



FOOD RETAILER RINGS UP HIGHER MARGINS & INCREASES STORE TRAFFIC WITH PERSONALIZED PROMOTIONS

The Dilemma

To improve the impact of promotional campaigns while protecting margin.

One of the largest food retailers in Canada was experiencing weak response rates from its direct marketing efforts. Consequently, the retailer was looking for a more effective and efficient approach for developing promotions that improved shopper loyalty, increased store traffic and improved margins.

Prognos, an Antuit company, worked with the retailer's leadership team to develop and implement a personalization solution that aligned promotional offers with specific shopper segments. The solution integrated behavioral analytics and other purchasing variables into the retailer's promotional strategies.

Personalization Solution Key Features

TARGETING STRATEGIES	SUPPORTS CONTINUITY PROGRAMS	THEMES AND PERSONALIZED CONTENT
OPTIMIZED COUPON ALLOCATIONS	COUPON RESTRICTIONS	PROCESS AUTOMATION
FOUNDATIONAL ANALYTICS	PREDICTIVE RESPONSE MODEL	PERSONALIZED OFFERS

Intuitive user interface easily accommodates changes to budget parameters, transactional data updates, new shopper targeting as well as revised business priorities and constraints.

Program Highlights

Challenge

A prominent grocery chain had recently increased its direct marketing programs in order to increase traffic and improve shopper loyalty. However, response rates were significantly less than expected.

Solution

Used retailer's loyalty and transactional data to:

- Calculate customer relevancy scores for each promotional offer
- Create one-to-one, personalized offers
- Optimize the portfolio of offers while adhering to budgetary constraints

Outcome

Personalized offers and Prognos' targeting engine improved redemption rates by as much as 400%. As a result, the retailer generated \$20 million (USD) in incremental revenue.

Providing customer-relevant offers

Prognos' personalization solution scored promotional offers based on targeted shopper segments and offer relevancy. Offers were also filtered to prevent cannibalization of private label products and to avoid similar offers from competing manufacturers.

Personalized offers delivered digitally

Hi Len,

The parties are over and it's time to get back on track. [REDACTED] is here to help. Try Leek Cauliflower and Apple Soup as a better-for-you weeknight dinner.

[Load your offers now!](#)

Have a happy, healthy New Year!

On behalf of the team at [REDACTED] Clay and Helen Store Managers

Personalized offers delivered digitally via email and mobile app



Prognos' personalization algorithm considered budgetary parameters for each respective offer as well as communication vehicle constraints. Unallocated offers were backfilled using popularity scores and heuristics. This ensured that the retailer applied all available incentives across the portfolio of promoted products.

In addition to personalizing offers and optimizing the mix of promoted items, the personalization solution used digital distribution to ensure the right value-based message was delivered to the right shopper at the right time.

Offer personalization also featured support for transaction and loyalty-building campaigns. This enabled the retailer to align spending with specific basket types and time frames.

Response rates increase exponentially

Personalized offers and Prognos' targeting engine improved redemption rates by as much as 400%. As a result, the retailer generated \$20 million (USD) in incremental revenue.

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Prognos demonstrated true analytical thought leadership in solving a very challenging shopper targeting problem for us. We value their creativity and reliability greatly.

- Director of Loyalty Marketing

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About Antuit

Antuit is an execution-oriented Big Data solutions firm that enables enterprise clients to unlock business value from “big and little data” through a spectrum of data management, visualization, predictive and optimization solutions. Antuit aligns its solutions to each customer's business needs, budget constraints and data context, and offers an Analytics-as-a-Service model which integrates people, products and methodologies seamlessly. Founded in 2013, Antuit is a global company with offices in New York, Chicago, Dallas, San Jose, Seattle, Singapore, Hong Kong, Tokyo, Auckland, Bangalore and Pune. The company is led by a senior team of former management consultants, industry specialists and analytics veterans.

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