

measuring mobile ROI

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Objective:

Launch suite of mobile apps that deliver the same customer intimacy that made Longo's successful

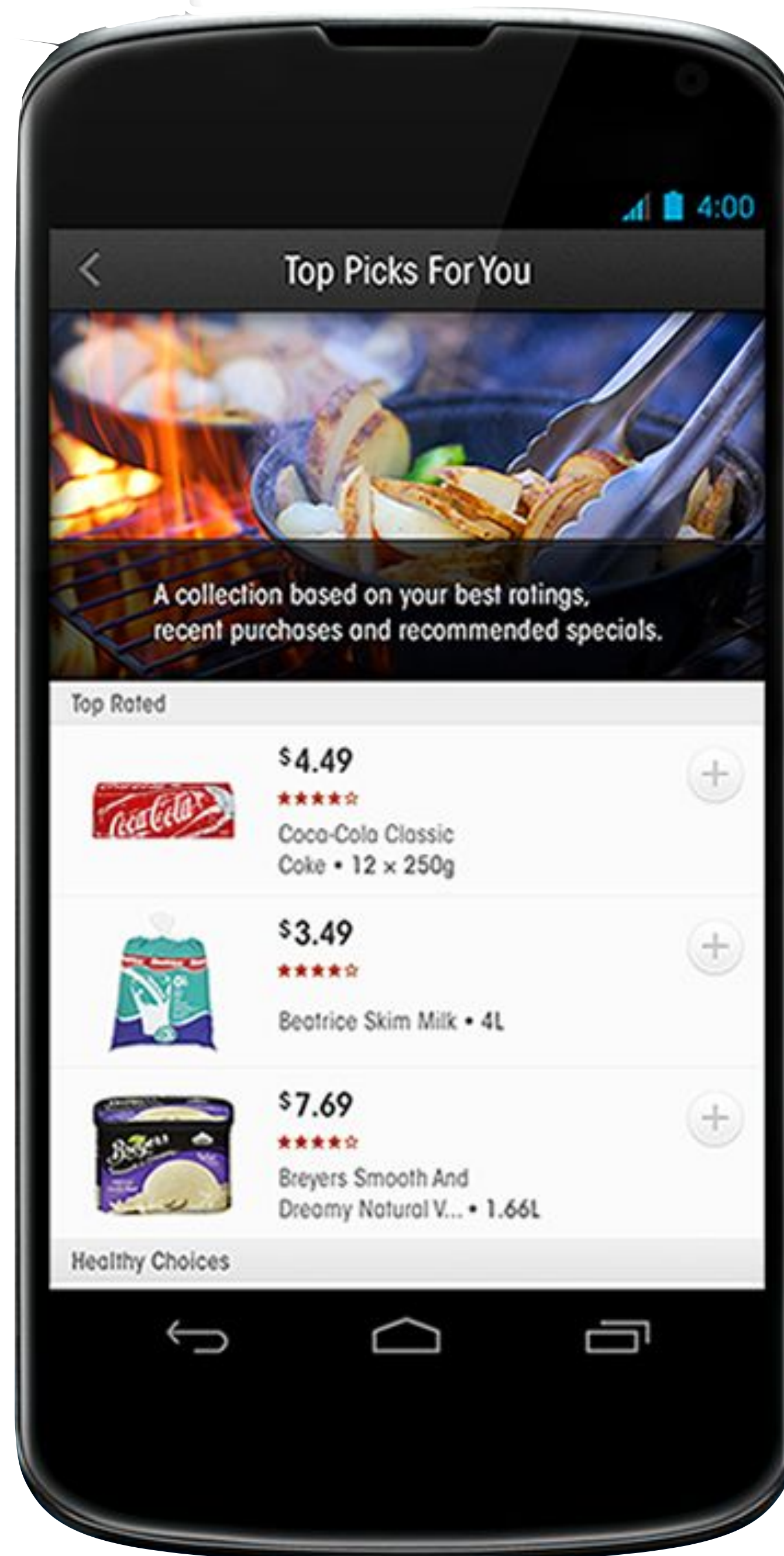
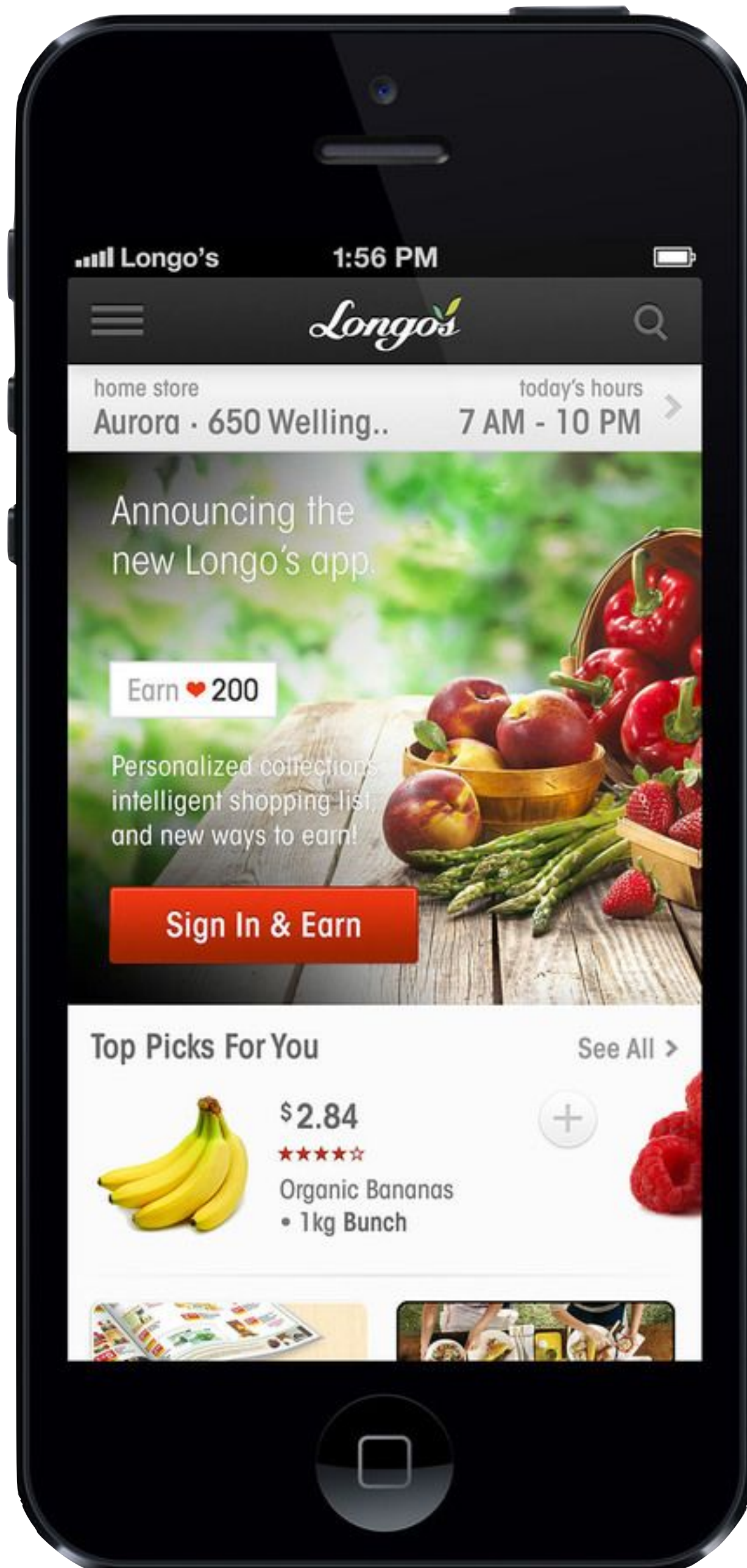
Part 1: How to achieve ROI

