



MARKETING, INTERACTIVE
& CONTENT MANAGEMENT

Dollar General

August 10, 2007



MARKETING, INTERACTIVE
& CONTENT MANAGEMENT



ANATOMY OF AN EMAIL

Anatomy Of An Email—Topics of Discussion

- Friendly from and subject lines persuade user to open the email
- Alt-tags and preview pane message/image(s) encourage user to download images, which equals the “open rate”
- Calls-to-action encourage users to click-through
- Landing Pages induce conversion



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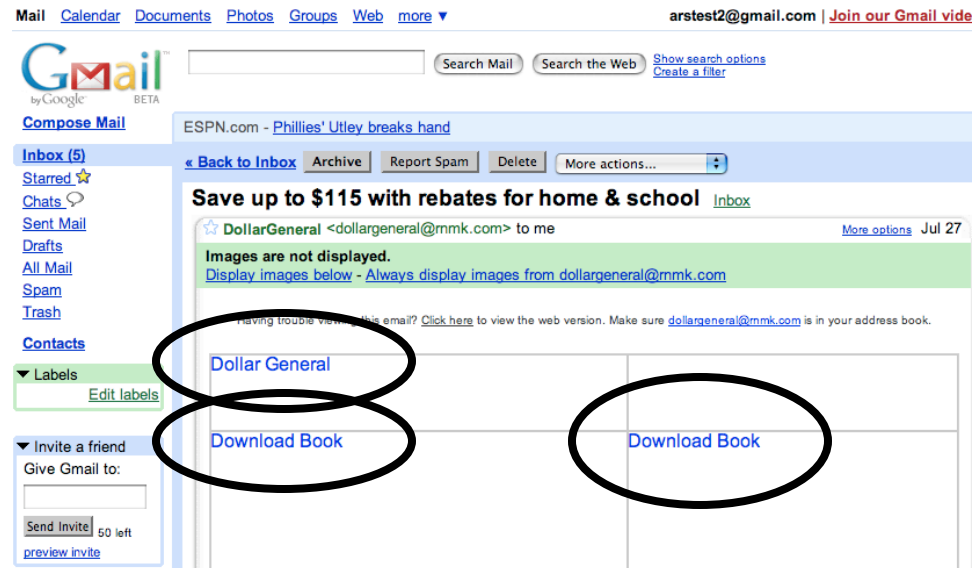
Anatomy of an Email—Friendly From and Subject Line

- Subject lines persuade consumers to open emails, while the “friendly from” puts the user at ease opening the email
- Industry research has found that 44% of users add email senders to their address books and safe-sender lists

The screenshot shows a Yahoo! Mail interface. At the top, there are logos for AT&T and Yahoo! Mail, along with a search bar and navigation links. Below the logos, there are several advertisements, including one for 'you put your feet up here' and another for 'YAHOO! hotjobs'. The main content area displays an email from 'DollarGeneral' with the subject line 'Save with Dollar General coupons'. The email header shows the sender as 'DollarGeneral' and the subject as 'Save with Dollar General coupons'. Two black arrows point to the subject line and the sender's name, respectively. A text box with a black border highlights the subject line: 'Save up to \$115 with rebates for home & school'. Another text box with a black border highlights the sender's name: 'Make sure dollargeneral@rnmk.com is in your address book.' The email body contains a message that is not flagged and a link to view the web version. The bottom of the screenshot shows a partial view of a Dollar General advertisement with the text 'Special General Savings' and 'We have a deal for you:'.

Anatomy of an Email—Alt-Tags

- Industry research estimates that 49% of all emails sent will have images or links blocked
- Alt-tags briefly convey the message an image contains
- Consumers with dial-up connections and those with disabled images are still able to receive necessary information
- Not having alt-tags can raise the “spam score” of an email and cause it to be routed to the junk folder



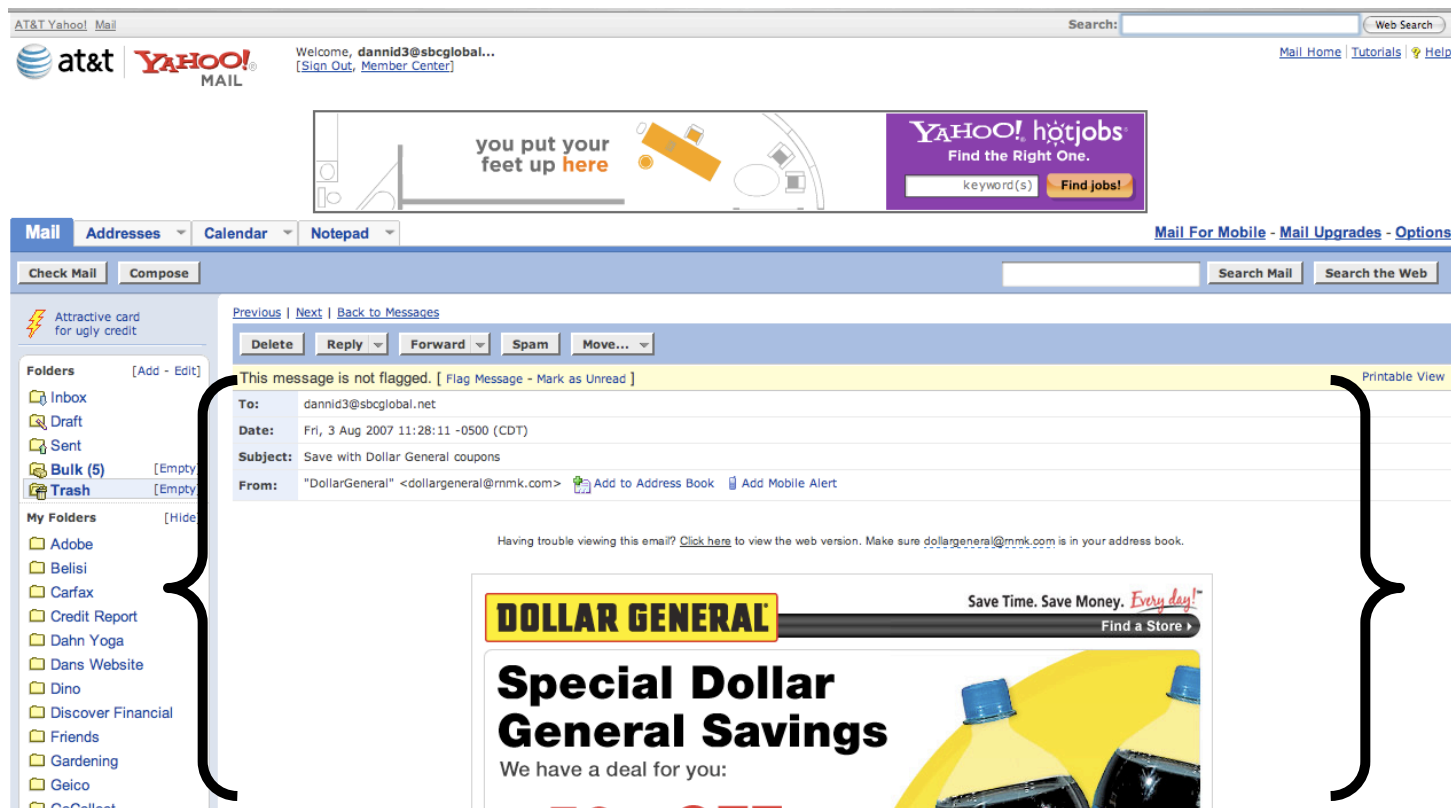


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Anatomy of an Email—Preview Pane

- The 3.5 inch space “above the fold” in a consumer’s in-box helps determine whether or not they will scroll further down



Anatomy of an Email—Calls To Action, Images and Text

- Calls-to-action, images and text in an email all encourage the consumer to click-through the email
- Industry experts state that 90% of users will use email to engage in and determine the value of a relationship with a company

The image shows a screenshot of an email promotion from Dollar General. At the top left is the Dollar General logo. To its right is the slogan "Save Time. Save Money. *Every day!*" and a "Find a Store" button with a right-pointing arrow. The main headline reads "Special Dollar General Savings" followed by "We have a deal for you:". Below this is the offer "50¢ OFF Pepsi® 2 Liter Product" in large red and black text. A smaller line of text specifies "Includes: Pepsi, Diet Pepsi, Mountain Dew, Diet Mountain Dew and Sierra Mist." At the bottom of the promotion area are two buttons: "Get Coupon" and "Find a Store", both with right-pointing arrows. On the right side of the email content is an image of two 2-liter bottles of Pepsi. Two black circles are drawn on the image: one around the "Find a Store" button at the top right, and another around the "Get Coupon" and "Find a Store" buttons at the bottom left.



