



**HOW WELL
DO YOU
KNOW YOUR
CUSTOMERS?**

Customer Engagement – “Green Fees” Around The World For Full Service Retail



There is almost no major grocery retailer around the world who does not have some form of direct customer engagement program.....

But – You Can't “Buy” Loyalty

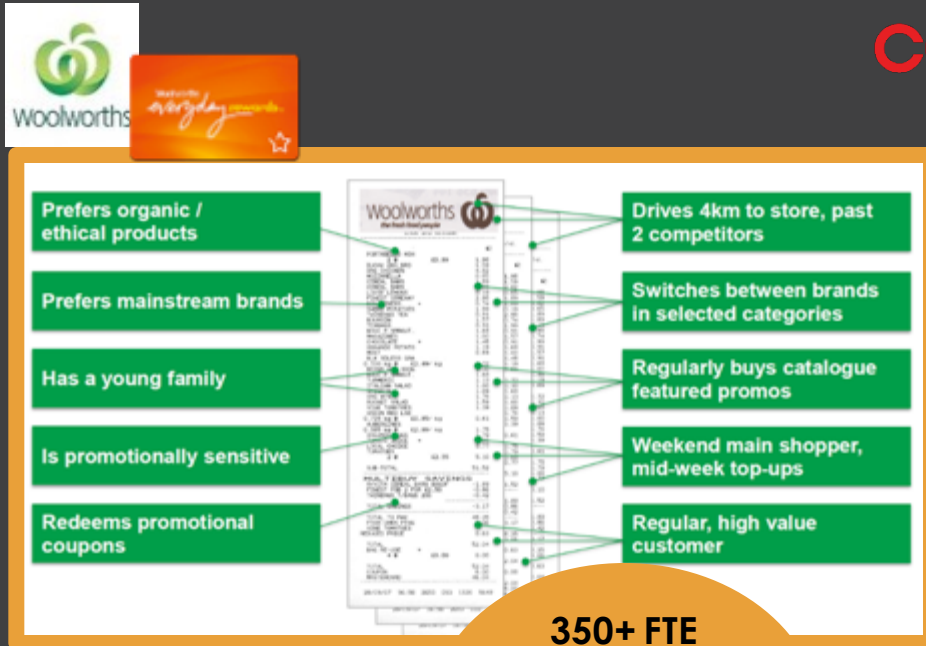


So Why Do They Do It?

What If You Knew All Your Customers By Name?



It's worth doing, but it's hard.



350+ FTE supporting analytics & targeted marketing

coles
flybuys



100+ FTE targeted marketing

\$50m FlyBuys re-launch

Does It Really Work?



Personalised specials



Win-back Offer



443
returned
\$22,503
in total transactions
\$44.30
average basket size

Double points – Spend to qualify

Average
basket

\$33.50

Offer
spend

\$77.40

So how do we do this?

SINGLE CURRENCY

MULTIPLE CURRENCIES

METCASH
BRANDS

Metcash Owned

“IGA REWARDS”

