NEAR

Information for Partners

November, 2020

Advice to the reader:

This package contains details about current as well as planned products and features. NEAR Technology Group reserves the right to withdraw or change features, programs and partnerships described in this document without notice at any time.

Up-to-date information is always available from our website at https://near.shop/

NEAR

is building software and partnerships to promote brick and mortar retailers to customers whenever and wherever they shop online. We directly interfere in e-commerce sessions by marketing products that are available locally.

The explosive growth of e-commerce, especially since the beginning of the pandemic, has been devastating to retailers of all sizes and we're seeing more companies closing their doors every day. Stores have traditionally been some of the most important corporate citizens of a community. They provide jobs, pay local taxes, sponsor projects, and are responsible for most of the money that recirculates within a regional economy.

Finding ways to shore up retail has been a challenge for most communities. Even as many stores transitioned their operations online they found that it was often impossible to be heard above the noise on the internet. Reconnecting with existing customers was hard enough; reaching new customers for most has been all but impossible. BIAs and community groups have run endless "shop local" campaigns but they have had very little in the way of lasting effect and e-commerce has continued to grow, particularly the largest sites like Amazon and Wayfair.

At NEAR, we have been studying how and why people shop online for more than a year. Our biggest finding has been that connecting with a motivated shopper is extremely difficult once they have decided to shop at Amazon or another e-commerce giant. The likelihood of winning back a sale when a shopper started their journey at one of these sites is tiny; almost zero in some categories. We had to find a way to connect with shoppers where they were browsing — expecting them to spontaneously leave and go to another site wasn't working.

To combat the problem, we began looking for ways to interfere in e-commerce transactions right at the source. The goal was to plug ourselves directly into a shopper's session at Amazon and remind them that they should be shopping local. We experimented with various techniques like pop-ups and alerts. In the end, we found the most effective solution was inserting competing products directly into the page the user was interacting with. Shoppers responded best to a gentle nudge reminding them that a local product was available, not to being aggressively confronted or shamed into shopping elsewhere.
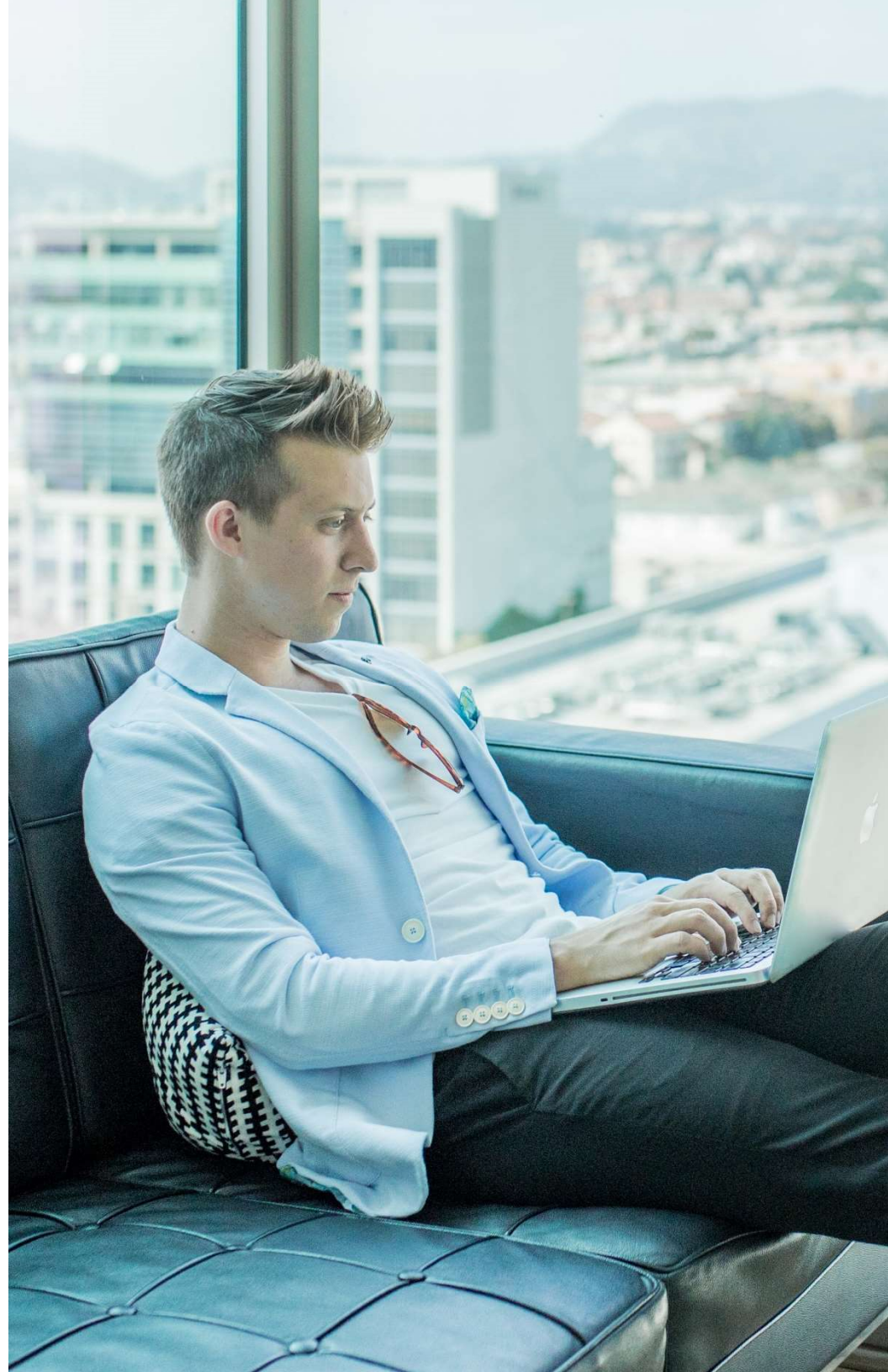
Our main tool as of late 2020 is a piece of software called Cross-Check. The program runs in the background when a user shops online and searches for comparable products that are locally available. When we find a match, we seamlessly insert it into the page they're looking at to draw attention to the local option. For example, this screenshot shows a shopper who was searching Amazon for a hammer. We scanned stores close to the user and inserted the top results into their webpage.

