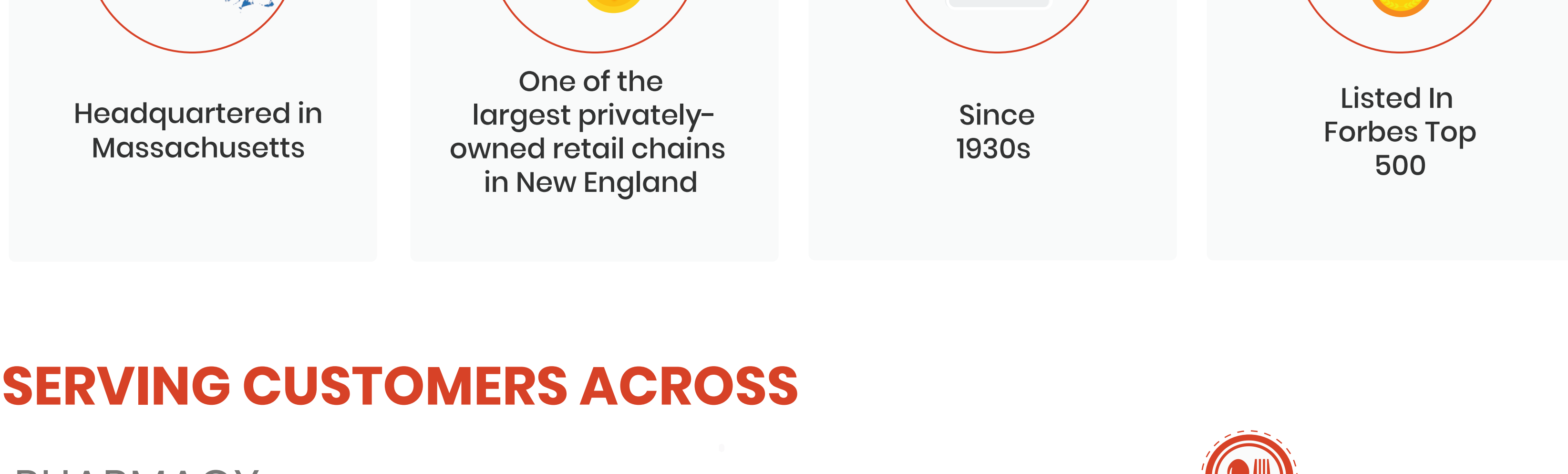


American supermarket chain achieves 3% incremental sales with personalized marketing with **MANTHAN CDP**



