

AT&T THANKS

PARTNERSHIP OPPORTUNITY

December 2018

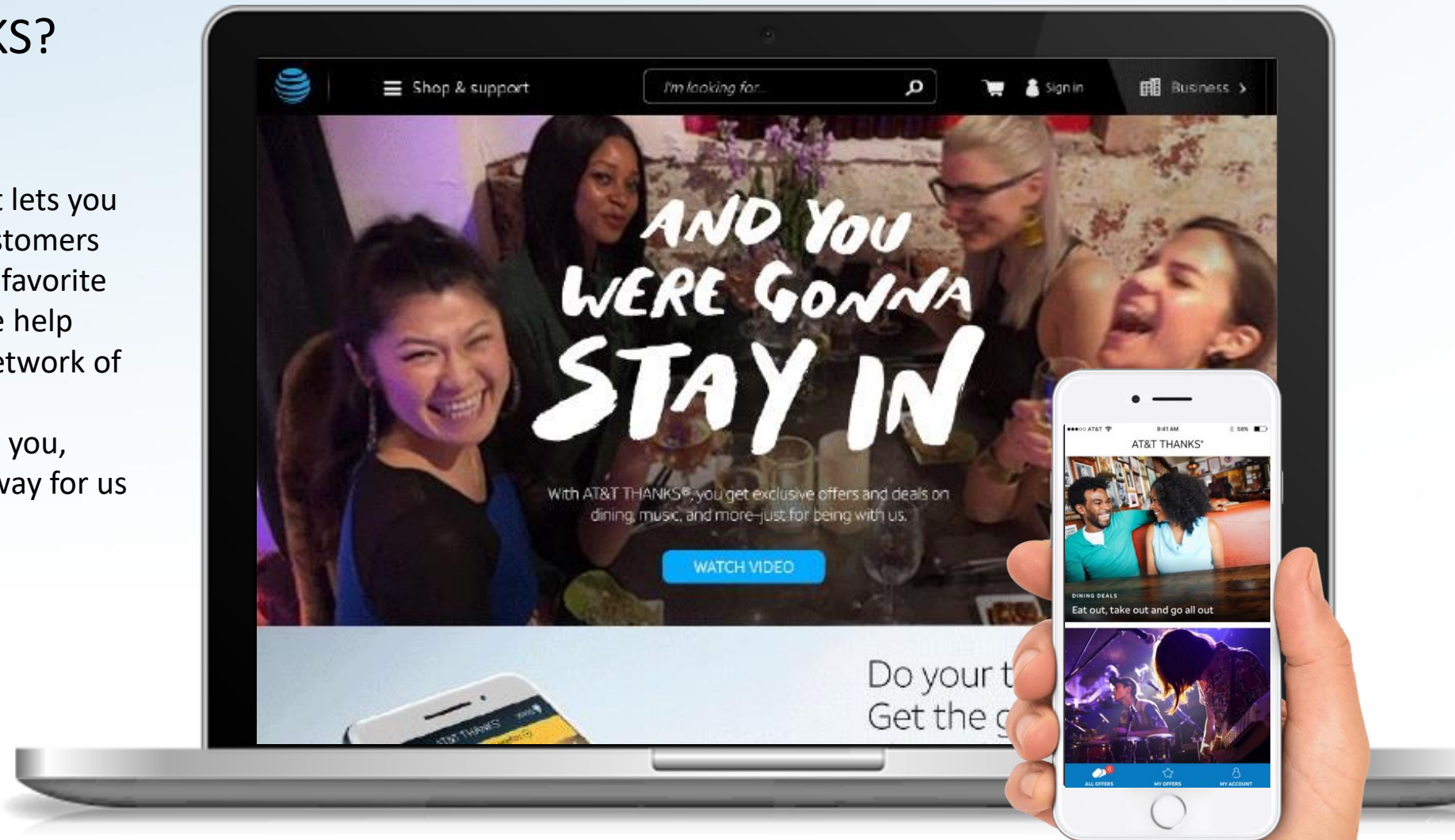
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What is AT&T THANKS?

Welcome to a new program that lets you share your passion with new customers and helps people find their new favorite business: yours. As a partner, we help connect your company to our network of AT&T subscribers, which means thousands of new customers for you, exclusive deals for them, and a way for us to say thanks to both of you.

Plus, it's totally free to join.



AT&T THANKS is here to help drive your specific business goals, whether that's awareness, loyalty or sales.

You Get:

- In-depth customer insights to better personalize your offers
- Greater reach across our many channels, including alignment with top entertainment brands
- Delivery of time-sensitive offers to our network of customers
- Highly measurable results for even more precise targeting



PARTNER

TRAFFIC, SALES & BRAND LIFT



OFFER

Can deliver 1:1 highly targeted offers powered by AT&T + Partner data

As a program partner, you connect with AT&T's most loyal and engaged customers: our THANKS members.