Separate Pillars



Independent



Integrated

+ PARTNERS

Coalition Program



Third Party Program



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The proposition

Video Here

A Unique Program For Australia

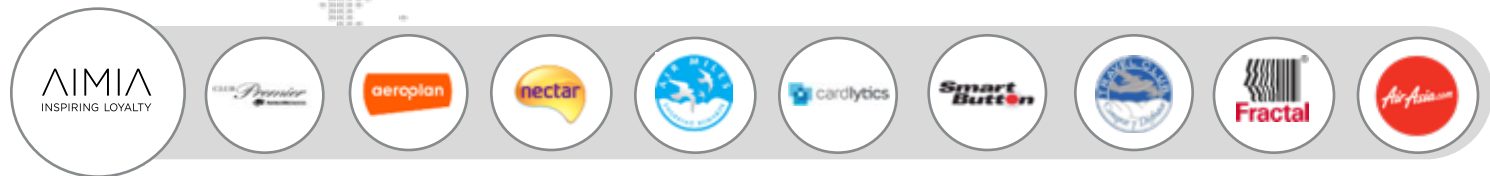
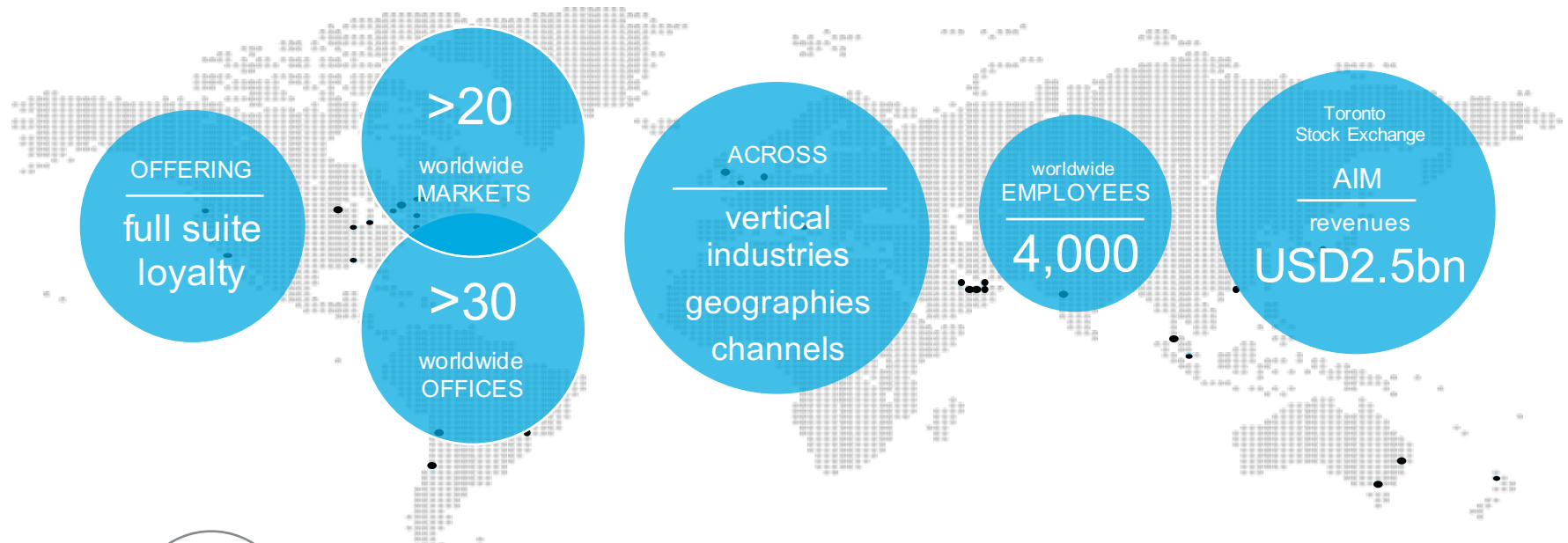


Run by an operating company led by a global leader in shopper engagement.....

How do we deliver this?



How do we deliver this?



Benefits for retailers and shoppers



What's in it for you, the retailer:



A multi-million-dollar platform – for a fraction of the cost.



Rich data and insights to help you make more informed decisions.



World-leading data driven marketing.



Flexibility and control.



What's in it for your shoppers:



Earn more points, faster. More reasons to shop.



Each customer earns at least 0.5% of their eligible spend value at participating IGA stores.



More value for the shopper, better ROI for the supplier.



Targeted, personal offers that are relevant to their needs.

Marketing tools for shopper targeting



Understand

Powerful data driven Shopper insights at your fingertips allow you to explore and understand shopper segments and buying behaviours



Respond

Real-time promotional capabilities enable you to target shopper segments and behaviours to drive improved business results



Communicate

Leverage sophisticated marketing communication channels and an engaged shopper base to highlight in-store offers, promotions, events and rewards

Insights that allow you to make real decisions

Shopper Behaviour



- ✓ Basket Spend, Profit and frequency
- ✓ Demographics
- ✓ Shopper segments (value, behavioural)
- ✓ Promotional Participation