- 1 Competitive Differentiation
- 2 Engage Current Loyalty Members
- 3 Drive New Member Acquisition
- 4 Gather New Forms of Customer Data
- 5 Leverage Data to Cut Other Costs
- 6 Drive Increased Loyalty & Spend

Part 2: How to track ROI

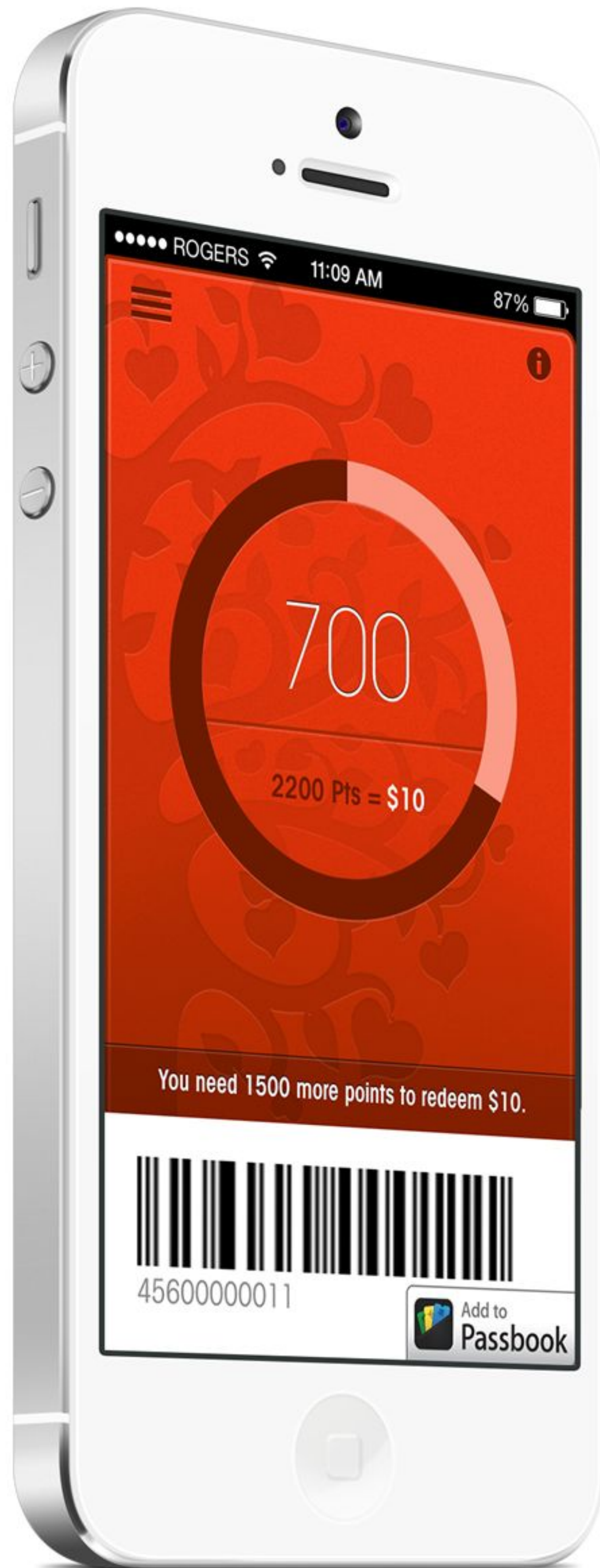
- 1 Connect mobile to loyalty program
 - Allow users to “log in” with loyalty card
 - Enable incentives for mobile actions
- 2 Connect mobile to products & promotions
- 3 Connect mobile sessions to purchase event
- 4 Measure behaviour changes, digital influence on basket
- 5 Compare against non-digital users

Don't just launch an app. Implement a platform.