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Anatomy of an Email—Landing Page

- Emails direct the consumer to a splash, landing or home page
- If they are engaging, landing pages contribute to conversion opportunity

Low Prices! Extra Savings! Brand Names! [Sign Up for Dollar General Email Now](#)

DOLLAR GENERAL

[Click Here For Store Locator](#)

- About Us
- Our Stores
- Merchandise
- Careers
- Investing
- Community
- Media Kit
- Racing
- Search
- Recall Information

Back to School SAVINGS

From kindergarten to college - we've got the gear for the new year

[See This Week's Ad](#)

Rebates

Save up to **\$115**

with 50 Mail-in Rebates, including up to **\$29** on Back to School supplies

ASSORTED SCHOOL SUPPLIES
Your Choice

BOYS' OR GIRLS' BACKPACK

TIDE® - 100 oz.
Reg. \$6.75

Go to the Head of the Class

Enter for a chance to **WIN \$500***

Plus, **Get 10 Box Tops by Mail** when you buy three (3) Kimberly-Clark or General Mills products!

WIN A FAST MILLION

Dollar General.com Homepage Example

enter for a chance to **WIN A FAST MILLION**

enter for a chance to **WIN \$1,000,000**

One GRAND PRIZE

- All expenses paid trip for two to the Ford 300 & 400 Championship weekend in Miami, Florida.
- \$10,000 in cash!
- A chance at \$1,000,000!
The #77 Dollar General car must be declared the official winner of the NASCAR Busch Series Ford 300 for the \$1,000,000 prize to be awarded.

Additional restrictions apply. Prize awarded in the form of a 20-year annuity.

10 First Prizes
\$500 Dollar General Gift Cards
Ten entrants will each win a \$500 Dollar General Gift Card.

50 Second Prizes
\$100 Dollar General Gift Cards
Fifty entrants will each win a \$100 Dollar General Gift Card.

100 Third Prizes
Bobby Labonte or Kevin Harvick T-shirt & Cap
One hundred entrants will each win a fan pack consisting of a

You have to be fast for a chance to enter to Win a Fast Million. **ENTER THE SWEEPSTAKES NOW** and increase your chances of winning by entering again each day.

Enter your e-mail address when you register to sign back in easily for future entries.

[See Full Sweepstakes Rules >](#)

First time here?

[Click to Enter](#)

Returning Visitor?

Submit your e-mail address to enter again (one entry/person/day)

Email

VQTQH

Please type the code from the image above into the field below.

[Why do I have to enter this code?](#)

Dollar General.com Landing Page Example



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EMAIL BEST PRACTICES

Best Practices—Subject Lines

- Subject lines containing 50 or less characters have performed better in open rates as well as conversion
- Subject lines should be informative, as well as, promotional
- Subject lines should be short and simple and describe what is in the email
- Personalization, exclamation points and “all caps” in a subject line are spam indicators

Best Practices—Alt-Tags

- Emails can't rely solely on images for great offers
- Users with disabled images should be able to receive information
- Alt-tags are necessary to avoid emails from being blocked or filtered
- An alt-tag must effectively convey the information an image contains, and provide an indication of what lies behind a link

Best Practices—Landing Pages

- Industry experts found that 50% of visitors to a landing page will exit in the first 8 seconds
- Successful landing pages should grasp attention quickly by matching the promotional copy in the email's call-to-action that yielded the click in the first place
- Landing pages should have the same look and feel that originally captured the user's attention in the email
- Since consumers may end up at a landing page through a variety of routes, landing pages should prompt the visitor to opt-in to receive emails



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COMPETITOR EMAIL EXAMPLES



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Email Examples—Dollar Tree

Clean Up Your Act with Hand-Sanitizers from Dollar Tree! [Inbox](#)

"DollarTree Stores Inc." <newsdesk@broadcast.shareholder.com> to me [More options](#) Jul 22

Our anti-bacterial hand-sanitizers will help your family keep germs on the run!
They are the perfect take-alongs for camping or days at the beach.
Stay clean without spending the green - visit Dollar Tree today, where everything's \$1!

If you are having trouble viewing this image, [click here](#).
To ensure delivery of this e-mail please add newsdesk@broadcast1.shareholder.com
to your address book or approved senders list. [See instructions](#) for adding us to an AOL address book.



DOLLAR TREE EVERYTHING'S \$1

To find the Dollar Tree store in your area, visit our website at www.dollartree.com.
500 Volvo Parkway
Chesapeake, VA 23320
United States

Frequency:

1 per week

Content:

Product Focused, Price
Centric, Product Breadth
Is Seasonally Focused

Messaging:

Find A Store



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Email Examples—Dollar Tree

Frequency: 1 per week
Content: Product Focused, Price Centric, Product Breadth Is Seasonally Focused
Messaging: Find A Store

Summer Sunglasses are Here at Dollar Tree! [Inbox](#)

"DollarTree Stores Inc." <newsdesk@broadcast.shareholder.com> to me [More options](#) Jul 15

Dollar Tree sunglasses aren't just cute. At \$1 each, they're the best value on the beach!
Protect your eyes and your summer budget: Pick up a pair of adult or kids' sunglasses at Dollar Tree today!

If you are having trouble viewing this image, [click here](#).



DOLLAR TREE EVERYTHING'S \$1

To find the Dollar Tree store in your area, visit our website at www.dollartree.com.
500 Volvo Parkway
Chesapeake, VA 23320

To unsubscribe [click here](#)
service provided by [Shareholder.com](#)

Have a Passion for Fashion? Hair Accessories are Only \$1 Each at Dollar Tree! [Inbox](#)


"DollarTree Stores Inc." <newsdesk@broadcast.shareholder.com> to me [More options](#) Jul 29

Dollar Tree hair goods fit any style, from classic to contemporary,
all at a price that fits any budget!

Come in today to see our latest collections!

If you are having trouble viewing this image, [click here](#).

To ensure delivery of this e-mail please add newsdesk@broadcast.shareholder.com to your address book or approved senders list. [See instructions](#) for adding us to an AOL address book.



DOLLAR TREE EVERYTHING'S \$1

Need large quantities? [Click here for more information](#).
To find the Dollar Tree store in your area, visit our website at www.dollartree.com.
500 Volvo Parkway
Chesapeake, VA 23320
United States

To unsubscribe [click here](#)

