

How ***SHOP'n SAVE*** Embraced Digital Transformation

A Case Study in Adaptability and Integration



TAKING ON RETAIL GIANTS

In 1968 SHOP 'n SAVE opened its doors in Pittsburgh, Pennsylvania, as one of the nation's first discount grocery stores. Over the course of 55 years, it has grown into a collection of 80 independently owned and operated stores spanning Pennsylvania, Ohio, West Virginia, and New York. Despite being locally owned, each store follows a common marketing and merchandising program and shares a reputation for offering a wide variety of quality products at affordable prices. As SHOP 'n SAVE continues to carve out its place and compete against major chains, it remained committed to implementing effective strategies that built toward long-term goals.



SHOP 'n SAVE

THE NEED FOR INTEGRATION

SHOP 'n SAVE had been proactive with its marketing efforts, taking the time to organize strategies that increased brand awareness and delivered current promotions. They steadily implemented more and more digital features over time, including:

- **Digital Circulars**
- **A Mobile App**
- **Loyalty Programs**
- **Digital Coupons**

Because SHOP 'n SAVE relied on several third-party vendors, who each **operated in their own silo**, customers had access to all the features but lacked a cohesive user experience, **which caused friction and decreased engagement**.

SHOP 'n SAVE didn't need a complete reset. Instead, **the retailer needed a way of integrating its existing digital features more effectively**.

ENHANCING THE DIGITAL EXPERIENCE

Webstop identified that SHOP 'n SAVE needed a more user-friendly end-to-end experience that guided customers from initial awareness to actual sales. So instead of starting from scratch, Webstop leveraged its decades of digital grocery experience to provide one fully-integrated and scalable solution with all of SHOP 'n SAVE's best existing digital features, including:

SINGLE SIGN-ON

Coordinating third parties into a single point of access to reduce friction.

ANALYTICS

Providing comprehensive analytics on consumer engagement.

SHOPPER INSIGHTS

Launching initiatives for data-driven planning and behavioral forecasting.

DIGITAL COUPON ORGANIZATION

Amplifying digital coupons on the most visited digital touchpoints, including the web homepage, within the digital circulars, and next to relevant recipes.



SHOP 'n SAVE



"Having a partner like Webstop that has a background in the grocery industry allows for a lot of that upfront work to be accomplished easily. We spent less time in discovery and more time implementing strategies towards the common goals of improving the digital experience and looking at behavioral trends to help us long-term."

Bill Lipsky

Vice President of SHOP 'n SAVE Merchandising at UNFI.