Highlights

- Launched July 23, 2013
- iPhone & Android
- Integrated w/ Longo's systems in 3 months
- Connected to Longo's Thank You Rewards Program
- Each shopper's content personalized by Unata's platform based on their purchase history
- All users behaviours tracked by Unata's platform

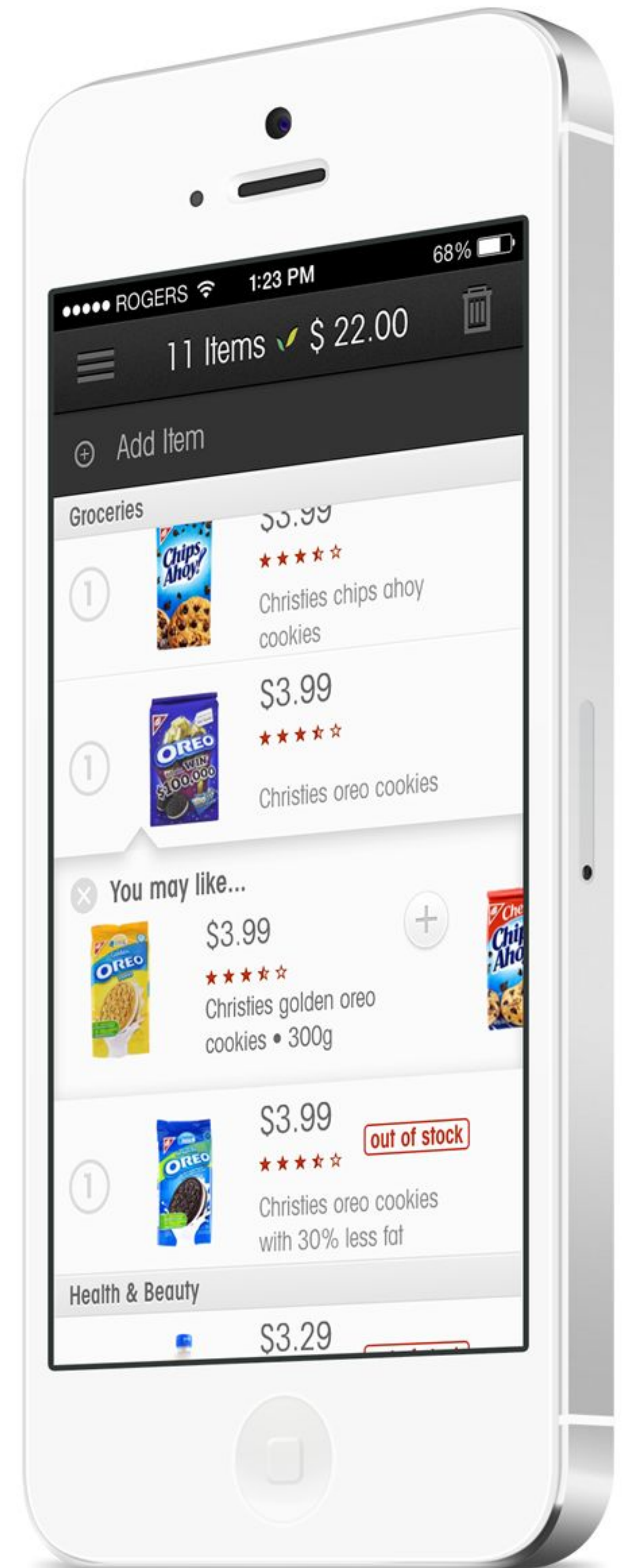


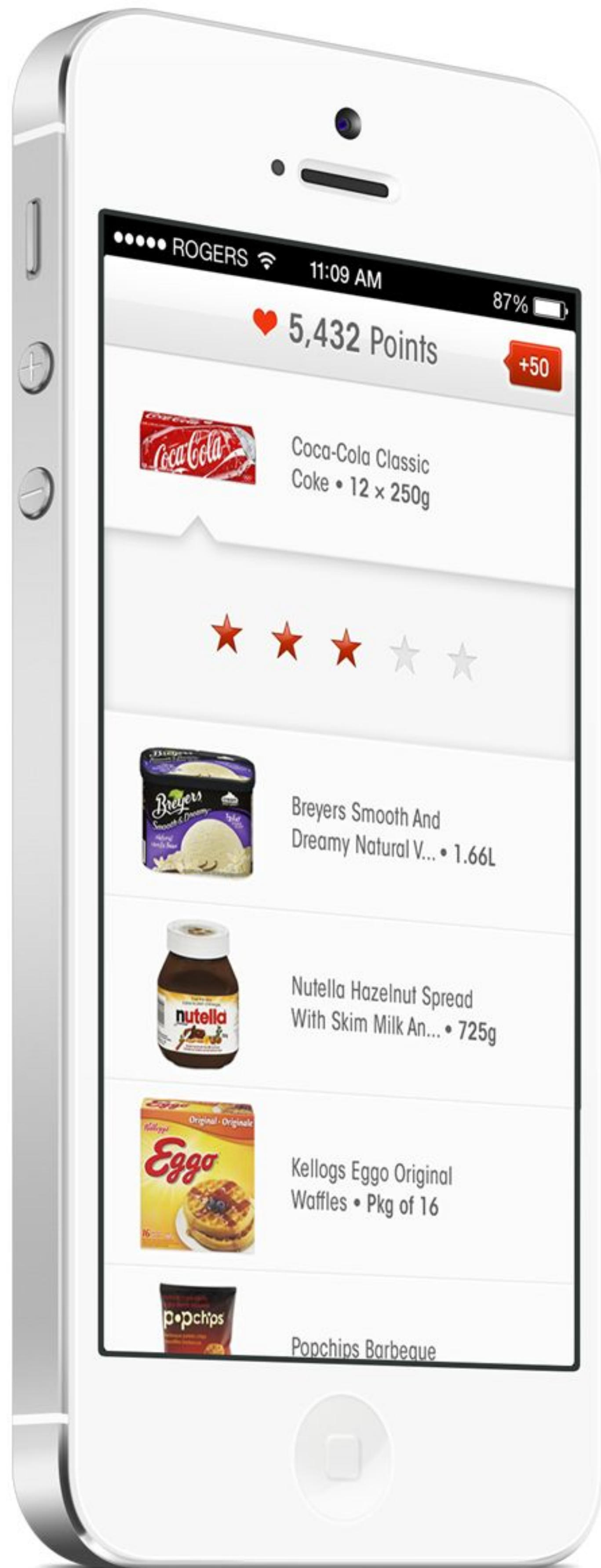
Loyalty

- Scan card off phone
- Points balance
- Points needed to earn next reward

List

- Create list from full inventory & prices
- Sort by department
- Personalized recommendations