NEAR

Available **3.0 km away** at **Lowes Canada** and other stores.

CDN $15.99

4 hour delivery available

Learn more!

---

amazon

CDN$ 14.99

FREE Delivery on your first order. Details

Arrives: **Monday, Nov 9**

Fastest delivery: **Tomorrow**
Order within 3 hrs and 58 mins

In Stock.

Quantity: 1

Add to Cart

Buy Now

Secure transaction

Ships from and sold by Amazon.ca.

☐ Add gift options

Select delivery location

Add to Wish List

The experience continues on the product presentation page where we place our reminders immediately above the familiar Amazon shopping cart buttons.

For an advertiser, this is unprecedented placement. Our platform puts your product directly in front of a shopper in the exact moment they are planning to purchase from a competitor.

In some cases, you may wish to price-match an internet competitor without advertising a discount to all your customers. With NEAR this process is simplified for both you and the shopper. You transmit both your advertised price and the lowest possible price for a product, then we match the e-commerce site as needed, down to your minimum price. If the shopper clicks through on your price, we generate a coupon for them to redeem in-store, typically with a 24-hour expiry.

Drawing a customer to your store from a competing website is not enough to win sales in today's retail climate. Shoppers have become accustomed to levels of convenience that are unfamiliar to the traditional retail business model. If you can't meet or exceed their expectations, you will probably lose the sale.

The greatest challenge for stores that have adapted their operations and started serving customers from the internet has been delivery. Most shops don't have the space, materials or expertise to ship their products. And they lack the purchasing power to deliver at a competitive rate.

Our solution has been to develop partnerships with last-mile delivery services, avoiding the high costs and hassles associated with traditional postal and courier options. We're assembling a network of companies that ship to your local customers like a food delivery app, without the need for carefully packaged and labelled boxes. This point-to-point service gets to customers quicker and reduces operational complexity.

