



PARTNER PRODUCT CATALOG · 2026

HYPER-LOCAL ADVERTISING THAT **DRIVES** **FOOT TRAFFIC.**

The Alleyoop Hyper-Local AdTech Platform puts your offers in front of drivers, bikers and walkers arriving near your business. It is engineered to boost foot traffic and conversions, with no take rate on your sales.

THE PRODUCT LINE

- | | |
|---------------------------------------|--------------------------------|
| 01 Hyper-Local AdTech Platform | 02 Ultra Targeted Suite |
| 03 Brand Safe Communities | 04 Alleyoop App Network |
| 05 Shop Local | |

alleyoopme.com/partners

FOR BUSINESS OWNERS



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AT A GLANCE

What it is	A hyper-local AdTech platform for local businesses
Where ads run	The Alleyoop app, a crowd-sourced Street Parking as a Service community
Who you reach	Drivers, bikers and walkers near your business. Transit coming soon.
Pricing model	Monthly membership per location, from \$35
Take rate	None. You keep every sale.
Measurement	Real-time analytics with predictive AI, A/B testing and ROAS
Built for	Restaurants, cafés, retail, services and any storefront that wants more walk-ins

TURN THE TRAFFIC OUTSIDE INTO CUSTOMERS INSIDE.

Alleyoop is a crowd-sourced parking community that provides Street Parking as a Service. People arriving in your neighborhood use it to find a spot within a five-minute walk of where they are going, and to score exclusive deals from businesses in driving and walking distance.

WHAT IT MEANS FOR YOUR BUSINESS

Right place, right time	Your offer appears when people are nearby and about to walk.
Flat monthly cost	A membership per location. No take rate on your sales.
Proof it worked	Real-time analytics track visits, redemptions and ROAS.



41%

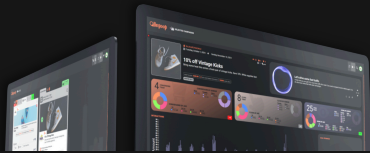
of weekend urban congestion is vehicles circling the block for parking

6%

of every trip is spent searching for parking

THE PRODUCT LINE

Five products that work together: a platform to run campaigns, tools to target and measure them, a brand safe community, the app network where customers see your offers, and a storefront to sell to them.



01 · PAGE 05

HYPER-LOCAL ADTECH PLATFORM

Create, launch and manage local campaigns.

- Geo-targeted, hyperlocal advertising
- “Shot Clock” offers and single-use coupons

MEMBERSHIP



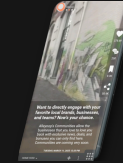
02 · PAGE 06

ULTRA TARGETED SUITE

Reach the right people and prove the result.

- Ad suite with A/B testing and email campaigns
- Real-time analytics with predictive AI

MEMBERSHIP



03 · PAGE 07

BRAND SAFE COMMUNITIES

A social feed made by brands, for brands.

- Brand-originated, curated, moderated content
- Distributed to pre-qualified buyers

COMING SOON



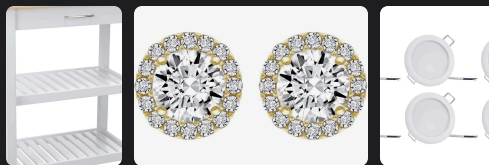
04 · PAGE 08

ALLEYOOP APP NETWORK

Where your offers meet people on the move.

- Drive, bike and walk; transit coming soon
- “And-I” deals, points and prizes

INCLUDED REACH



05 · PAGE 09

SHOP LOCAL

Sell your products inside the app.