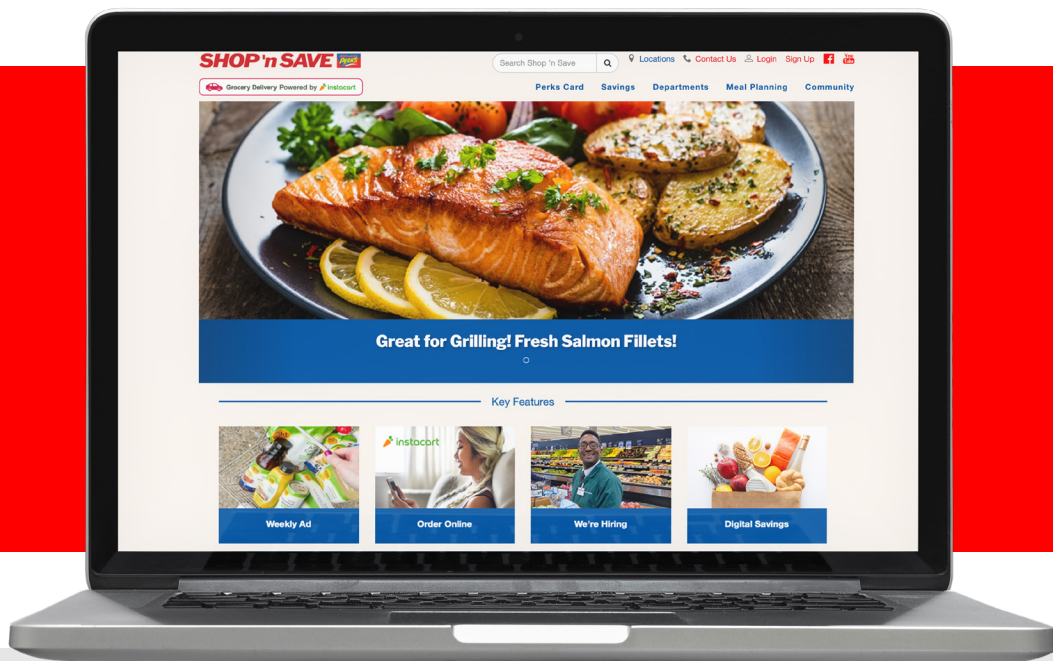
SHOP 'n SAVE



BREAKING DOWN SILOS

The partnership with Webstop began to pay off immediately. By integrating its existing marketing channels, SHOP 'n SAVE extended its reach to customers in innovative new ways, reducing friction and allowing for a more seamless and cohesive user experience. Webstop facilitated the customer journey through a revamped mobile app and provided monthly reporting with actionable data about digital circular viewing behavior, shopping list engagement and specific device usage. **The ROI was so valuable that SHOP 'n SAVE increased its budget allocation for digital marketing from 15% to 35% of the annual budget.**

SHOP 'n SAVEs existing loyalty programs were deeply impacted by the support of Webstop, who helped navigate relationships with existing partners in order to reach strategic goals.



SHOP 'n SAVE

DIGITAL AD PAGES

Webstop helped further transition SHOP 'n SAVE's weekly sales flyer online, resulting in an expanded digital circular with up to four additional pages. The digital-only ad pages **now account for nearly 40% of all ad pages viewed weekly on the website.**

DIGITAL COUPONS

By working with SHOP 'n SAVE's existing loyalty provider to improve and promote the digital coupon program, Webstop has been able to optimize the existing feed from the coupon aggregator in order to provide a more user-friendly experience in accessing coupons.

These upgrades
resulted in
substantial growth for
SHOP 'n SAVE's
loyalty programs:

68%
increase
in Digital
Coupon Clips

274%
increase
in Digital Coupon
Redemptions

Webstop's impact was not confined to loyalty programs. SHOP 'n SAVE experienced a similar surge in customer engagement across a range of other digital channels. Benefitting from Webstop's expertise, SHOP 'n SAVE was able to optimize its website, improve its overall digital functionality, and enhance the user experience... ultimately leading to more customers on SHOP 'n SAVE digital channels for longer periods of time.