Getting your store connected to our platform can be very simple and usually only takes a few steps. The requirements are mostly driven by how you track inventory and sales.

For the most basic listing, we need to know what you have in stock, and what price it is. If you use a popular solution to manage your business, like Shopify or Lightspeed, we can connect to your inventory quickly and easily. Even if you track your sales on a spreadsheet, we can accommodate your products, though you will miss out on some benefits.

The greatest challenge for some retailers is keeping their inventory and pricing up-to-date, but it's the most important part of selling in today's world. If a customer believes that you have a product in stock and makes the commitment to buy from you – either in-person or online – you absolutely need to be able to meet their need. There is no quicker way to damage your reputation and lose a client.

To participate in our more advanced programs, like price matching and delivery services, the process is more complex and you will need a modern point of sale system at the very least.
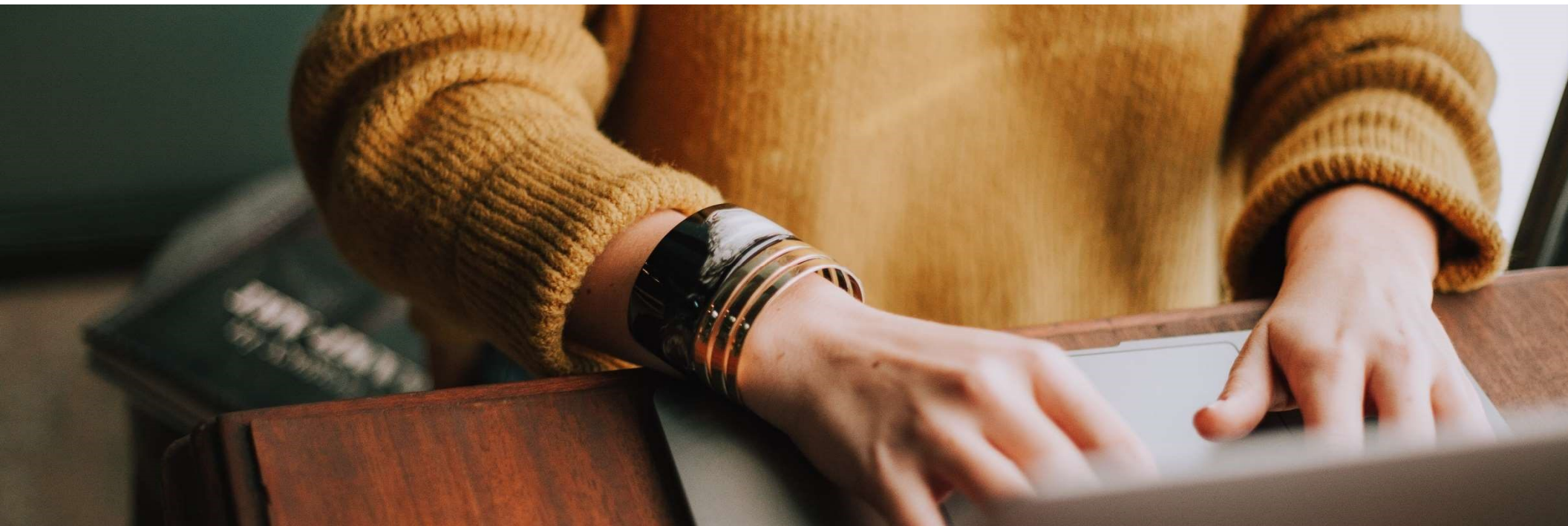
The cost to set up a store and list on NEAR is being waived for any company who signs up before the end of 2020. This applies to all retailers, regardless of how they interact with our platform.

Our advertising charges are now fixed through June, 2021 and are as follows:

API, Shopify, Lightspeed and compatible clients:
     8¢ /click

CSV / Spreadsheet customers:
     9¢ /click

We do not charge for impressions, or repeat referrals by the same shopper within a 24-hour period.