Potential Customers Connections:

170MM

Daily Growth:

4-20k

downloads per day

(Install Base up 12% m/m)

Interested Audience:

65%

opt-in for pushes*

(Media/Entertainment: 65%)

Engaged Audience:

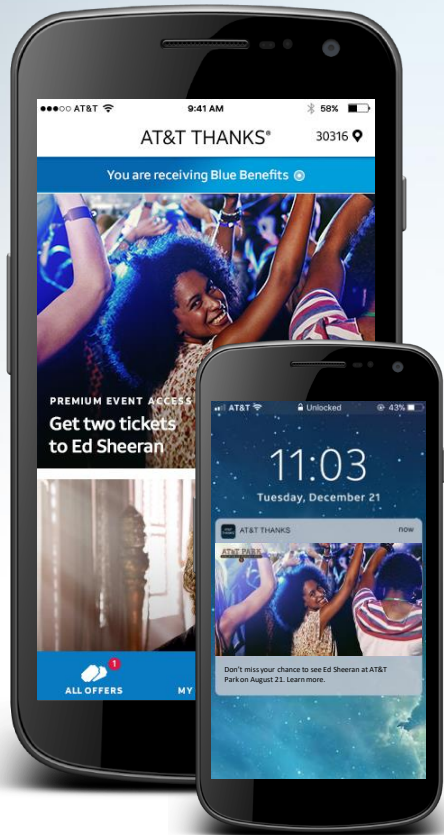
45%

of program users initiate a benefit

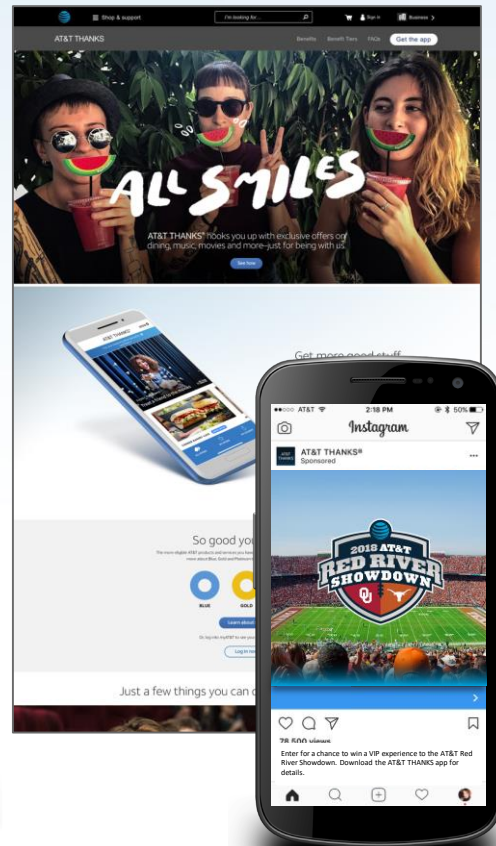
THANKS partners gain greater reach and scale through our many communications channels, as well as alignment with today's top entertainment providers.

305M Estimated Impressions for AT&T THANKS in 2018

App + Push



Site & Social



Lifecycle Marketing



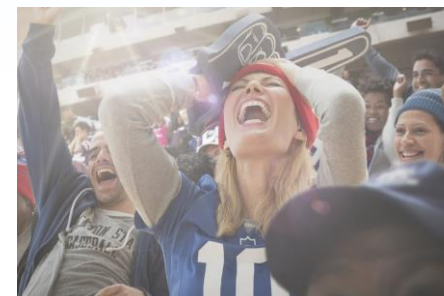
Contact Center



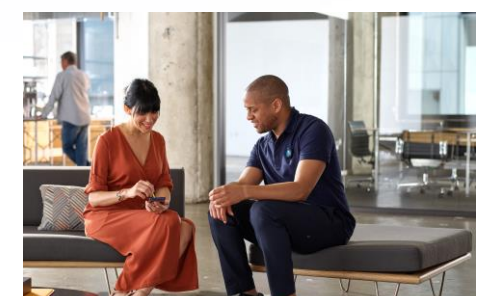
TV/NAI



Events & Activations



Retail



Take Your Business Further

THANKS partners (businesses like you) and members (our loyal customers) both enjoy:

EXCLUSIVITY

Insider benefits only available through AT&T

HIGH-VALUE OFFERS

Alignment with entertainment, dining, music and travel categories

MUTUAL BENEFIT FOR BOTH PARTIES

Exclusive deals for customers and more business for you



AT&T
THANKS®

Still have questions?

Find out more about AT&T THANKS at att.com/thankspartner or email us at g01777@att.com and someone from the THANKS concierge team will follow up with you.