105%
increase
in Monthly
Website Visitors

120%
increase
in Monthly
Sessions

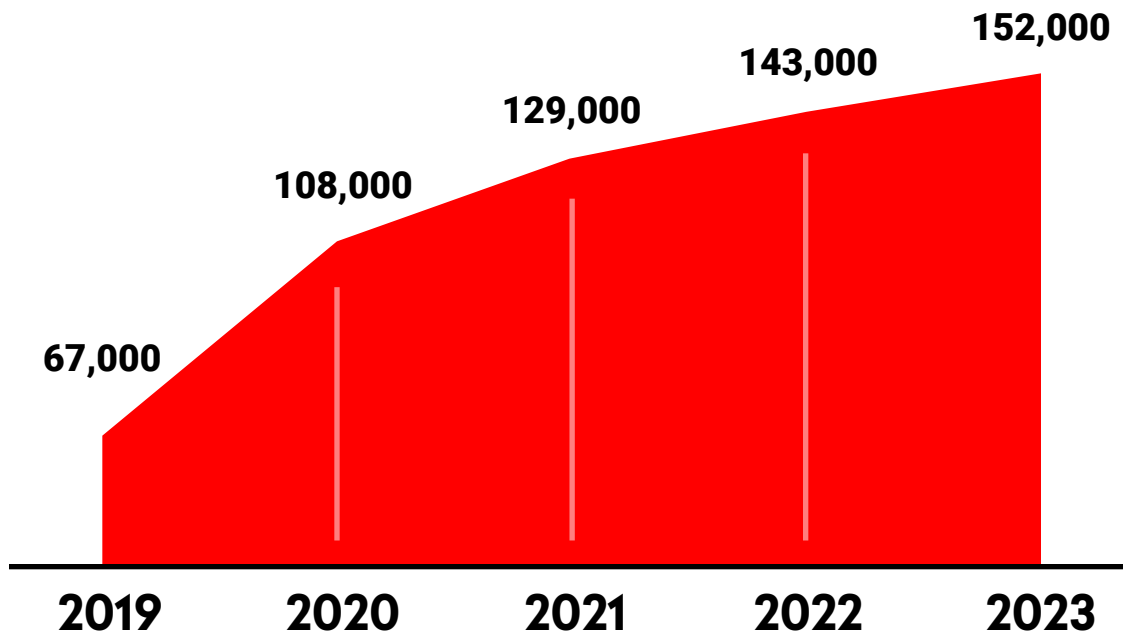
355%
increase
in Monthly
Page Views

25%
increase
in Time Spent
per Visit



SHOP 'n SAVE

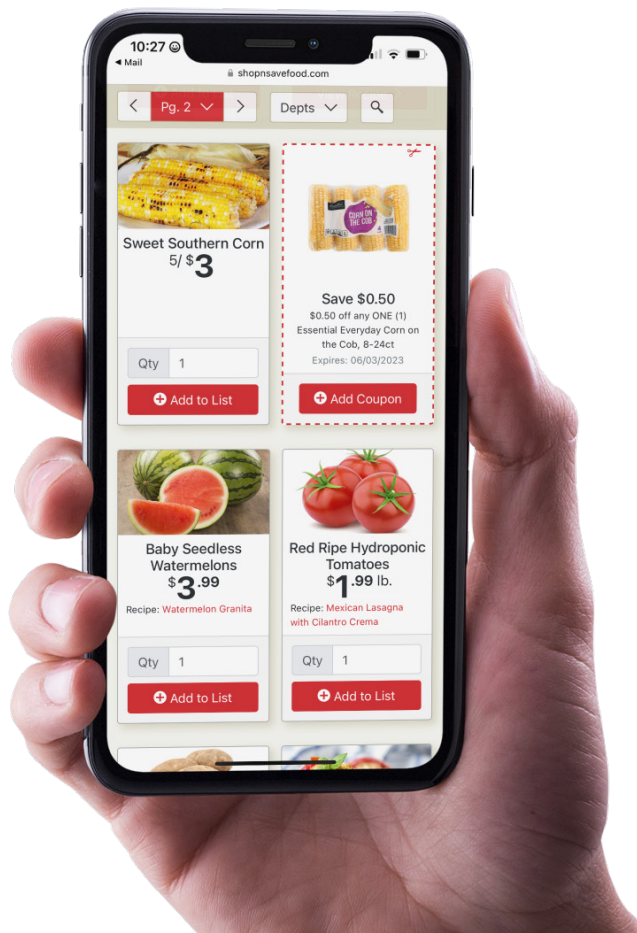
AVERAGE **ACTIVE** EMAIL ADDRESSES



In addition to boosting website traffic, Webstop provided SHOP 'n SAVE with the tools to develop marketing emails that engage customers and keep them informed about the latest deals, promotions, and events. With these campaigns, **SHOP n' SAVES email database doubled in size**, allowing them to expand their reach and better connect with their customers.

ARE YOUR DIGITAL FEATURES SATISFYING YOUR CUSTOMERS?

SHOP 'n SAVE's collaboration with Webstop has helped them integrate their existing digital channels into a cohesive platform that engages the modern consumer more effectively. And they have undoubtedly seen success along the way. But the true importance of the partnership goes beyond just achieving short-term goals. Both sides know that in today's constantly evolving retail landscape, what works today might not work tomorrow.



SHOP 'n SAVE

“One of our primary goals in understanding consumer behavior is to close the loop on the customer’s journey. Webstop has been able to provide analytics that also ties in with our partner’s reporting, which has allowed us to close the loop. But Webstop also recognizes that this is a work in progress and continues to support SHOP ‘n SAVE and our partners in building out these systems for the future”

Bill Lipsky

Vice President of SHOP ‘n SAVE Merchandising at UNFI.