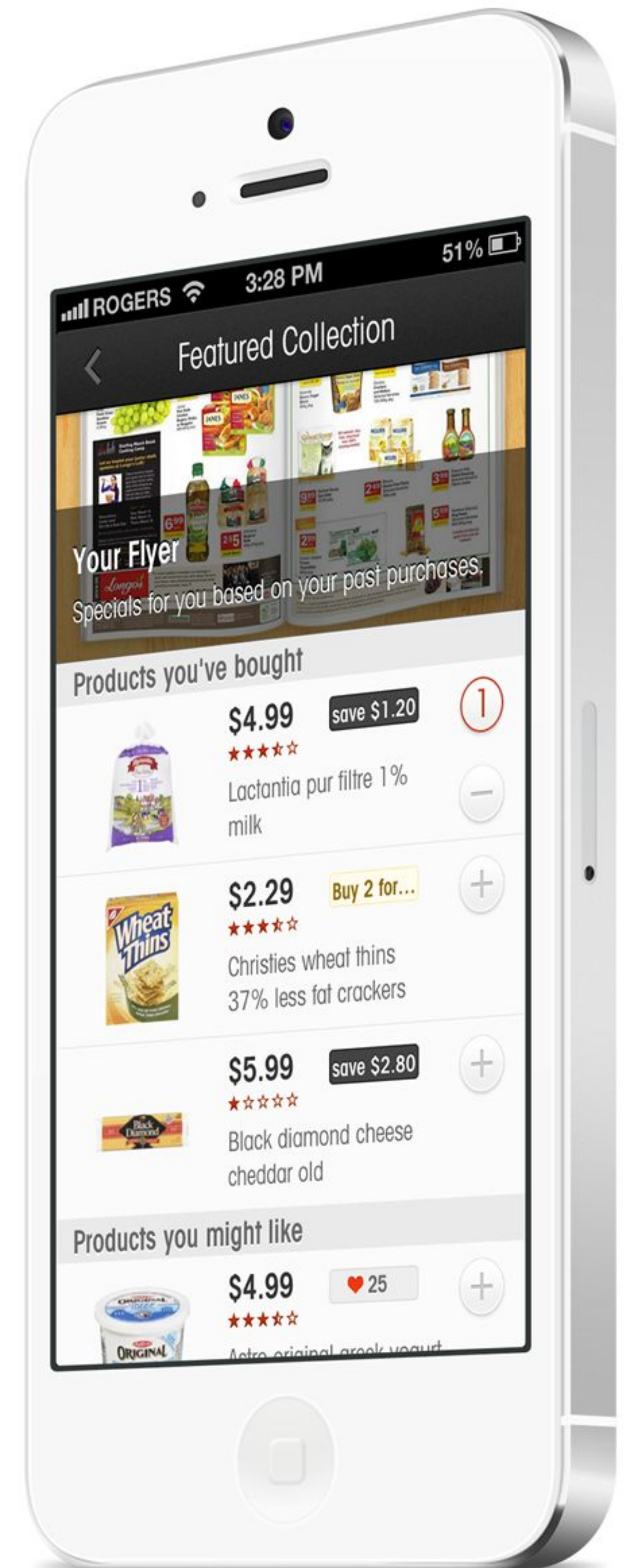


Incentives

- Earn points for downloading app, rating purchases

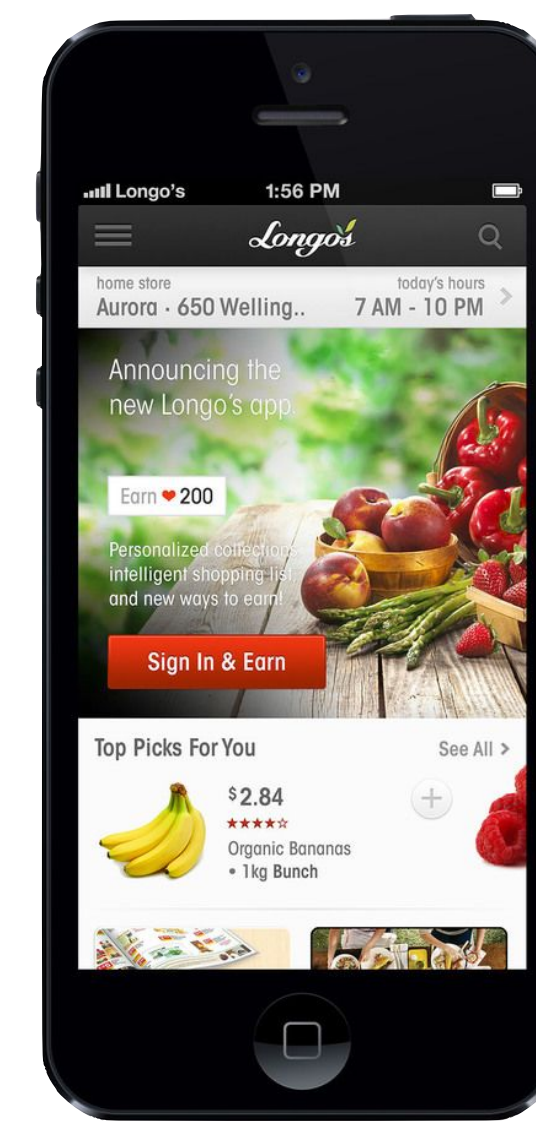
Personal Flyer

- Products on sale that the shopper has previously purchased
- Relevant specials based on their purchase history



