visible pop-up sign-up forms on your website
- Sign-up button on your social media pages
- On-boarding sequence to welcome new contacts
- Counter card in-store



Social Email Sign-up



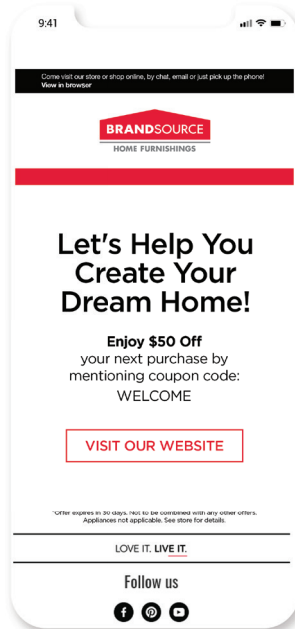
Counter Card



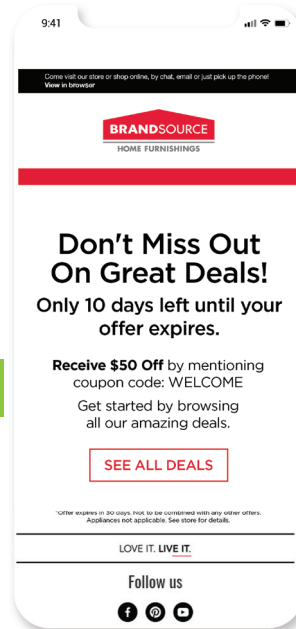
Welcome email design



Next Day



20 Days Later



ENGAGE WITH CUSTOMERS IN A WAY THEY TRULY VALUE

SIGN UP TODAY

5



Build your contact database and keep it relevant with our CASL compliant list management protocols respecting Canadian privacy regulations

Growing and maintaining a “healthy” email database requires constant monitoring, strategic segmentation and adhering to constantly evolving [CASL guidelines](#). Database management is included across ALL our email programs.

6



Get a greater reach with integrated social media posts to showcase each promotion

Let us connect with your customers through email **and** social media by posting Motion Picture promotions within your business profile’s news feed...so you don’t have to!



FILL YOUR FEED WITH WHAT YOU NEED

SIGN UP TODAY



GROW YOUR BUSINESS WITH EMAIL MARKETING



Grow your email database and keep customers coming back through our NEW Loyalty Program!

Offer customers monetary incentives that bring them back into your store! We've partnered with [Rewards LP](#) to offer our members a customizable loyalty program that suits their needs. It's included in our Premium email package and comes at no cost to your customers.

Rewards LP's top client success stories for 2021 came from a Canadian retailer that generated over **\$1 million in sales** from their custom loyalty program alone. An impressive opportunity we encourage ALL members to take advantage of.

Rewards LP Provides:

- Customizable Loyalty Program tailored to YOUR brand
- Complete account set up
- Custom membership cards
- Digital in-store customer sign-up
- Welcome email to newly registered members

BRANDSOURCE

Member Benefits

- ▶ Save money on future purchases.
- ▶ Exclusive "member only" offers.
- ▶ Unlimited use of membership.
- ▶ Account access 24/7/365.
- ▶ Confidential and secure.
- ▶ Automatic account set up.

Rewards Chart

Amount Spent	Credit
\$500	\$50
\$1000	\$75
\$2000	\$100
\$3000	\$150
\$4000	\$200
\$5000	\$250
\$7500	\$375
\$10000	\$500
\$15000	\$750
\$20000	\$1000

Program Details

1. Maximum redeemable credit value is 50% of purchase.
2. Credit will expire if membership is inactive for 2 years.
3. Credit can not be used on appliances, comfort protection plans, delivery and service parts.
4. Credit can be used on secondary purchases only and is not available on initial purchase.

Go to www.rewardslp.com Password: _____



Cards customized to include store logo

BRANDSOURCE
[CLICK HERE TO START SHOPPING](#)

My Rewards

Purchases		Rewards
Date	\$ Amount	
October 23, 2017	\$5,499.00	\$500-999 = \$25 credit
Total	\$5,499.00	\$1000-1999 = \$50 credit
		\$2000-2999 = \$100 credit
		\$3000-3999 = \$150 credit
		\$4000-4999 = \$200 credit
		\$5000-5999 = \$250 credit
		\$6000-6999 = \$300 credit
		\$7000-7999 = \$350 credit
		\$8000-8999 = \$400 credit
		\$9000-9999 = \$450 credit
		\$10000+ = \$500 credit

24/7 account access

AN EMAIL PROGRAM DRIVEN BY CONSTANT & NEVER-ENDING IMPROVEMENT

SIGN UP TODAY