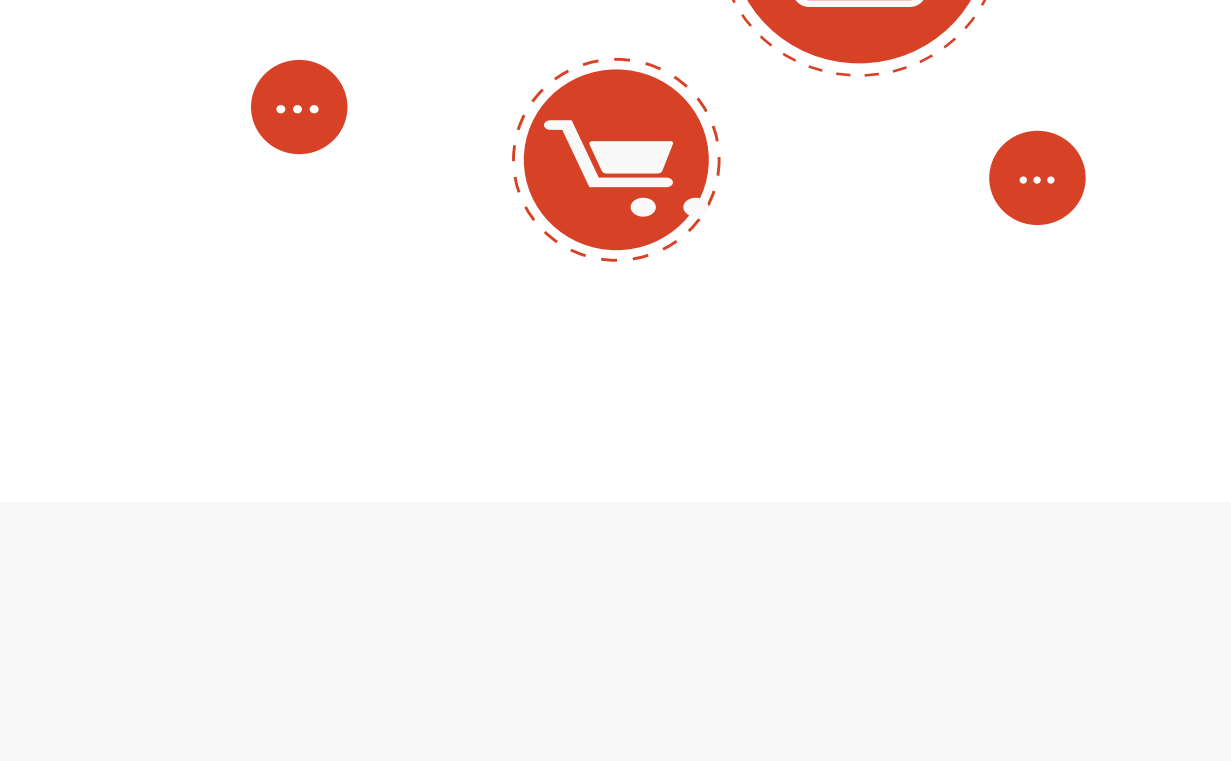
THE CUSTOMER

ONE OF THE LARGEST PRIVATELY-OWNED RETAIL CHAINS IN NEW ENGLAND, AND HAS BEEN IN