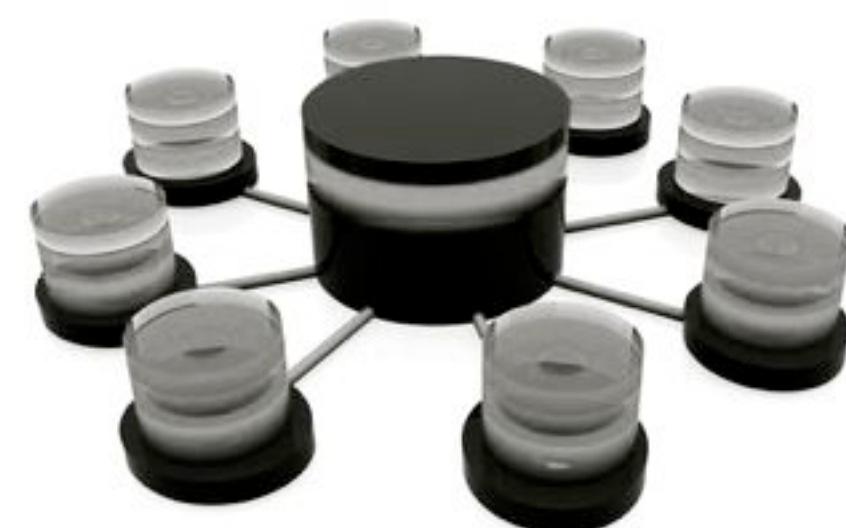
Continuously improving experience

Access
personalized
content via app



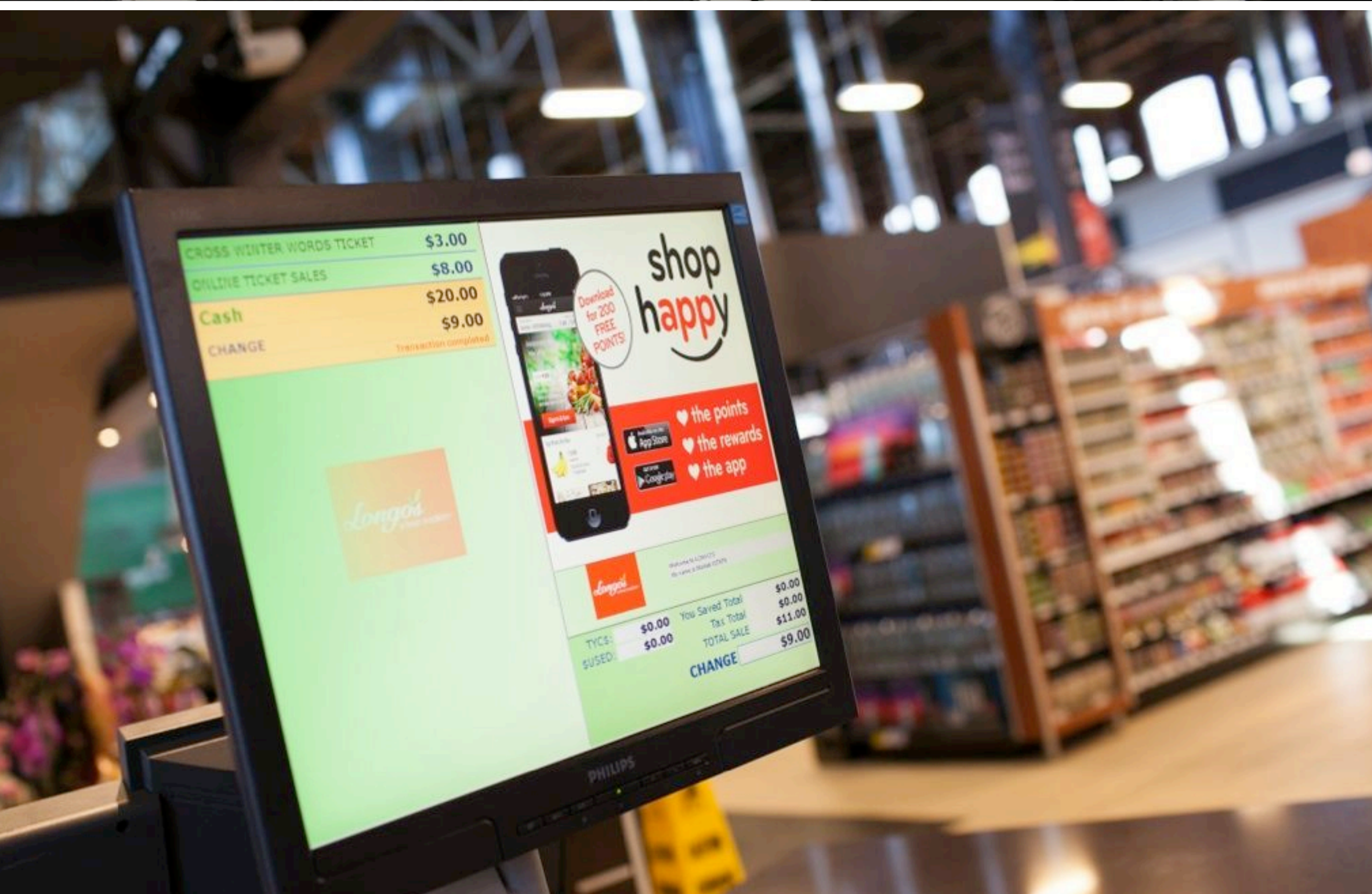
Personalized content
automatically refreshed

Make purchase
with loyalty card



Purchase data linked to mobile
data, compared to other shoppers

In-store marketing across all locations





[view in browser](#)