- Photo listings with price and rating
- Add to cart and in-app checkout

NEW

ONE MEMBERSHIP

FROM \$35 PER LOCATION, PER MONTH

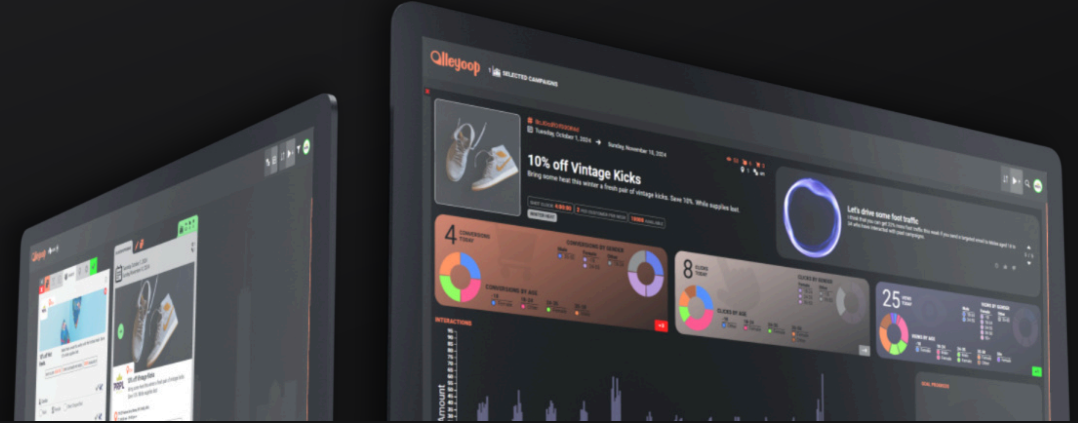
Monthly pricing per location, lower as you add locations. No take rate on your sales.

Full price list · page 11

PRODUCT 01 · INCLUDED IN MEMBERSHIP

HYPER-LOCAL ADTECH PLATFORM

A bespoke platform engineered to instantly boost foot traffic and conversions. Low in friction. High in stickiness.



KEY CAPABILITIES

Hyperlocal targeting

Laser-focused, geo-targeted advertising to people near your locations.

“Shot Clock” offers

Time- or quantity-limited campaigns that create urgency.

Seasonal and event campaigns

Schedule offers around the moments your neighborhood is busiest.

Multiple ads per campaign

Different messages by demographic and geographic insight.

Single-use coupons

Just-in-time coupons and promo codes, verified at the counter.

Inbound strategy

Turn chance engagements into repeat customers and brand loyalty.

SPECIFICATIONS

Price	From \$35 / location / month
Volume tiers	1 · 2 to 4 · 5+ locations
Take rate	None
Billing	Monthly, per location
Access	Web dashboard
Outcomes	Foot traffic, conversions, ROAS
Add-ons	Ad design, email, campaign management (p. 11)

PRODUCT 02 · INCLUDED IN MEMBERSHIP

ULTRA TARGETED SUITE

Advanced audience and creative tools to deliver the right message to the right people, and the analytics to show what worked.

TARGETING

Just-in-time single-use coupons

Ad suite with A/B testing

Ultra-targeted, engagement-based email campaigns

Cross-channel integration

MEASUREMENT

Drillable demographic and event charts

Custom monitoring and alerts

ANALYTICS

Real-time analytics with predictive AI

Return on Ad Spend (ROAS) tracking



PREDICTIVE AI

Every move backed by data-driven decisions. A/B test to experiment and fine-tune, and use predictive AI to target with precision and maximize ROAS.

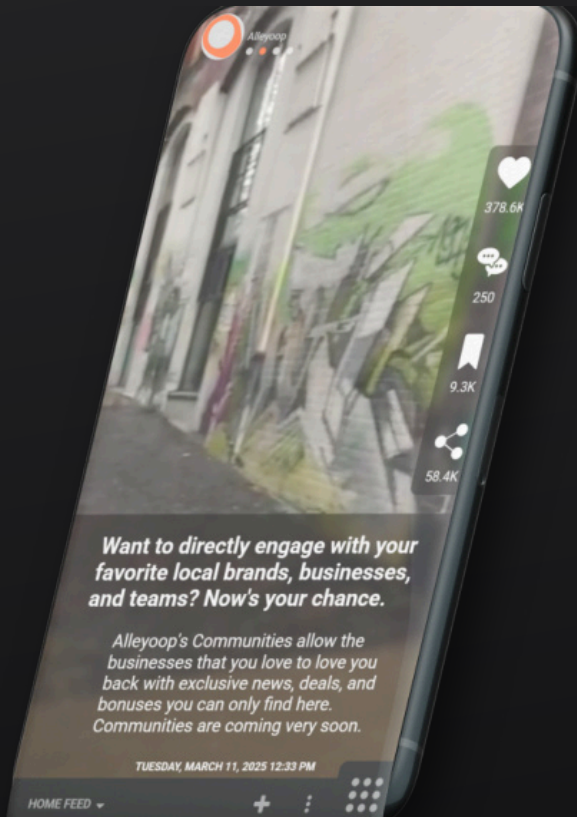
PRODUCT 03 COMING SOON

BRAND SAFE COMMUNITIES

A brand safe environment exclusively for advertisers, with content originated, curated and moderated **by brands, for brands**. That content is algorithmically distributed for engagement to pre-qualified buyers.