OPERATION SINCE 1930S.



SERVING CUSTOMERS ACROSS

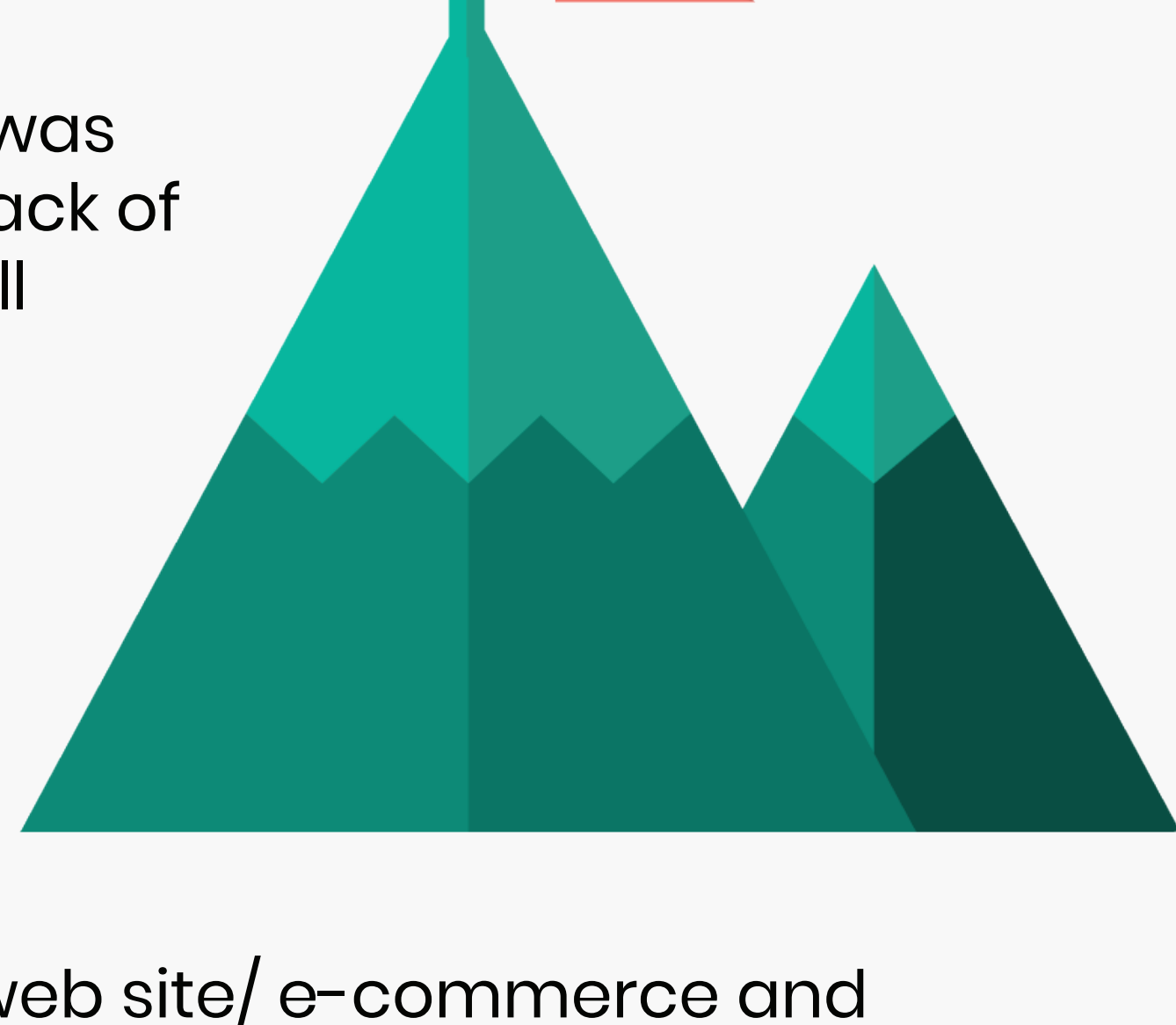
PHARMACY
GROCERY
PREPARED FOODS
FRESH FOODS