SHOP 'n SAVE

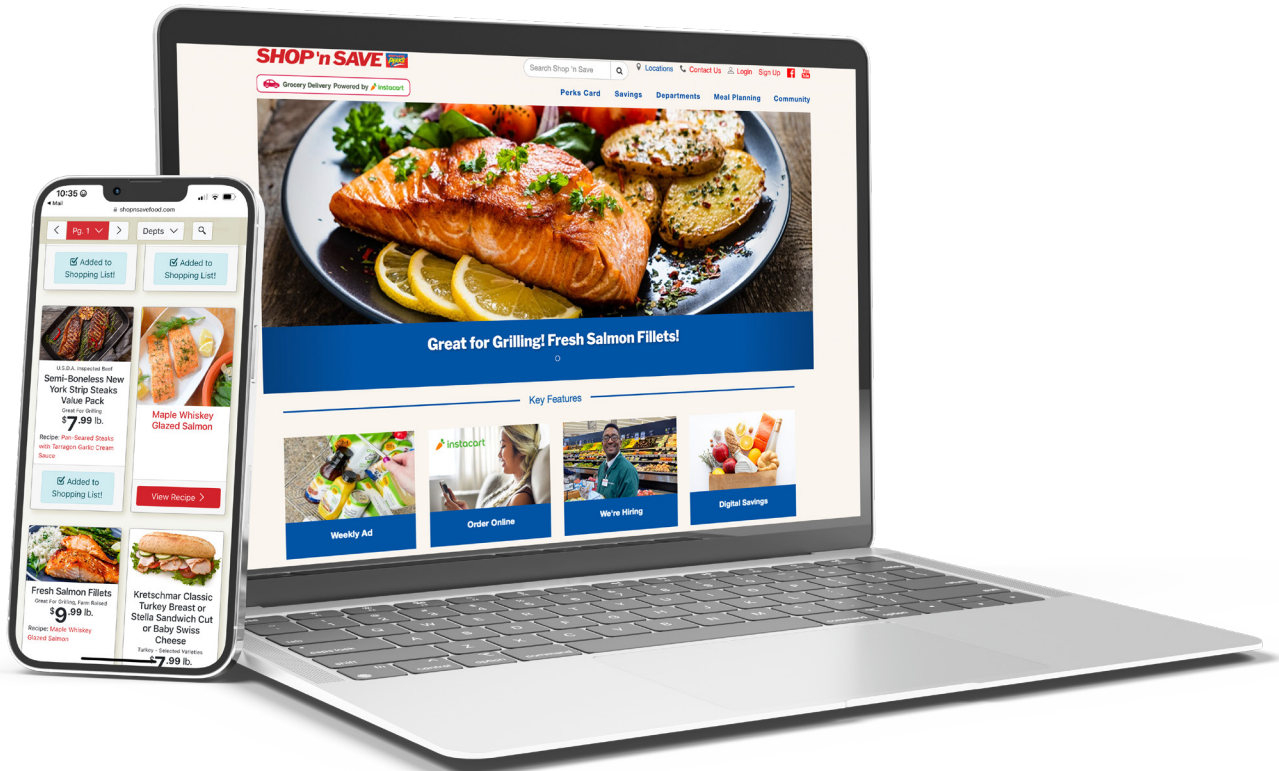


SUCCEED LIKE SHOP 'n SAVE

The grocery industry is a rapidly evolving space, and the possibilities for digital outreach are constantly expanding. Attentive retailers know they need to be proactive with their marketing efforts, but with every subsequent feature comes increased responsibility. Whether it's adding digital circulars, loyalty features, or digital coupons, each new component comes with its own third-party vendor to manage. Customers gain access to the digital features they want but lack a cohesive user experience from channel to channel...



SHOP 'n SAVE



This is exactly where SHOP 'n SAVE found itself in 2019. The retailer had made significant strides in its marketing efforts with a focus on incorporating digital offerings but lacked integration from one feature to the next. By partnering with Webstop, they were able to gain a fully-integrated, personalized digital platform specifically designed to help them better serve their customers and achieve their long-term goals.



To learn more about what Webstop can do for you, contact us at sales@webstop.com