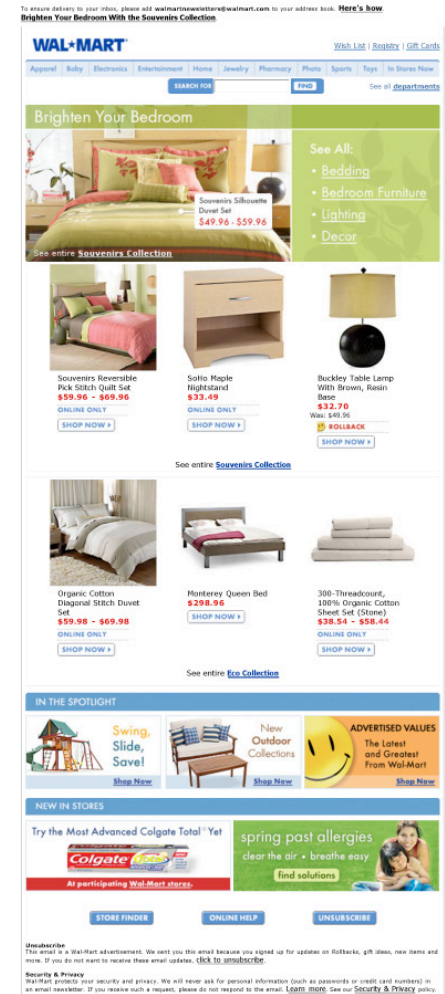
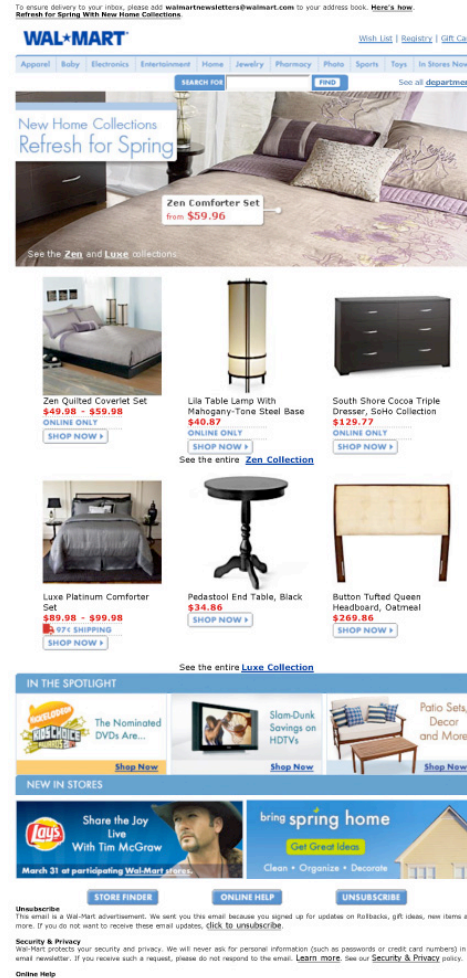


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Email Examples—WalMart

Frequency: Weekly email program
 Content: Promotional, Seasonal, Events, Campaigns
 Call-To-Action: Shop Now, View Weekly Ad, Visit A Store





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Email Examples—Big Lots

Branded Email Program
with exclusive online offers and sneak peeks

BIG!LOTS
BRAND NAMES CLOSEOUT PRICES

Featured Deals & Ads | Only at Big Lots | Big Lots Community | Aisle-by-Aisle Tour | Store Locator

Buzz Club

Already a member?
Sign in using your email address and zip code.

E-mail Address

ZIP **LOGIN**

Not Yet a Buzz Club Member?
JOIN NOW!

► Big Lots Home

Store Locator

ZIP

SEARCH



Be There First with the Buzz Club.
Ready, Set, Save.

Great deals go fast. The Buzz Club offers advance notice of upcoming ads and special offers, as well as sneak peeks of new products and clearance aisle treasures. Members may also have opportunities to join online panels and access special finance offers. Sign up today and step to the front of the line.

JOIN THE CLUB

First Name

Last Name

E-mail Address

ZIP Code

Notify me about all the latest closeout deals in my area

Email me only with special offers for Closeout Club members

Join

We will not share or sell your information. View our [Privacy Policy](#) to learn more about our commitment to protecting your information.

BUZZ CLUB BENEFITS

- Get access to all Merchandise on BigLots.com
- Receive advance notice of Special Friends & Family Discount Days
- Be first to know what's coming with New Merchandise and Clearance Alerts
- Take a sneak peek of Seasonal Merchandise before it's in store
- Know when to find even more savings with Price Cut Previews
- Join our Online Panel and earn more discounts and incentives
- Enjoy access to Special Finance Offers

About Big Lots | News Center | Real Estate | Careers | Investors | Community Relations | Vendor Relations | Wholesale | Contact Us
Site Map | Privacy and Terms of Use | ©2006 BigLots.com. All rights reserved.






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Email Examples—Big Lots

Frequency: 2–4 emails per month
Content: Promotional, Seasonal, Introductions
(Brands and products)
Call-to-action: Visit a Store, View weekly ad

BUZZ CLUB  **BIG LOTS**
BRAND NAMES. CLOSOUT PRICES.

A new shipment of Big Lots closeouts arrives
Wednesday, March 28!

Follow the link below to get to this week's
Big Lots Online Ad:
<http://www.biglots.com/Specials/WeeklyAd.aspx?sid=4430&style=f>

SPRINGTIME SAVINGS
RING IN SPRING WITH
Lawn & Garden Deals

GARDENING
Gather Lush Bargains ▶


PATIO
Discover Outdoor Décor ▶

GRILLING
Cook Up Sizzling Savings ▶

FUN IN THE SUN
Play Outside and Save ▶

EASTER'S ON ITS WAY
HOP ALONG THE EASTER CLOSEOUT TRAIL ▶

▶ **DELUXE 4-PIECE COMFORTER SET**
Cuddle up with Any Size
Just \$40



BUZZ CLUB  **BIG LOTS**
BRAND NAMES. CLOSOUT PRICES.

A new shipment of Big Lots closeouts arrives
Wednesday, March 14!

Follow the link below to get to this week's
Big Lots Online Ad:
<http://www.biglots.com/Specials/WeeklyAd.aspx?sid=4430&style=f>

LOUIS PHILLIPE BEDROOM COLLECTION

YOUR CHOICE
299⁹⁹
• Complete queen bed*
• 6-drawer dresser**
• 5-drawer chest

BIG DEAL! **SLEEP TIGHT ▶**

BIG DEALS ON BEDROOM FURNITURE
Don't miss great savings on our Louis Philippe bedroom collection. At prices this low, you'll rest easy knowing you got a great deal.

A GREAT GAZEBO FOR THE GREAT OUTDOORS
Spring into Spring & save \$30 off our exclusive Wilson & Fisher® Deluxe Gazebo with zippered screen. Get this Big Deal for only 1.69⁹⁹ & start enjoying the great outdoors ▶




View Our Complete Lawn & Garden Catalog ▶




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Email Examples—Big Lots

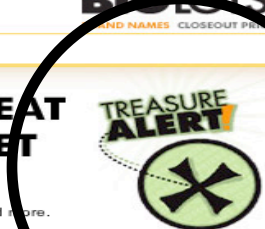
Big Lots frequently features a “Treasure Alert” program, which indicates email finds in-store

Having trouble viewing this email? [Click here to view as a web page](#)

BUZZ CLUB  **BIG LOTS!**
FOUND NAMES CLOSEOUT PRICES


BIG LOTS PRICES BEAT YOUR SUPERMARKET

Shop Big Lots first and **save up to 65%** on these popular brand name grocery store items and more.

TREASURE ALERT! 

JUST OFF THE TRUCK FRESH ARRIVALS ARE IN STORE NOW

- Get these great deals while they last – shop now!
- Buzz Club members get first pick!

Freshness GUARANTEED 

Product	Price	Elsewhere	Savings
<input checked="" type="checkbox"/> V8 Splash, 64 oz.	\$2.00	\$3.79	\$1.79
<input checked="" type="checkbox"/> Crystal Geyser Water, 24 pack 16.9 oz. bottles	\$4.00	\$5.49	\$1.49
<input checked="" type="checkbox"/> Body 4 Life Nutritional Drink, 11 oz. 4 pack	\$3.00	\$4.58	\$1.58
<input checked="" type="checkbox"/> Angel Soft Double Roll Toilet Tissue, 9 pack	\$5.50	\$5.99	\$0.49
<input checked="" type="checkbox"/> Sparkle Paper Towels, 3 roll pack	\$2.70	\$2.99	\$0.29
<input checked="" type="checkbox"/> Dixie Disposable Bath Cups, 5 oz. 90 count	\$1.80	\$2.47	\$0.67
<input checked="" type="checkbox"/> L?Oreal Styliste Hair Color Kit	\$3.00	\$7.99	\$4.99
<input checked="" type="checkbox"/> Almay Intense Mascara	\$2.00	\$5.79	\$3.79
<input checked="" type="checkbox"/> Almay Intense I-Liner	\$2.00	\$5.59	\$3.59
<input checked="" type="checkbox"/> Booda 30' Dog Tie-out with Spring	\$5.00	\$7.84	\$2.84

America's favorite brands at prices so low we aren't allowed to name them!