THE CHALLENGE

The grocery chain struggled with how to implement and sustain a data-driven, targeted marketing strategy. In their current state, they at best sent weekly email flyers to their customers on all the offers without any customization based on customer past purchase and preference.

- Poor customer engagement and low conversions from marketing campaigns due to lack of personalized, omni-channel approach to marketing
- Multiple channels were deployed, however, there was no integration among digital systems leading to lack of unified, connected customer experience across all channels
- Unable to run multi-channel campaigns and email campaigns were run manually with no holistic understanding of performance
- No personalization and targeting capabilities on web site/ e-commerce and mobile app leading to low (~10%) digital penetration and engagement
- Weekly offer newsletters contained generic messaging and offers for all customers



THE SOLUTION

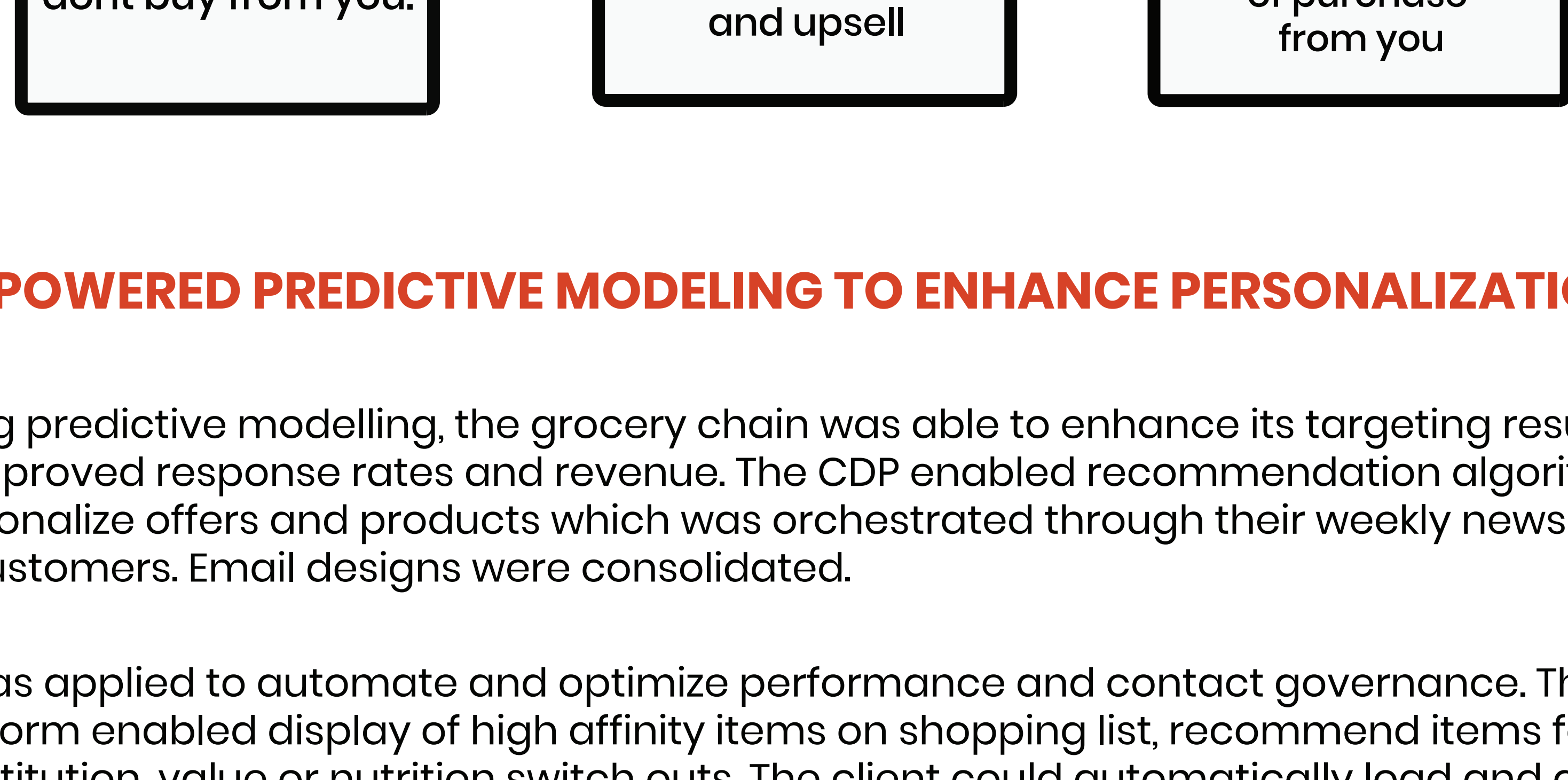
Manthan, along with their specialist partner Relationship, deployed a Customer Data Platform at the American Grocer to create a unified view of customers across online and offline channels. The CDP's intelligence layer supported by machine-learning algorithms helped create granular customer segments by applying RFM modelling, understand customer journeys, identify products of interest and utilize propensity models to gauge likelihood to respond, buy & churn.