Participation in advanced programs, including price-matching, delivery and advanced market intelligence, is calculated on a case-by-case basis. Please discuss your needs with our sales team.
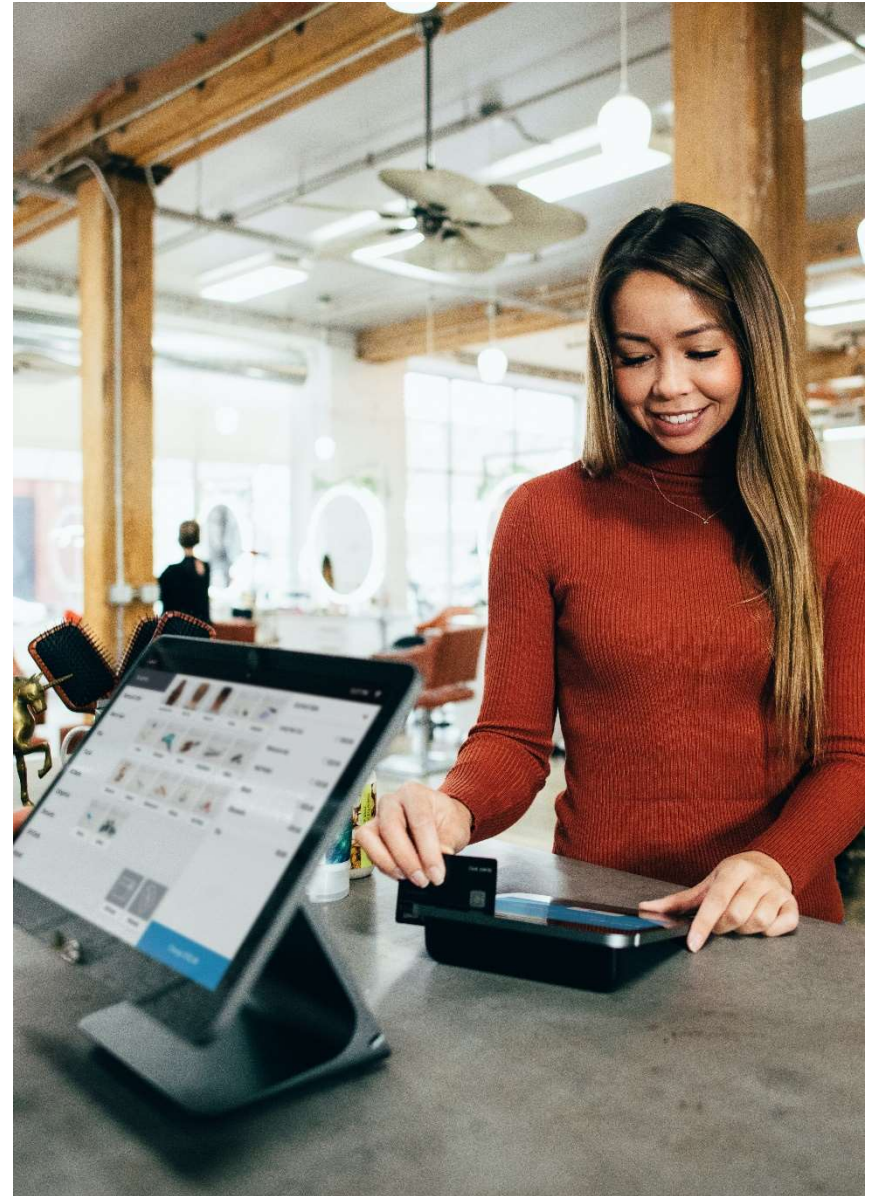
At NEAR we're passionate about strengthening communities by giving retailers new tools to win back sales from e-commerce giants. We understand that it's not a fair fight, but we believe that together we can turn the tide and help you grow your business.

Please reach out to our sales team so we can learn more about the challenges you're facing. We have many exciting tools, programs and partnerships in the works but we need you to tell us what we can do to create value for you and your customers.

We look forward to hearing from you!

NEAR

NEAR Technology Group, Inc.

250 University Ave.
Suite 200
Toronto, Ontario
M5H 3E5

sales@near.shop
800-575-NEAR (6327)