Product	Price	Elsewhere	Savings
<input checked="" type="checkbox"/> Fruit Juice Cocktail, 1.5 Liter	\$1.50	\$2.29	\$0.79



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Email Examples—Big Lots

Big Lots frequently emails incentive coupons to their consumer base in order to drive in-store traffic and generate additional consumer purchases

BUZZ CLUB
BIG LOTS!
BRAND NAMES CLOSEOUT PRICES

FREE MINI UMBRELLA

WITH ANY \$10 PURCHASE

Big Lots is offering an exclusive gift to thank you for being part of the Buzz Club. Download your member-only coupon good for a free Totes® mini umbrella with a minimum \$10 purchase.

Then get to Big Lots by April 28, 2007, make your minimum \$10 purchase, and present your coupon at the customer service desk.

Hurry! Quantities are limited, and these thank you gifts won't last long.

[PRINT YOUR COUPON NOW!](#) ▶

SOAK UP THE SAVINGS IN OUR LAWN & GARDEN CATALOG

SAVE \$64 ON A THREE-PIECE BAR SET

Cool off with a refreshing drink by a new Wilson & Fisher® Bar Set.

\$135

[PLAY IN THE SUNSHINE](#) ▶

THROW A POOL PARTY

Chill out with the whole family in a new 12-Foot Metal Frame Pool.

BUZZ CLUB
BIG LOTS!
BRAND NAMES CLOSEOUT PRICES

EXCLUSIVE OFFER FOR BUZZ CLUB MEMBERS ONLY

FREE SCENTED CANDLE

WITH ANY \$10 PURCHASE

Hurry! Offer valid May 8 through May 13, 2007 or while quantities last.

[PRINT YOUR COUPON NOW!](#) ▶

SPECIAL GIFTS FOR MOM'S SPECIAL DAY

MOTHER'S DAY IS SUNDAY, MAY 13

We've got great gift ideas - all at low closeout prices!

- Watches & Jewelry
- Bath & Gift Sets
- Patio & Garden Décor
- Clothing & Sleepwear
- Home Furnishings
- Small Appliances

[View Mother's Day Catalog](#) ▶



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DOLLAR GENERAL EMAIL PROGRAM OBJECTIVES AND GOALS

Dollar General Email—Establish Key Learnings

- Email Frequency (once sent, how quickly customer opens email)
- Compare customer interest (open/opt-out) and relevance (click-through) based on the list acquisition sources
- Does coupon code drive store visits
- Benchmark the metrics to current industry averages
- Use email analytics to identify goals for full email program

Dollar General Email—Program Logistics

- Launch weekly email program announcing special sales, events, product introductions
- Drive store traffic through exclusive online coupon codes
- Build email database through email program incentives
- Develop email testing plan to include:
 - Frequency testing
 - Geographical/demographic targeting
 - Promotional campaigns/sweepstakes
 - Co-registration programs
 - A/B Testing

Dollar General Email—Examples of Special Email Campaigns

- Exclusive FREE Gift for email member when they visit the store
- Online scratch-off and win percentage off game
- Coupon redemptions programs
- Viral marketing programs (invite your friend to store; get money off for both)
- Brand cohort programs for brand shoppers
- In-store events

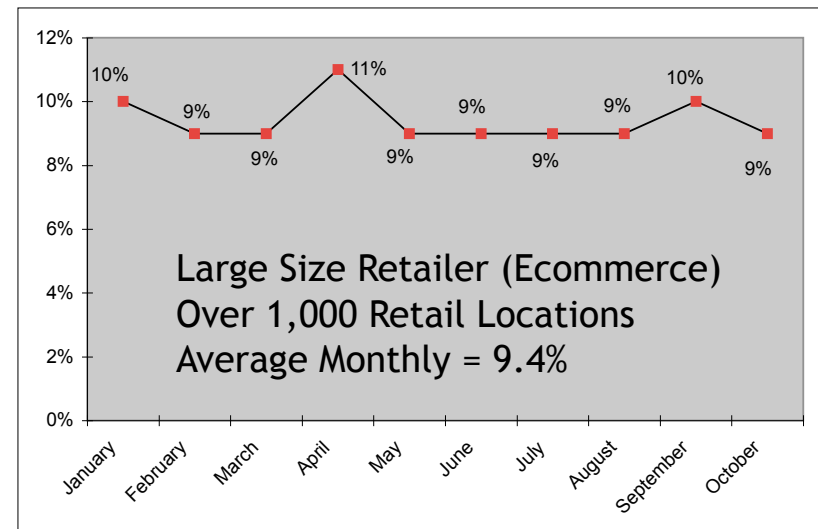
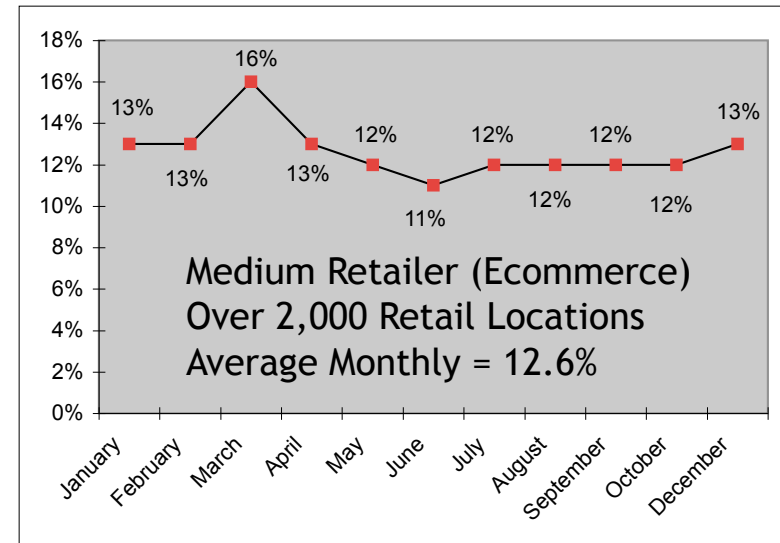
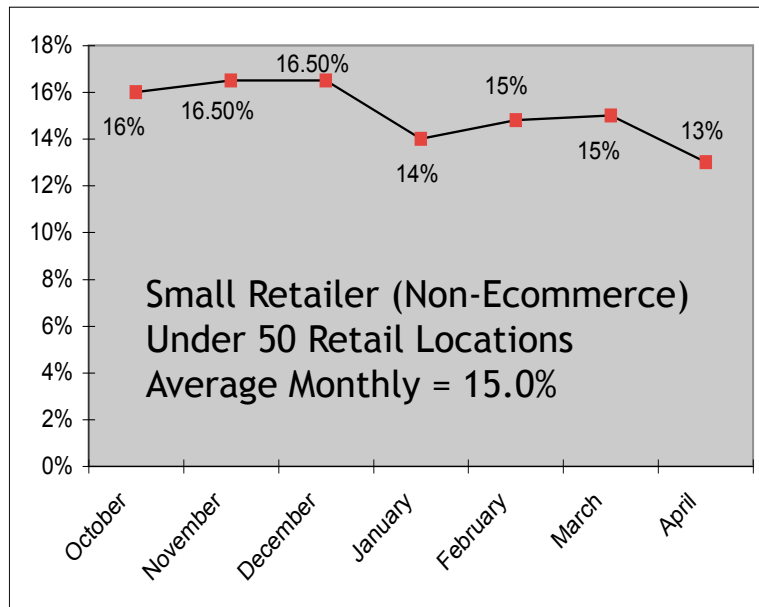


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Open Rates Averages

- Industry averages range from 10–20%





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Dollar General Email Analysis



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07.27.07 Rebate Book Email

- Average sweepstakes list see a 25% drop-out of the list; Dollar General received a very strong open rate for customers who primarily signed up through a sweepstakes

Subject Line: Save up to \$115 with rebates for home & school

Having trouble viewing this email? [Click here](#) to view the web version. Make sure dollargeneral@mmk.com is in your address book.