Armed with deep customer insights, the grocery chain adopted a personalized marketing approach that was curated to each customer's preferences, transactional behaviour, lifecycle stage, and promotional activity. The recommendation engine was crucial to enable this, and business could easily set rules such as:

- Only pick offers that are active in customer's home stores
- Offer deep discounts for acquisition targets, lower discounts for 'reward' category
- Only recommend products on offer

The CDP enabled a test & learn environment to measure and change course to ensure success.

Shift to data-driven marketing to increase customer share of wallet

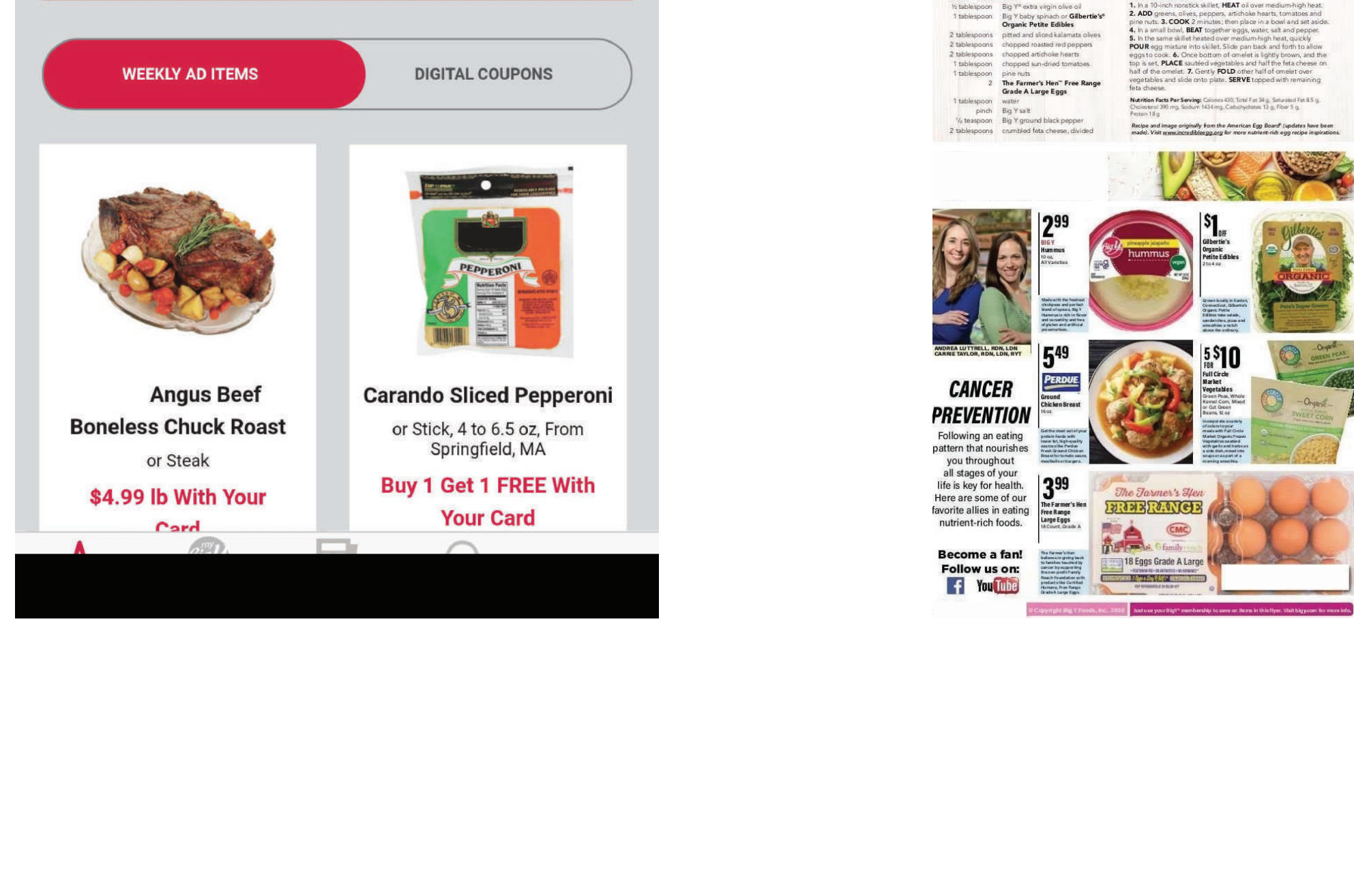


AI-POWERED PREDICTIVE MODELING TO ENHANCE PERSONALIZATION

Using predictive modelling, the grocery chain was able to enhance its targeting resulting in improved response rates and revenue. The CDP enabled recommendation algorithms to personalize offers and products which was orchestrated through their weekly newsletters to customers. Email designs were consolidated.

AI was applied to automate and optimize performance and contact governance. The platform enabled display of high affinity items on shopping list, recommend items for substitution, value or nutrition switch outs. The client could automatically load and apply offers on customer's shopping list based on loyalty program. Real-time triggers based on activities such as app launch, add to cart, app uninstall, etc. were enabled.

STRATEGIC AND PERSONALIZED COMMUNICATION



AUTOMATED, PERSONALIZED WEEKLY NEWSLETTER

Manthan's CDP enables better targeting for the weekly newsletters while orchestrating the newsletters in a single, consolidated template, through automation. The client was able to drive personalized communication to loyalty account customers as well as personalize advertised products and digital coupons to all customers based on their purchase behaviour. They could dynamically personalize e-mail look and feel, images, products and best-fit offers, to make best use of limited real-estate. Additionally, promotion content was versioned based on the home store of the customer.