Loyalty Program



- ✓ Total number of shoppers
- ✓ Active Loyalty shoppers
- ✓ New and lapsed shoppers
- ✓ Loyalty Penetration of Sales and transactions

Promotional Analysis



- ✓ How many shoppers saw the promotion
- ✓ What was the response rate (opt in vs conversion)
- ✓ ROI of promotion

Category Databooks



- ✓ Key Drivers of shopper Performance
- ✓ Shopper Profile and changes over time
- ✓ Trended performance
- ✓ Generic Brand Importance







Hero SKUs



- ✓ Top 100 best sellers by sales and margin
- ✓ Profile of shopper demographics
- ✓ Top sellers by shopper segment

Segment your shoppers

Example: Who are Fishers' Shoppers

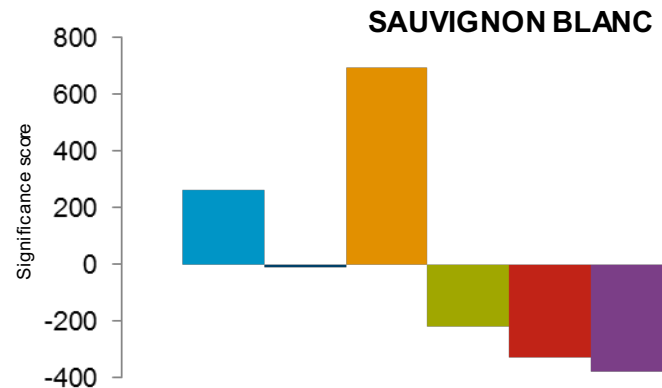
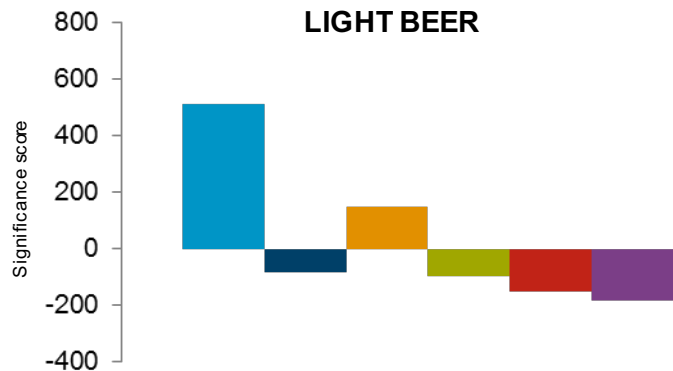
	Segment	Shoppers %	Spend %	Monthly frequency	Ave Basket size	Gender	Age	Cater	Most likely value segment
	Cheers!	12.0%	12.6%	5.1	\$56.09	m	45-64		Value
	Family Cooking	22.0%	26.3%	6.0	\$53.93	f	25-54		Sters
	Premium Cooks	17.1%	16.2%	5.4	\$48.15	f	55+		Loys
	Traditional	19.5%	17.3%	5.6	\$42.96	f	65+	Traditional cupboard, easy meals	4. Frequent smalls
	Budget	11.7%	11.4%	6.1	\$43.68	m	45+	Easy meals, budget	4. Frequent smalls
	Fast food families	17.5%	16.2%	5.4	\$40.27	f	18-34	Treats, Easy meals	6. Top up shops

RFM tells us...
29% of Shoppers deliver over 70% total spend.

A single group of 9% of Shoppers delivers over 35% of sales

Segment your shoppers

Example: How Fishers' Shopper segments purchase liquor



Whiskey and light beer are predominantly bought by Cheers segment

Bitter is favoured by budget segment and sauvignon blanc by Premium cooks

- Cheers!
- Family Cooking
- Premium Cooks
- Traditional
- Budget
- Fast Food Families

Hands-on Shopper Loyalty Marketing

Key Product Features

- ✓ Extensive Promotions “App Store”
- ✓ Control in the hands of Retailers
 - ✓ Hosted Centrally
 - ✓ Real-time Interactions
- ✓ Optimised for Tablet usage
 - ✓ Fully Customisable