Products featured in Rebate Book must be purchased between July 20, 2007 and September 9, 2007 in Dollar General Stores. Rebate Forms must be postmarked by September 24, 2007. See Rebate Form for important Submission and Mailing Requirements.

This is an advertisement. Dollar General shall not be held liable for errors or omissions in pricing. In the event of an error, we will make every effort to accommodate our customers.

Mailing Delivery Analysis

Sent	46,478
Delivered	44,229 (95.2%)
Hard Bounce	2,045 (4.4%)
Soft Bounce	196 (.4%)

Mailing Response Analysis

Total Opened	17,979
Unique Opened	13,154 (29.7%)
Total Clicked	6,168
Unique Clicked	3,895 (8.8%)
Unsubscribed	480 (1.1%)

<u>Tracked Link Activity</u>	<u>Total</u>	<u>Unique</u>
Rebate Book—Red Button	2,291	1,995
Rebate Form—Red Button	1,092	943
Web Version	641	502
Rebate Book—Book Image	587	430
DG Logo	271	209
Find A Store	151	142
Privacy Policy	1	1
TOTAL COUNTS	5,654	4,222



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08.03.07 Tax Free Weekend Email

Subject Line: Shop Tax Free This Weekend

Having trouble viewing this email? [Click here](#) to view the web version. Make sure dollargeneral@mmk.com is in your address book.

Specific dates, eligible tax-free products and maximum dollar amount vary by state. Contact your State Tax Office for specific details.

This is an advertisement. Dollar General shall not be held liable for errors or omissions in pricing. In the event of an error, we will make every effort to accommodate our customers.

[Unsubscribe](#) [Privacy Policy](#)

Mailing Delivery Analysis

Sent	13,498
Delivered	13,208 (97.9%)
Hard Bounce	285 (2.1%)
Soft Bounce	3 (0%)

Mailing Response Analysis

Total Opened	3,314
Unique Opened	2,859 (21.6%)
Total Clicked	867
Unique Clicked	666 (5.0%)
Unsubscribed	520 (.4%)

<u>Tracked Link Activity</u>	<u>Total</u>	<u>Unique</u>
Event Dates	368	333
Find A Store (Bottom)	175	162
Web Version	111	90
Event Dates Text	64	56
DG Logo	52	43
Event Dates—Image	37	36
Find A Store (Header)	6	6
TOTAL COUNTS	813	726



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08.03.07 Email A

Subject Line: Save With Dollar General Coupons

Prices effective 08/03/07 thru 08/12/07.
Limit one offer per customer, per day. Coupon valid at Dollar General Stores only. No cash value.
CASHIER INSTRUCTIONS: Send coupon to Carolina coupon. If barcode does not scan, enter promotion code starting with X.

This is an advertisement. Dollar General shall not be held liable for errors or omissions in pricing. In the event of an error, we will make every effort to accommodate our customers.

[Unsubscribe](#) | [Privacy Policy](#)

Dollar General Corporate Office, 100 Mission Ridge Goodlettsville, TN 37072

Mailing Delivery Analysis

Sent	24,376
Delivered	24,047 (98.7%)
Hard Bounce	320 (1.3%)
Soft Bounce	4 (0%)

Mailing Response Analysis

Total Opened	9455
Unique Opened	6,976 (29%)
Total Clicked	3,661
Unique Clicked	2512 (10.4%)
Unsubscribed	101 (.4%)

Tracked Link Activity	Total	Unique
Get Coupon	1199	899
Find A Store (Bottom)	107	94
Web Version	112	93
Get Coupon Text	51	42
DG Logo	47	36
Get Coupon Image	38	29
Find A Store (Header)	24	23
TOTAL COUNTS	3,556	2,799



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08.03.07 Coupon A

DOLLAR GENERAL Store Coupon Expires: 08/12/2007

\$ 5 OFF
With minimum purchase of \$20

www.dollargeneral.com

MUST PRESENT COUPON TO CASHIER
OFFER VALID IN-STORE AT DOLLAR GENERAL ONLY

Limit: one offer per customer, per day. Coupon valid at Dollar General stores only. Not valid with any other Dollar General coupons. No cash value. CASHIER INSTRUCTIONS: Send coupon to Carolina coupon. If Barcode does not scan, enter Promotion Code starting with X.

Promotion Code: X000089





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08.03.07 Email B

Subject Line: Save With Dollar General Coupons

DOLLAR GENERAL Save Time. Save Money. *Every day!*
Store Locations >

Special Dollar General Savings
We have an exclusive deal for you:
Buy 1, Get 1 FREE
Pepsi® 2 Liter Products
Includes: Pepsi, Diet Pepsi, Mountain Dew, Diet Mountain Dew and Sierra Mist.

Get Coupon > | Find a Store >

Prices effective 08/03/07 thru 08/12/07.
Limit one offer per customer, per day. Coupon valid at Dollar General Stores only. No cash value.
CASHIER INSTRUCTIONS: Send coupon to Carolina coupon. If barcode does not scan, enter promotion code starting with X.

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[Unsubscribe](#) | [Privacy Policy](#)

Dollar General Corporate Office, 100 Mission Ridge Goodlettsville, TN 37072

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Total Clicked	3,661
Unique Clicked	2512 (10.4%)
Unsubscribed	101 (.4%)

Tracked Link Activity

	Total	Unique
<i>Get Coupon</i>	768	577
<i>Find A Store (Bottom)</i>	78	74
<i>Web Version</i>	102	86
<i>Get Coupon Text</i>	48	39
<i>DG Logo</i>	43	33
<i>Get Coupon Image</i>	36	29
<i>Find A Store (Header)</i>	22	21
TOTAL COUNTS	3,556	2,799



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08.03.07 Coupon B

DOLLAR GENERAL Store Coupon Expires: 08/12/2007

BUY 1, GET 1 FREE

Pepsi® 2 Liter Products

Includes: Pepsi, Diet Pepsi, Mountain Dew, Diet Mountain Dew and Sierra Mist.


www.dollargeneral.com

MUST PRESENT COUPON TO CASHIER
OFFER VALID IN-STORE AT DOLLAR GENERAL ONLY

Limit one offer per customer, per day. Coupon valid at Dollar General stores only. Not valid with any other Dollar General coupons. No cash value. CASHIER INSTRUCTIONS: Send coupon to Carolina coupon. If Barcode does not scan, enter Promotion Code starting with X.



Promotion Code: X000067





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& CONTENT MANAGEMENT



08.03.07 Email C

Subject Line: Save With Dollar General Coupons

DOLLAR GENERAL Save Time. Save Money. *Every day!*
Store Locations ▶

Special Dollar General Savings
We have an exclusive deal for you:

50¢ OFF
Pepsi® 2 Liter Product

Includes: Pepsi, Diet Pepsi, Mountain Dew, Diet Mountain Dew and Sierra Mist.

Get Coupon ▶ | Find a Store ▶

Prices effective 08/03/07 thru 08/12/07.

Limit one offer per customer, per day. Coupon valid at Dollar General Stores only. No cash value.

CASHIER INSTRUCTIONS: Send coupon to Carolina coupon. If barcode does not scan, enter promotion code starting with X.

This is an advertisement. Dollar General shall not be held liable for errors or omissions in pricing. In the event of an error, we will make every effort to accommodate our customers.

