

Unlock the Full Value of Vendor Funding

The Challenge

Vendors / CPG brands do not have a direct relationship with customers. They struggle to gain access to valuable customer data that can provide insight into who is and is not buying their products. They also need to better understand how their investments are being maximized. Grocers have a wealth of customer data, but they are not effectively putting it to use or fully monetizing it with their vendors / CPG brands. Customers want valuable, relevant offers for brands and products they like or want to try, yet they continue to receive offers that they aren't interested in.

The Opportunity

Make your vendor funded dollars work harder for you, your vendors, and your customers. Generate higher rates of return and customer engagement.

The Solution

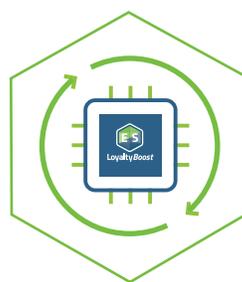
Exchange Solutions, a FISERV partner, offers loyalty and personalized offers solutions. Using their advanced targeting and personalization products, Grocers can automate and optimize vendor funded offer distribution to their customers in a few simple steps:



Create a pool of offers in a self-serve user console



Configure the campaign controls and business objectives, also in the self-serve console



Automated decisioning selects the right offers for your customers from the offer pool



Machine learning optimization refines the customers offer mix over time



A customer's personalized offers are displayed to them in a digital offer gallery

The Outcome: WIN-WIN-WIN

Vendors / CPG brands gain access to valuable customer data and reporting, clear and attributable ROI, and in-depth buyer insights. Grocers offset marketing and promotional costs with other people's money, optimize how vendor funds are used so they are growing customer share of wallet, and secure more & more vendor funding. Customers are deeply engaged as they are receiving relevant & personalized offers that are highly valuable to them.

Expected Results

2X

Double offer engagement with your customers

40%

Reduce offer costs by 40%

50%

Increase operational efficiency by 50%

25-40%

Grow customer spend by 25-40%