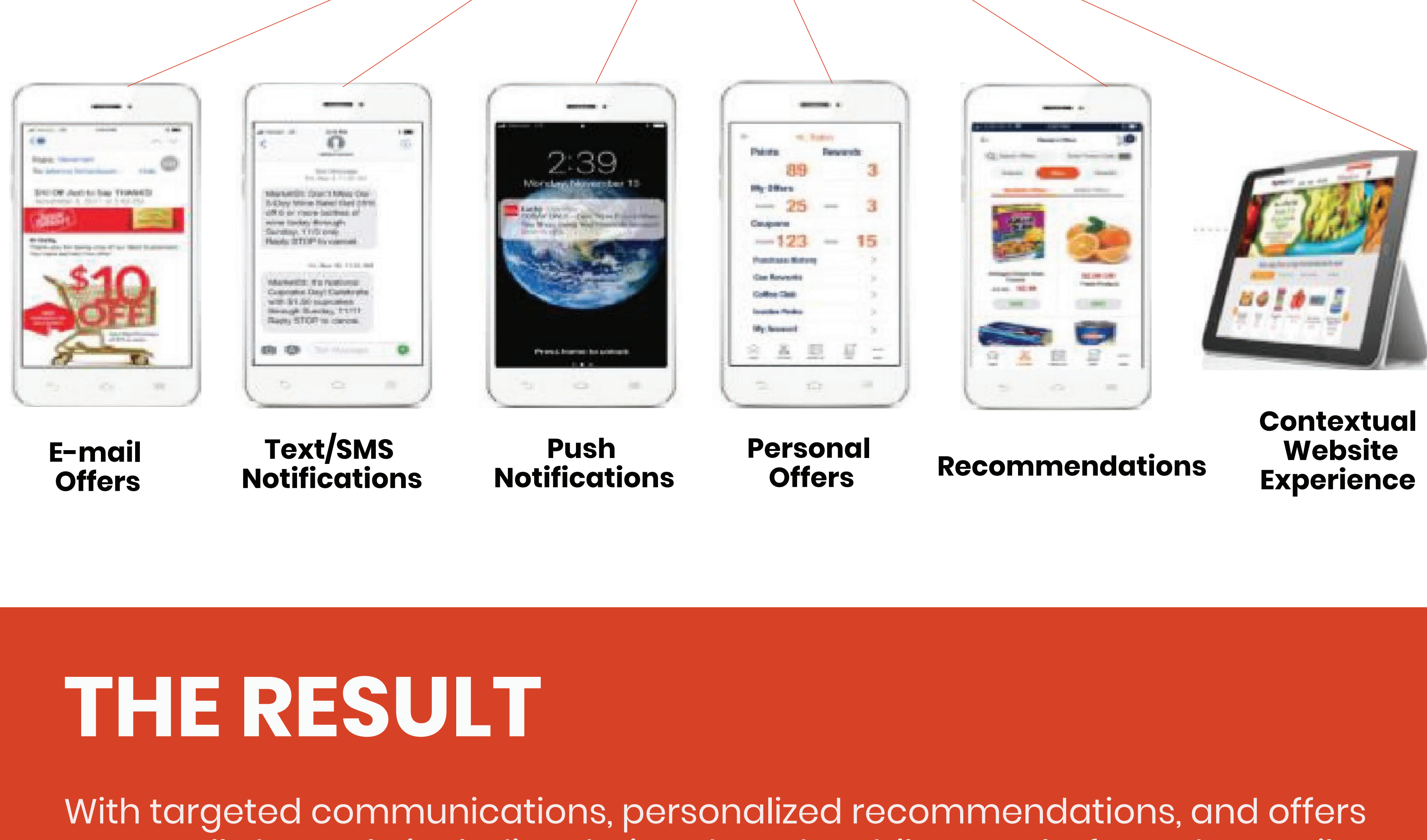


DELIVERING OMNI-CHANNEL PERSONALIZATION

Manthan's integrated engagement platform with machine-learning based algorithms helped the client personalize customer engagement across touchpoints.

- Deliver communications via email, push notifications to mobile apps and SMS
- Create automated, multi-layered campaigns that use if/then decision logic to trigger the next best communication
- Use customer segments and personas to push contextually relevant offers when a customer logs in to the website or the mobile app
- Use recommendation engine to personalize all available savings for an individual shopper such as relevant digital coupons, personally curated list of in-store savings (TPRs), personalized weekly flyer on website & more.

OMNI CHANNEL MARKETING



THE RESULT

With targeted communications, personalized recommendations, and offers across all channels, including their web and mobile app platform, the retailer enjoyed benefits of revenue gains, margin improvement, improved customer



"Our partnership with Manthan and use of their customer analytics solution to power our digital engagement and personalization platform, has helped us deliver the kind of **contextualized digital experiences and interactions** that consumers are expecting from their brands of choice. And most importantly, we're seeing these efforts **translate into incremental sales and profits** for our retail clients. At the end of the day, that's what it's all about."

Randy Crimmins, Chief Strategy Officer at Relationship