[Unsubscribe](#) | [Privacy Policy](#)

Dollar General Corporate Office, 100 Mission Ridge Goodlettsville, TN 37072

Mailing Delivery Analysis

Sent	24,376
Delivered	24,047 (98.7%)
Hard Bounce	320 (1.3%)
Soft Bounce	4 (0%)

Mailing Response Analysis

Total Opened	9455
Unique Opened	6,976 (29%)
Total Clicked	3,661
Unique Clicked	2512 (10.4%)
Unsubscribed	101 (.4%)

Tracked Link Activity

	Total	Unique
<i>Get Coupon</i>	574	450
<i>Find A Store (Bottom)</i>	72	68
<i>Web Version</i>	96	85
<i>Get Coupon Text</i>	48	44
<i>DG Logo</i>	42	35
<i>Get Coupon Image</i>	29	23
<i>Find A Store (Header)</i>	20	19
TOTAL COUNTS	3,556	2,799



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08.03.07 Coupon C

DOLLAR GENERAL Store Coupon Expires: 08/12/2007

50¢ OFF

One (1) Pepsi® 2 Liter Product

Includes: Pepsi, Diet Pepsi, Mountain Dew, Diet Mountain Dew and Sierra Mist.

www.dollargeneral.com

MUST PRESENT COUPON TO CASHIER
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Promotion Code: X000088





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ONLINE MARKETPLACE

The Online Marketplace

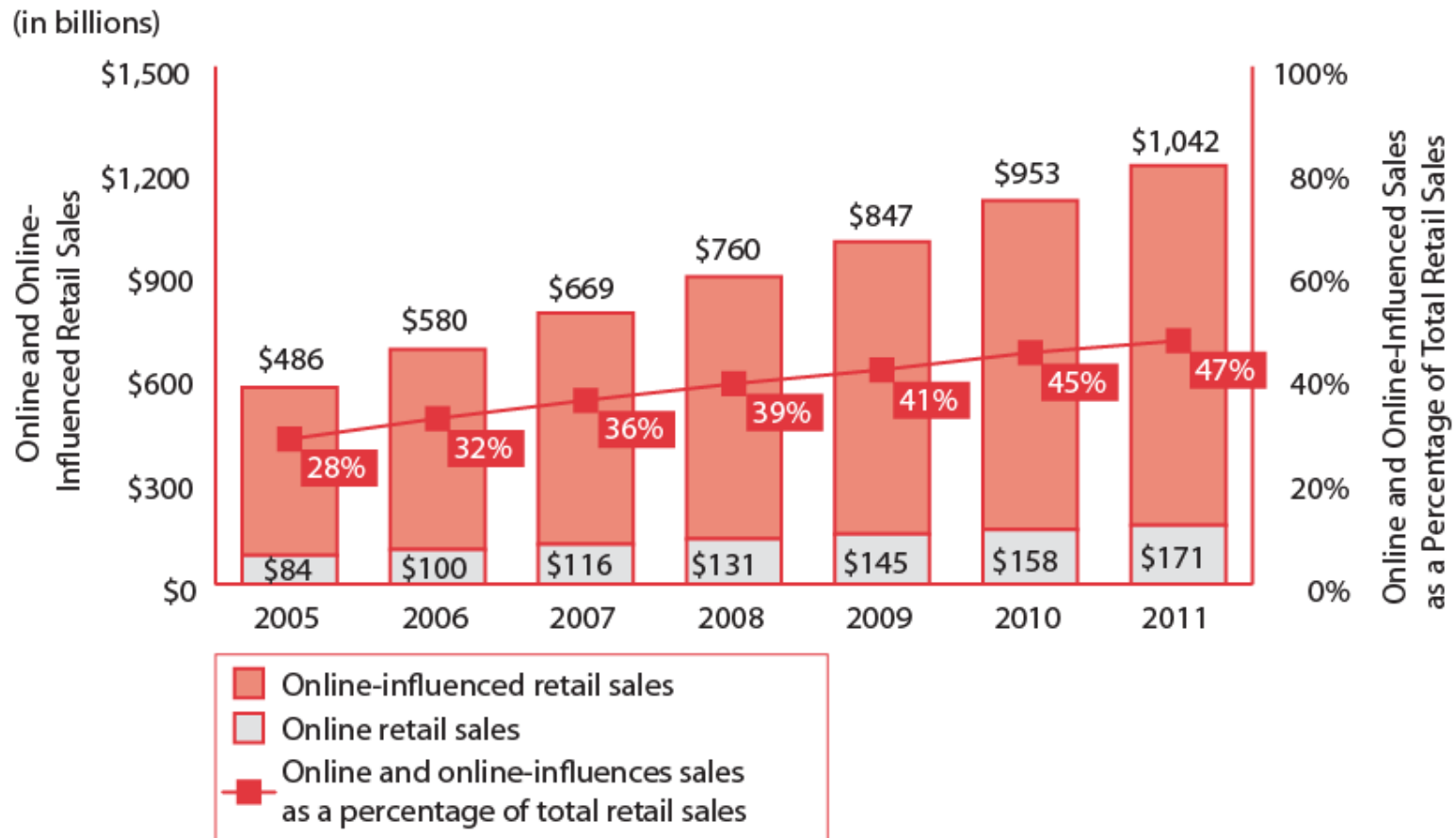
- 63% of visitors to online circulars also read print circulars
- 86% shop in the retailer at least once a month
 - 5% shop in the retailer at least once a week
- 67% have visited the online circulars before
 - 40% visit at least once a week
 - 77% are “probably” or “definitely” likely to come back
- Heavy circular users are also heavy in store shoppers
 - Of users who visit online circulars at least once a week:
 - 53% shop in retailer at least once a week
 - 95% shop in retailer at least once a month
- 65% already planning on making a purchase prior to visiting circular
 - 57% have made 2 or more in-store purchases after seeing item in online circular
- There are few differences across retailer categories



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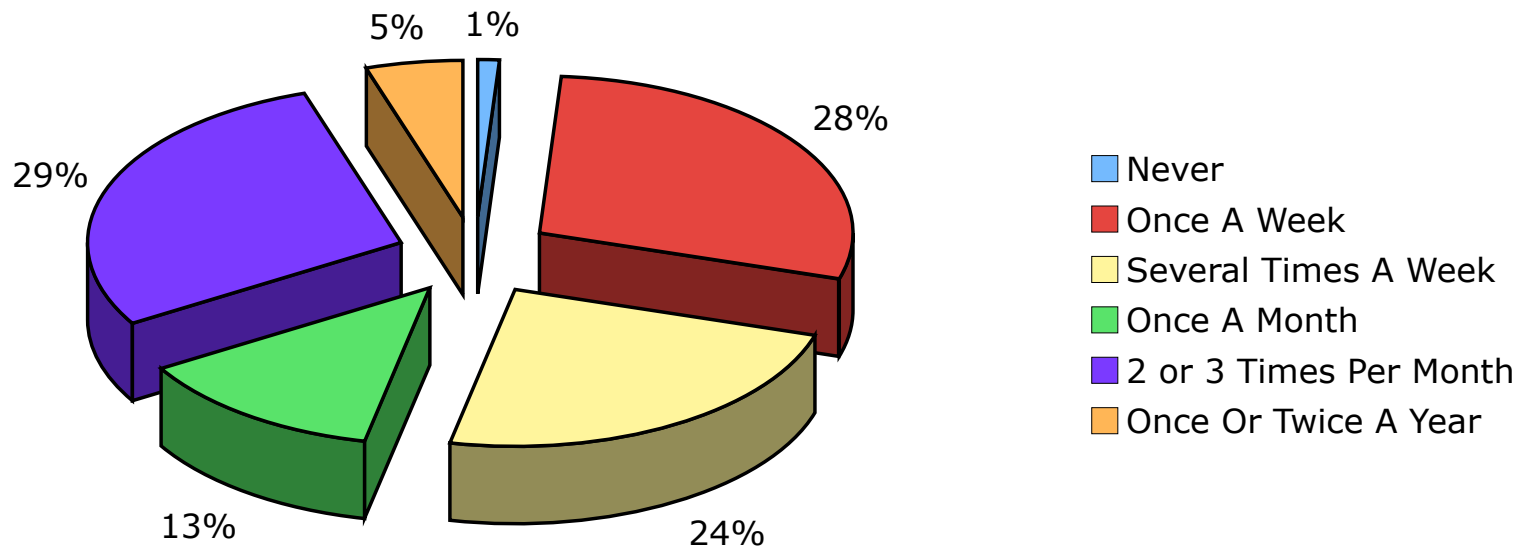


The Online Marketplace



Source: ShopLocal.com/Forrester Research

For users who visit online circular(s) at least once a week, how frequently do they visit the stores:

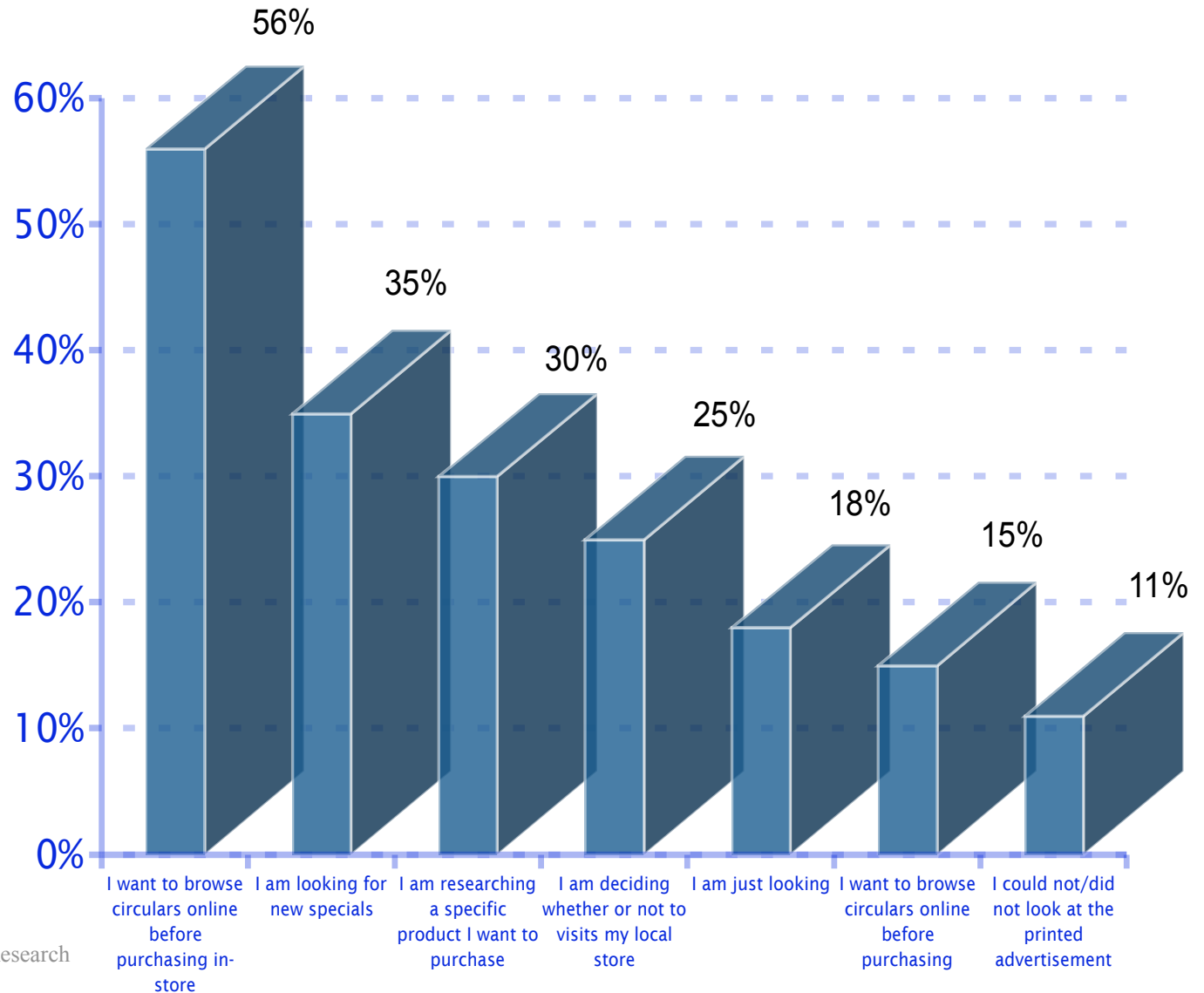




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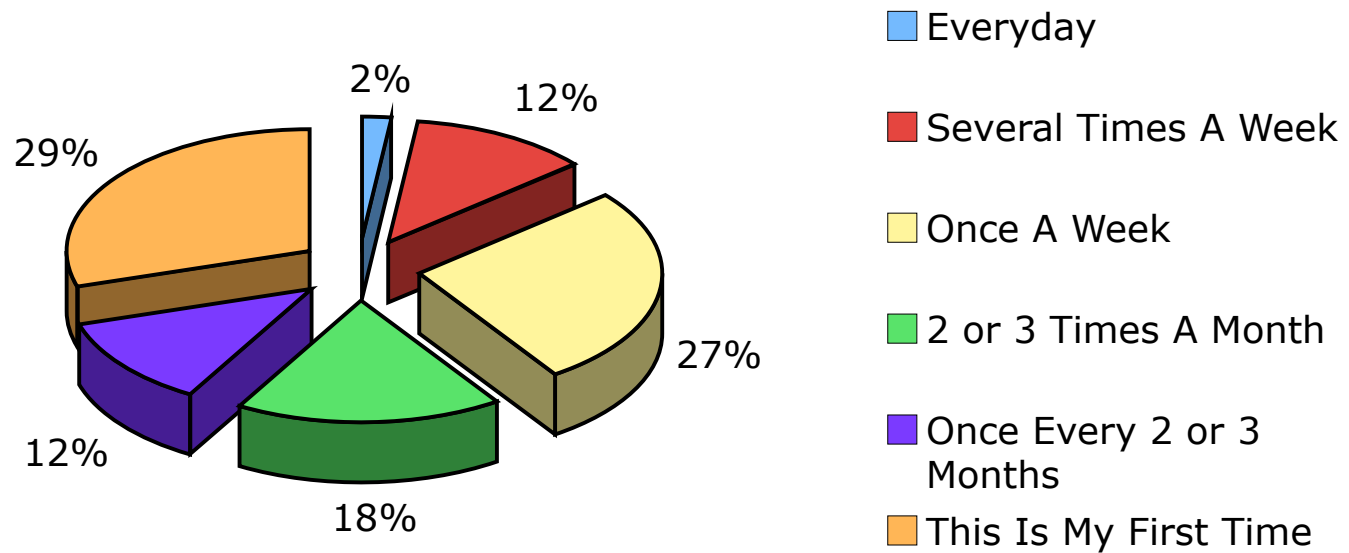


Which of the following describes the reasons a person views online circulars?