Announcing the new Longo's app

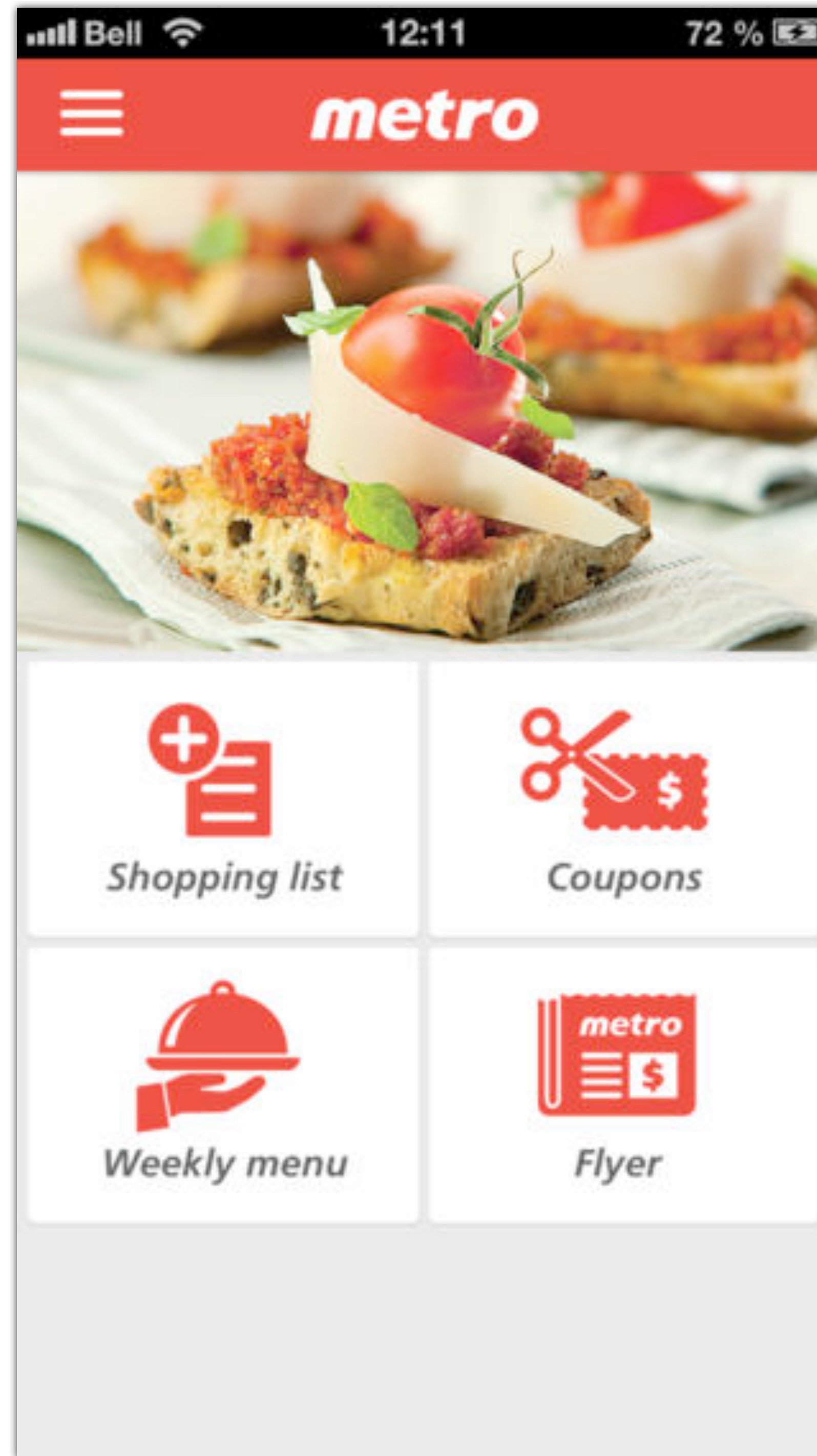


Email campaign to
existing loyalty
members

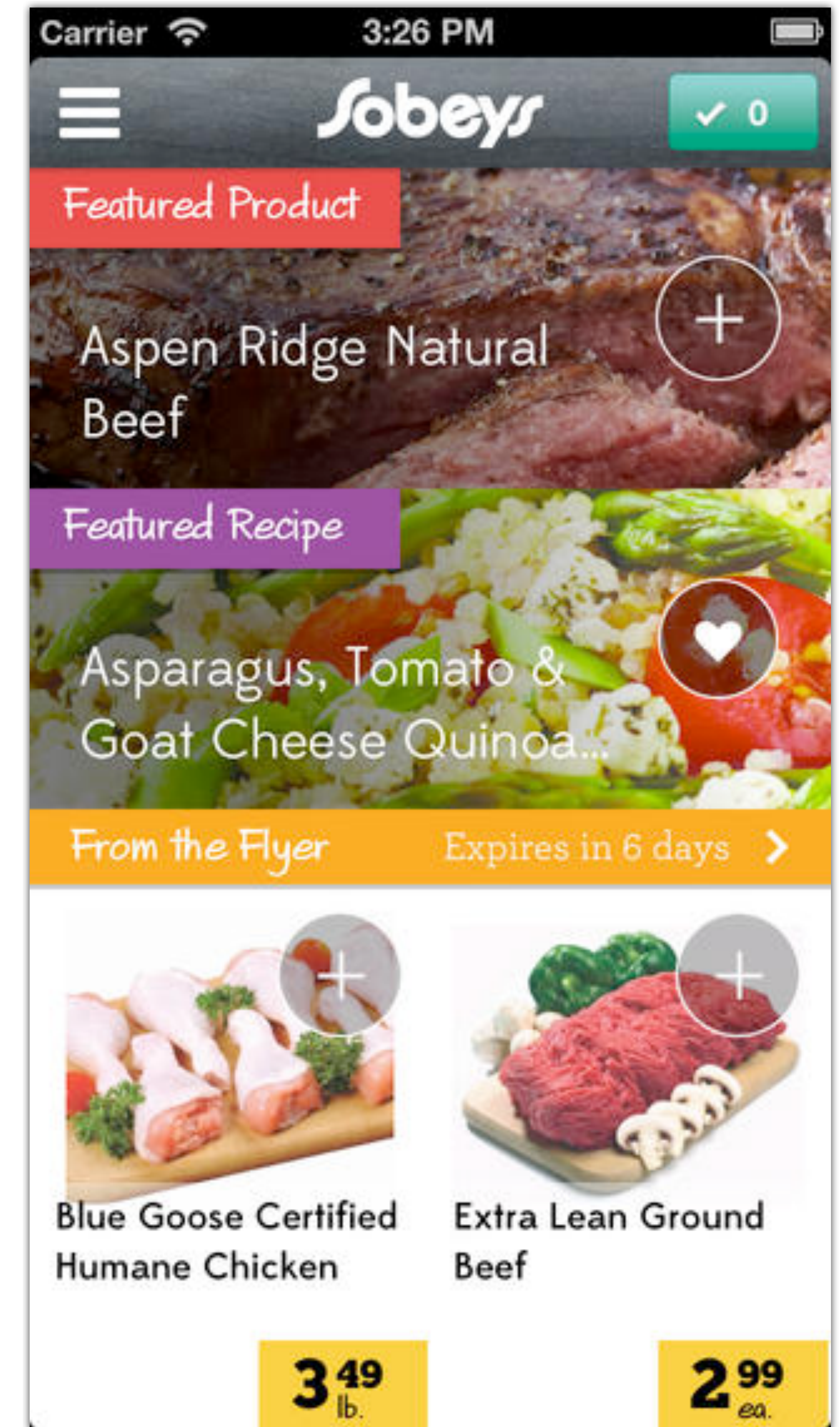
ROI 1. Competitive Differentiation