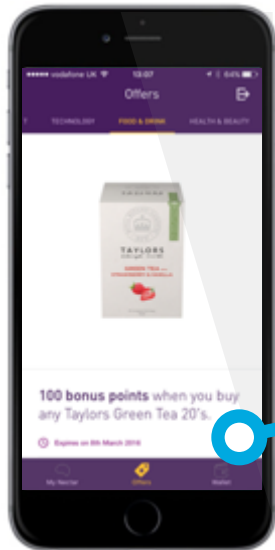
Shout about in-store events and special offers

Use offers capability to create targeted or mass communications to let your shoppers know what's going on in-store



Offers automatically made available through all marketing channels

With consistent messaging across all Shopper touch-points



Mobile App

Program Emails



Program Website

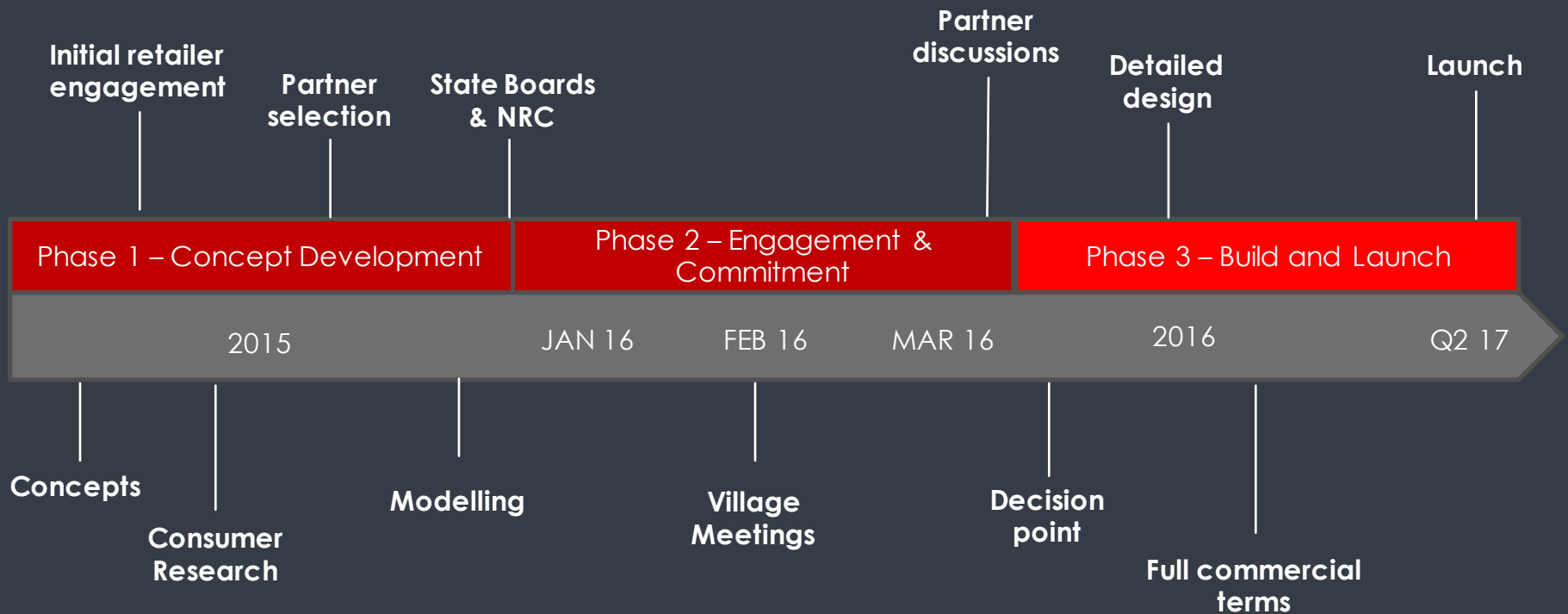
Sophisticated personalisation ensures the right offer reaches a receptive and engaged audience

Gain access to industry leading personalisation



Rules-based solution ranks offer types automatically based on relevancy to Shopper

Next Steps



Questions?