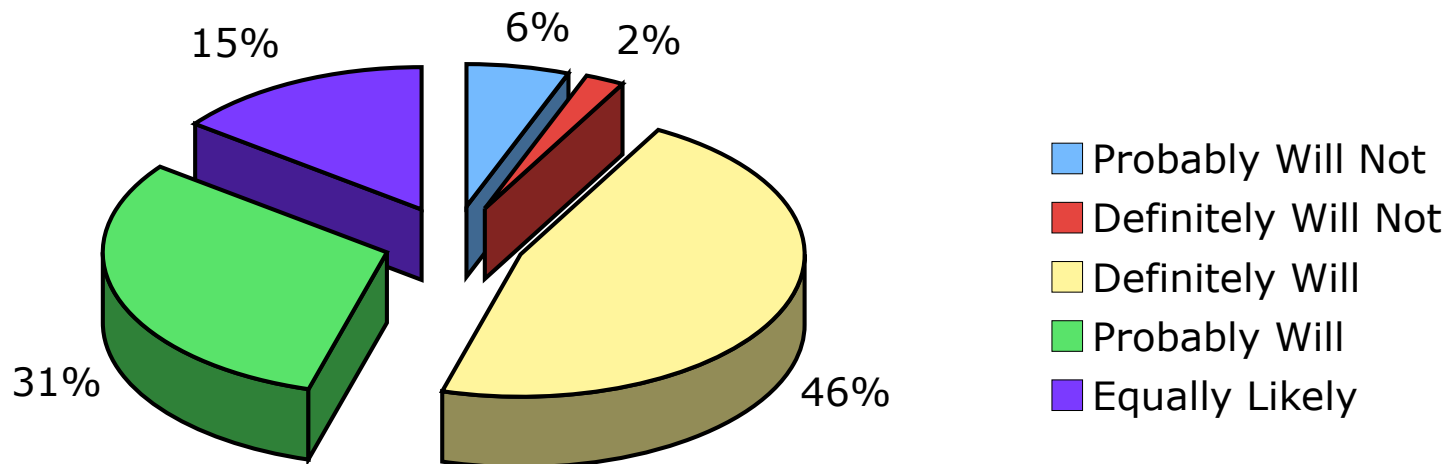


Source: ShopLocal.com/Forrester Research

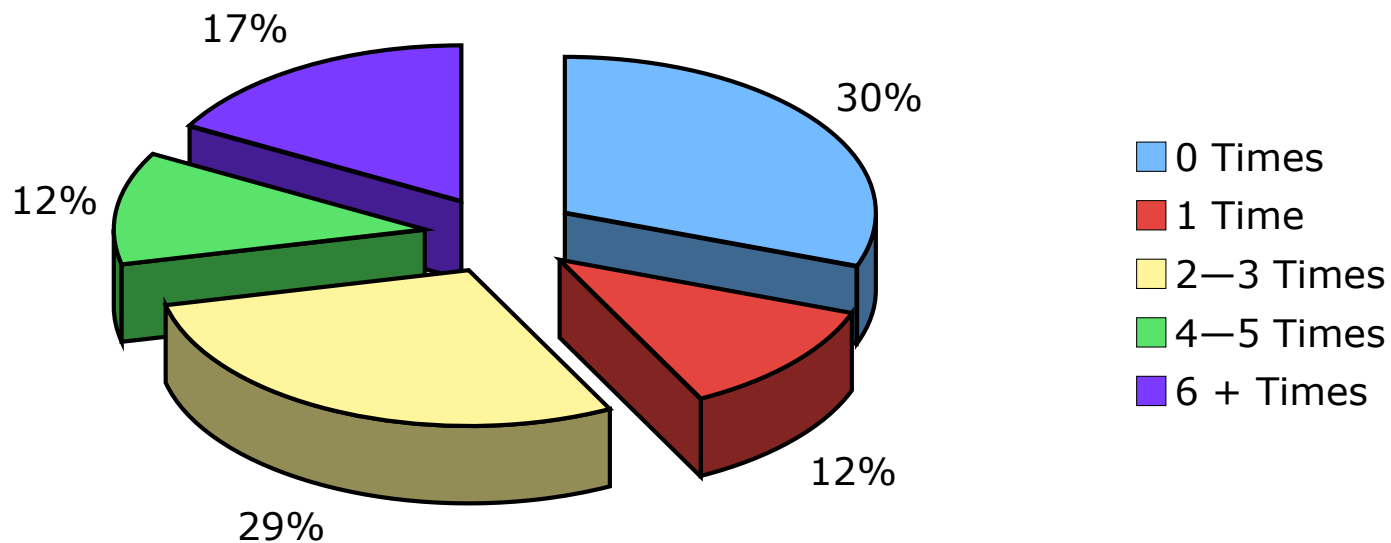
How often do consumers visit online circulars ?



What is the likelihood a consumer will come back to the online circular(s)?



How many times have consumers made a purchase in a store after seeing something in the online circular(s)?





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DOLLAR GENERAL ONLINE CIRCULAR



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Category

ShopLocal.com is the leading multi-channel marketplace, including both online and in-store offers - all in one convenient place

Value

ShopLocal.com provides retailers with choice and control in influencing consumers' purchase decisions in an online environment

Benefit

This results in high consumer satisfaction, including saving time and money

The Online Marketplace

Advertisers have long relied on print as the primary vehicle for driving local sales. While print continues to account for the majority of local media spends, consumer behavior is shifting towards the Internet. Advertisers need the ability to leverage the online channel to drive local sales





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ONLINE DEMO

<http://vqa2.crossmediaservices.com/dollargeneral>

ShopLocal.com Features

- New user entry page (for tracking where visitors come from & designated the shopper to their specific store location and version)
- Recreation of clients header/footer and color scheme to match the client's home page—dynamic
- Navigation tools: browse by brand, browse by category/department, browse by ad, keyword search, store location information (map & driving directions and select another location), view all items
- Browse by page functionality: default to flash or HTML



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Smart Circular: Converts print circular ads into an online dynamic, searchable format, providing a unique and connected brand experience.



61 Center St
Grayslake, IL 60030
Tel: 847-548-8816

[Printable Shopping List](#)
0 Specials on [your list >](#)

[Map & Driving Directions](#) | [Select Another Location](#)

Browse Promotions

Browse by Brand
-- click for brands --

Search Current Ad

[View All In-Store Sales](#)

Get notified of new Weekly Ads.

Browse by Circular
[Browse this Circular](#) | [View in Flash](#)

PRICE EFFECTIVE SUNDAY, JUL. 29-THURSDAY, AUG. 9 3:00PM

[Site Map](#) | [Contact Us](#) | [Help & Policies](#) | [About Us](#)

Features Include:

- Browse by page
- Browse by category & brand
- Location information
- Keyword search
- Shopping list functionality
- Extensive reporting



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Shopping List Feature

Allows a consumer to identify and select items to be placed on their online shopping list. Once the consumer has viewed the online circular they can print their online shopping list for in-store reference



Browse Promotions

61 Center St
Grayslake, IL 60030
Tel: 847-548-6816
[Map & Driving Directions](#) | [Select Another Location](#)

Printable Shopping List
1 Special on [your list >](#)

Home > Printable Shopping List
1 Special currently on list
Today's date: Monday, August 6


Browse by Brand
-- click for brands --

Search Current Ad
 Go

[View All In-Store Sales](#)

Get notified of new Weekly Ads.
email address here Go

Grocery

 **CHARMIN® ULTRA** SAVE \$1 **\$4**
Reg. \$5

9 Large Rolls
Bath Tissue

Add to Your Shopping List

Product Name

[Site Map](#) | [Contact Us](#) | [Help & Policies](#) | [About Us](#)

<http://vqa2.crossmediaservices.com/dollargeneral/Default.aspx?action=browseshoppinglist&storeId=39758> 08/08/2007 10:00 PM

DOLLAR GENERAL

Browse Promotions

61 Center St
Grayslake, IL 60030
Tel: 847-548-6816
[Map & Driving Directions](#) | [Select Another Location](#)

Printable Shopping List
2 Specials on [your list >](#)

Home > Printable Shopping List
2 In-Store Specials currently on list
Today's date: Wednesday, August 8


Browse by Brand
-- click for brands --

Search Current Ad
 Go

[View All In-Store Sales](#)


Get notified of new Weekly Ads.
email address here Go

Grocery

 **BOUNTY®** SAVE \$1.50 **\$3.50**
Reg. \$5 thru Aug 9

3 Big Rolls
Paper Towels

Office Equipment & Supplies

 **ROSS® ALL PURPOSE WHITE GLUE** **4 FOR \$1**
Reg. 50¢ ea thru Aug 9

4 fl oz
Non-Toxic

ShopLocal.com Features

- Product rollovers with pertinent information
- View larger images for both products and promotion page
- Prominent display of promotion sale dates
- Multiple sort options on all search results pages
- Item detail page
- Buy online links back to the product page on the client's site
- Display of multiple promotions
- Printable store shopping list
- Email alert registration access (client based or ShopLocal based)
- Web Trends reports: client accessible ad hoc reporting
- Preview browser: client proofing tool to see upcoming ad prior to its launch date

Timing

- Creation of DG Circular site from provided PDFs is approximately 5 weeks

Dollar General Circular Assumptions

- 10 plus circulars per year
- No versioning at this time
- 8 pages per circular
- 10-14 products per page/do not include “buy online” links

Standard Pricing

- One time site build fee: \$10,000
- Monthly fee: \$3,500
- Hosting fee: Above fee will include 100,000 user sessions per month. If user sessions exceed 100,000 in any given month, payment for the incremental usage will be at a pro-rated rate
- ShopLocal.com inclusion: DG you will receive listings on the ShopLocal.com web site



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THANK YOU!