WHAT YOUR CUSTOMERS SEE

“Alleyoop’s Communities allow the businesses that you love to love you back with exclusive news, deals, and bonuses you can only find here.”



Brand-controlled content

You originate, curate and moderate what appears in your community.

Direct engagement

Share news, deals and bonuses with the customers who follow you.

Pre-qualified reach

Posts are distributed algorithmically to pre-qualified buyers for engagement.

A clean placement

A dedicated, brand safe social media community for advertisers.

PRODUCT 04 · INCLUDED REACH

ALLEYOOP APP NETWORK

Your offers run inside the Alleyoop app, a multi-modal community for anyone looking to score a spot, find their way, score a deal, or discover something new wherever they are.

FEATURES THAT KEEP USERS COMING BACK

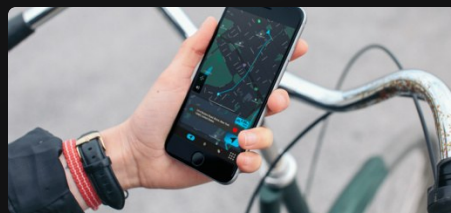
- Multi-leg navigation with directions
- “Circle the Block” search mode
- Saved, scheduled and recurring trips
- Points, leaderboards and prizes
- Parking within a 5-minute walk
- Parking Pin to find the car again
- Exclusive “And-I” deals nearby
- Spot ratings for safety, lighting and access

WHO YOU REACH

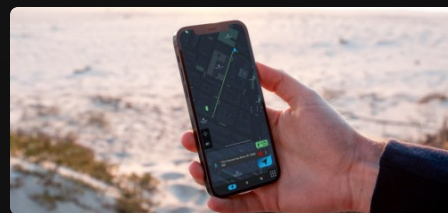
- Savvy urban explorers
- Curious travelers
- Sophisticated bargain hunters
- Delivery, courier, cab and ride-share drivers



DRIVE



BIKE



WALK



TRANSIT COMING SOON

PRODUCT 05 · IN-APP MARKETPLACE

SHOP LOCAL

Shop Local turns your shelves into an in-app storefront. Shoppers near you browse your products in a photo-first feed, see the price and rating at a glance, and add to cart without leaving Alleyoop.

WHAT YOUR LISTINGS SHOW

- Product photos, with a full image gallery per item
- Price in USD and star rating on every tile
- Your store badge, so shoppers know who sells it
- One-tap add to cart, then checkout in the app

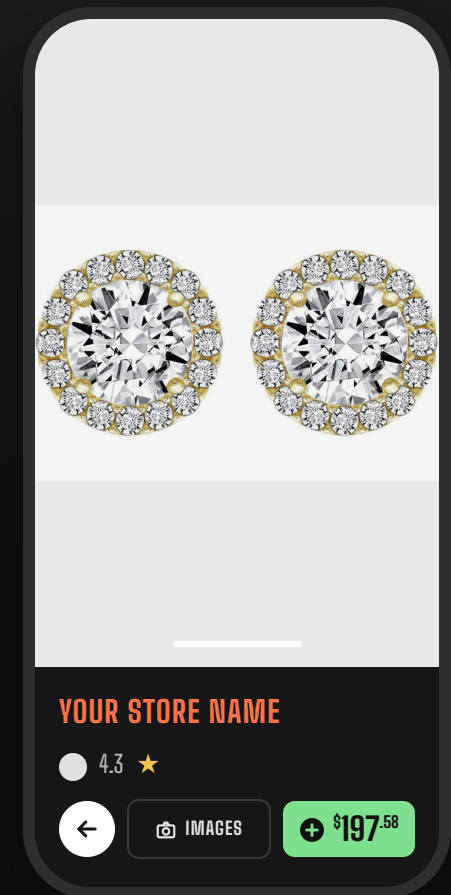
SPECIFICATIONS

Where it lives App menu, under Shopping, next to Checkout

Purchase flow Browse › Add to cart › Checkout



SHOP LOCAL FEED



PRODUCT PAGE

1. Browse

Shoppers explore products from stores nearby.

2. Add

Price and rating up front, one tap to the cart.

3. Check out

Checkout sits right beside Shop Local in the menu.

Illustrative screens. Listings, store names, prices and ratings are samples.

HOW A CAMPAIGN RUNS

From the first offer to a loyal regular, in four plays. Run it yourself, or add campaign management and we run it for you.

1

CALL THE PLAY

PLAN

Pick your locations and your offer. Put your business in the spotlight with hyperlocal, geo-targeted advertising.

2

SET THE PICK

LAUNCH

Run multiple ads by demographic and geographic insight. Start the “Shot Clock” for time- or quantity-limited urgency.

3

TRACK YOUR STATS

MEASURE

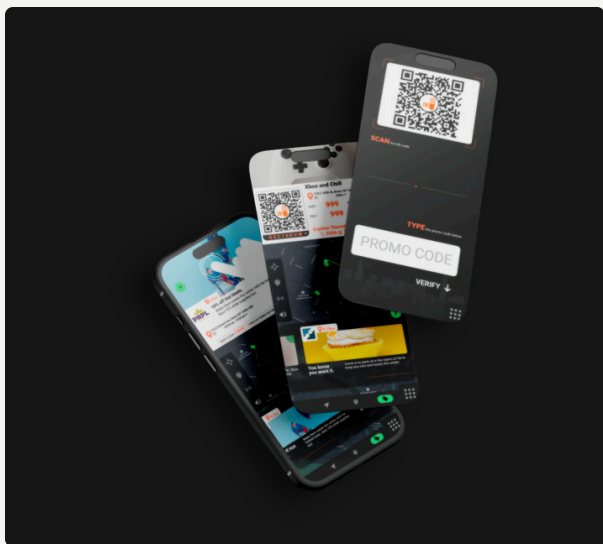
Watch engagement in real time. A/B test, fine-tune, and let predictive AI help maximize ROAS.

4

BECOME A LEGEND

GROW

Turn chance into a sure thing and customer interest into brand loyalty.



IN-STORE REDEMPTION

Every offer closes at your counter with a just-in-time, single-use coupon, so each visit is counted.

A **Scan.** The customer shows the offer’s QR code at checkout.

B **Or type.** Staff can enter the promo code instead.

C **Verify.** The redemption is confirmed and shows up in your stats.

PRICING AND SERVICES

One monthly membership per location. The more locations you add, the lower the rate. No take rate on your sales.

1 LOCATION

\$50

per location / month

Example: 1 location = \$50 / month

2 TO 4 LOCATIONS

\$40

per location / month

Example: 3 locations = \$120 / month

5+ LOCATIONS

\$35

per location / month

Example: 8 locations = \$280 / month

VALUE-ADDED SERVICES

Custom ad and email design	\$50 per design
Targeted email distribution	1¢ per recipient
Campaign management (we run it for you)	\$250 per location

Invited pilot partners: your first 90 days are free. These prices apply only if you choose to continue after the pilot.

EVERY MEMBERSHIP INCLUDES

- Hyper-Local AdTech Platform
- Ultra Targeted Suite
- Offers in the Alleyoop App Network
- Single-use coupons and promo codes
- Real-time analytics and ROAS
- No take rate

PARTNER ORDER FORM

1 · BUSINESS DETAILS

Business name

Contact name

Title

Email

Phone

Billing address

Business type (restaurant, café, retail, services...)

2 · LOCATIONS

1

2

3

4

More than four? Attach a list.

Sign up online at alleyoopme.com/partners. Invited pilot partners don't need this form: use the signup link you were sent.

3 · MEMBERSHIP (MONTHLY, PER LOCATION)

☐ 1 location · \$50

☐ 2 to 4 · \$40

☐ 5+ · \$35

4 · VALUE-ADDED SERVICES

SERVICE	PRICE	QTY
☐ Custom ad and email design	\$50 / design	
☐ Targeted email distribution	1¢ / recipient	
☐ Campaign management	\$250 / location	

5 · AUTHORIZATION

Authorized signature

Date

Requested start date

Prices in USD, billed monthly per location. No take rate.



YOU'RE OPEN. TAKE THE SHOT. YOU CAN'T MISS.

Join the Alleyoop Partner Program and put your business in front of the people already on your block.



SIGN UP ONLINE

alleyoopme.com/partners

INVITED TO THE PILOT?

Your first 90 days are free.

No cost and no obligation.

All eyes. Our awareness campaigns balance online and offline strategies, and we incentivize our brand and advertising partners to contribute to organic user growth.