May 6th 2013



September 8th 2013



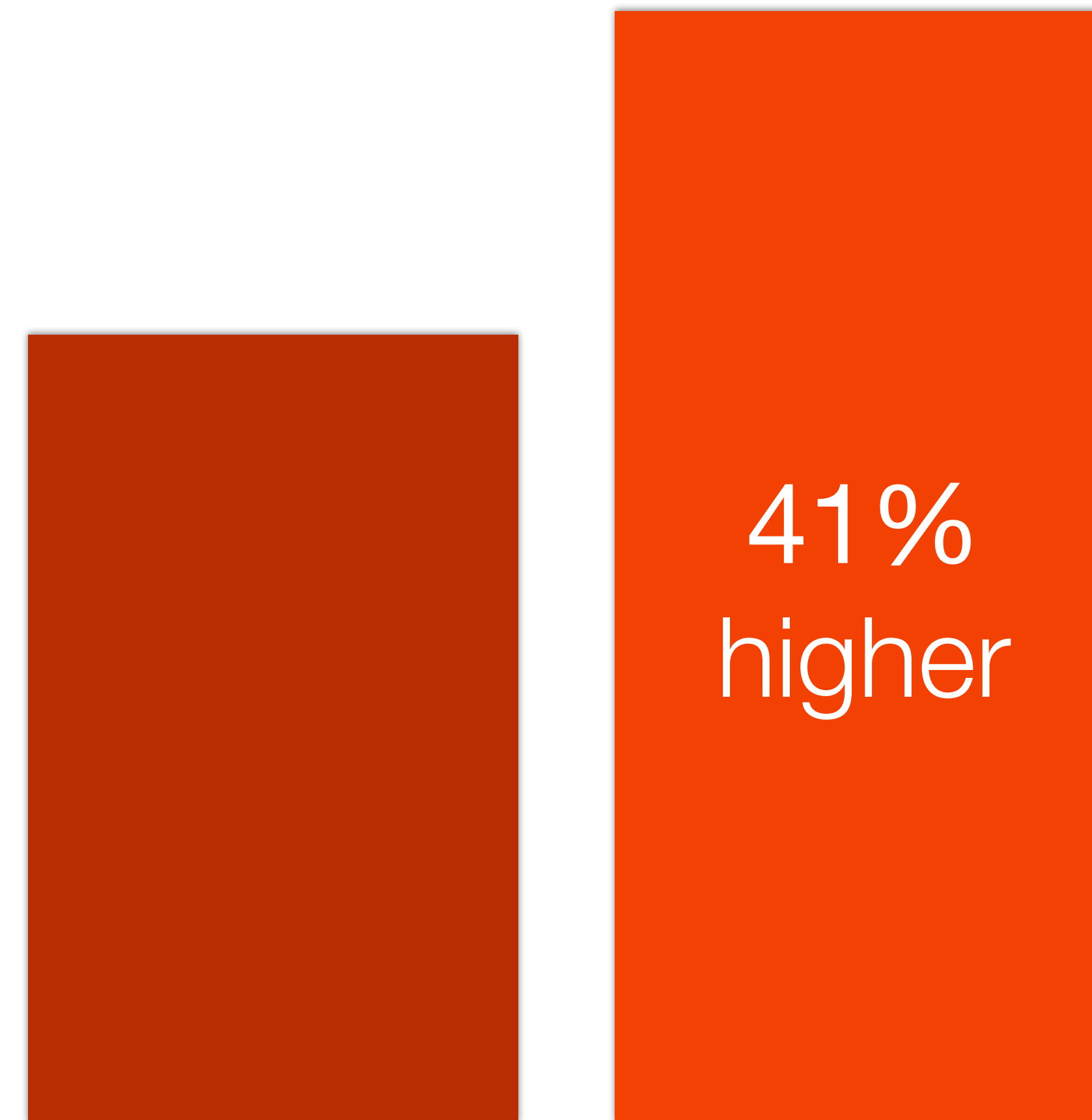
November 18th 2013

ROI 2. Engage current members

Monthly Spend

5% of loyalty members logged in:

3X more in downloads

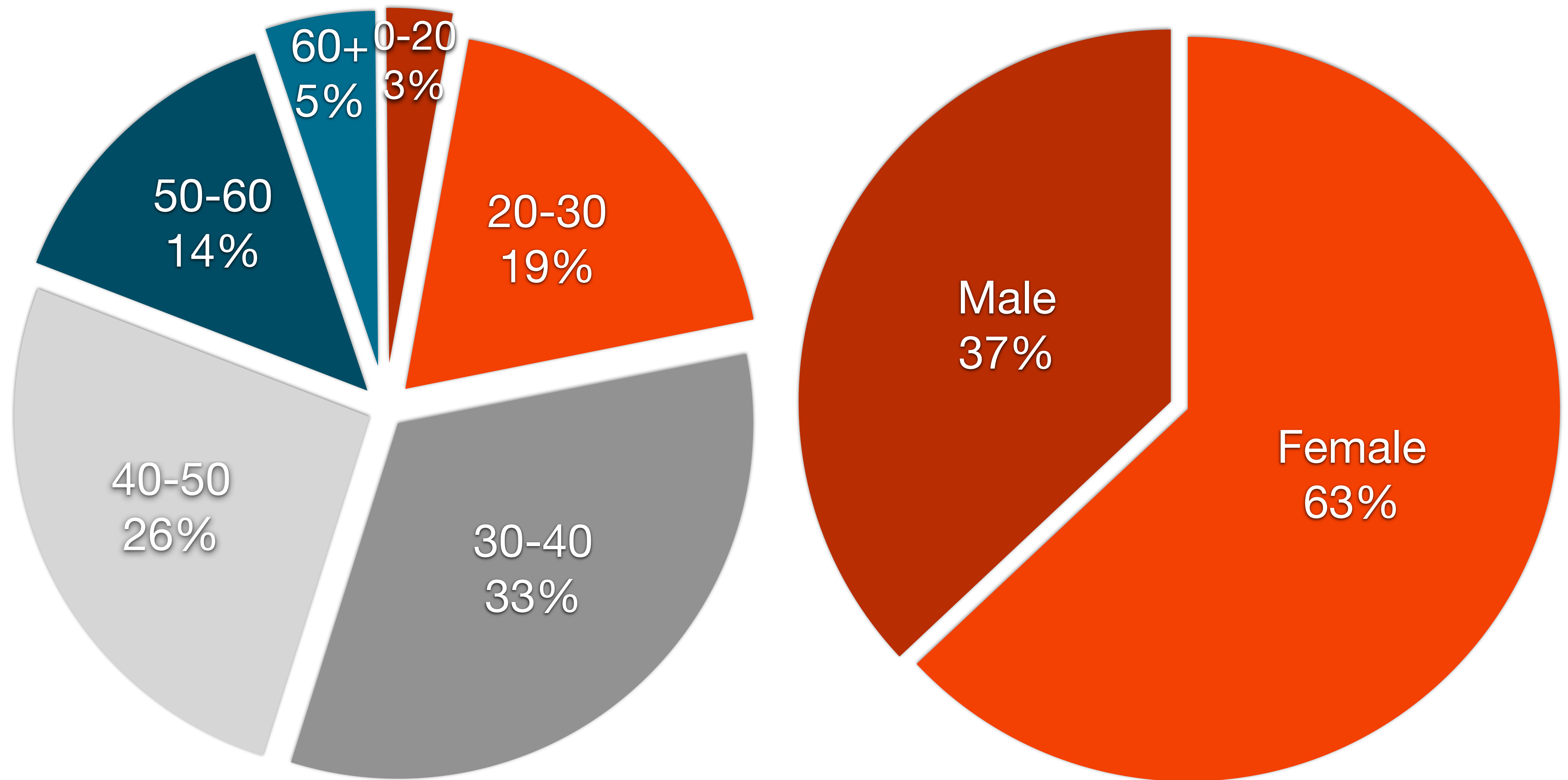


- Average Loyalty Member
- Mobile Loyalty Member

+6% higher retention

ROI 2. Engage current members

Mobile Gender & Age Distribution consistent with loyalty program



ROI 3. New member acquisition

$\frac{1}{3}$ of mobile logins are
new members to
the loyalty program

=

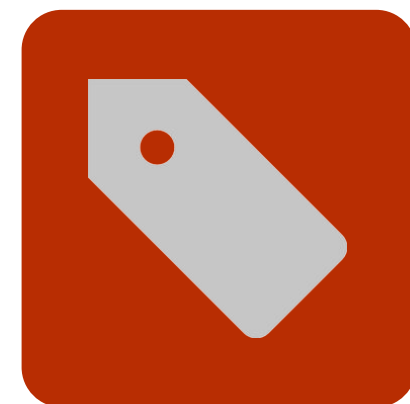
over 0.5% of total loyalty spend

ROI 4. New Customer Data

what customers do



54% creating
SKU-based lists

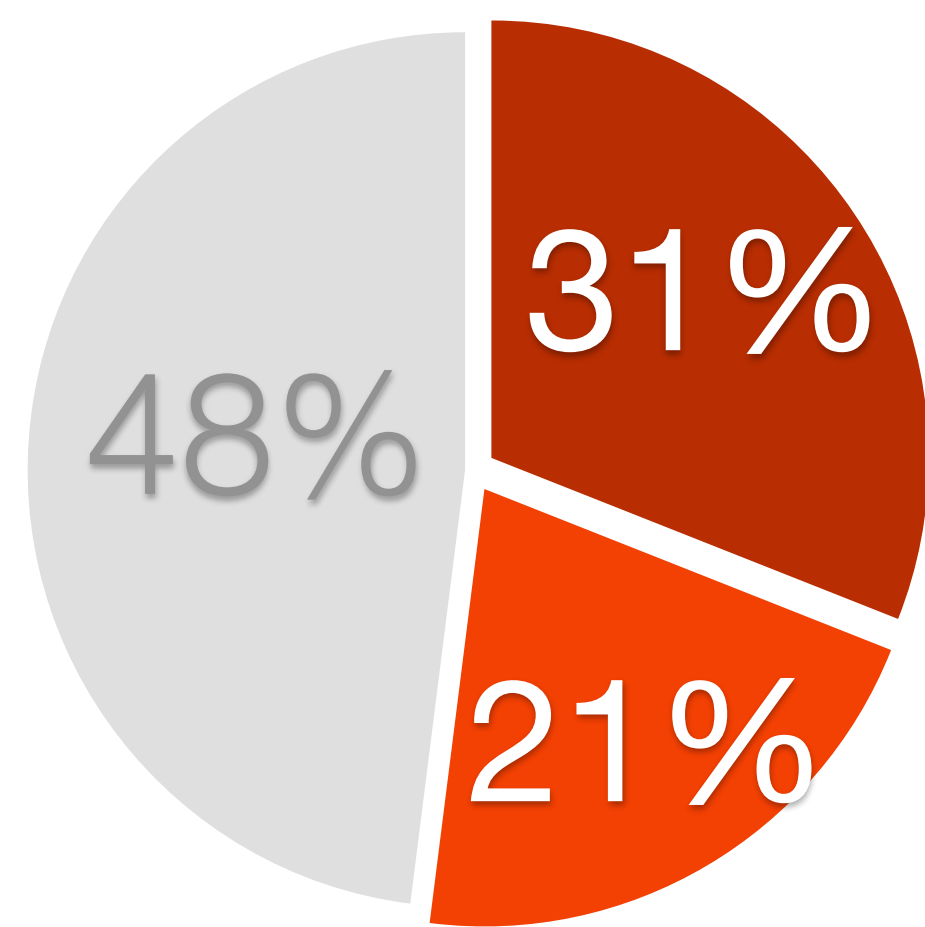


32% viewing
personal flyer



39% rating
products

when & where mobile sessions happen



- Within 1hr of purchase
- 1-24hrs before purchase
- > 1 day before purchase

*Avg of 2 mobile sessions before
each purchase*

impact on purchase

- 41% of items added to the list are purchased; other 59% stored
- tracking conversion of each section & feature

ROI 4. New Customer Data

Add to List conversion to purchase by section

60%

previous purchases

51%

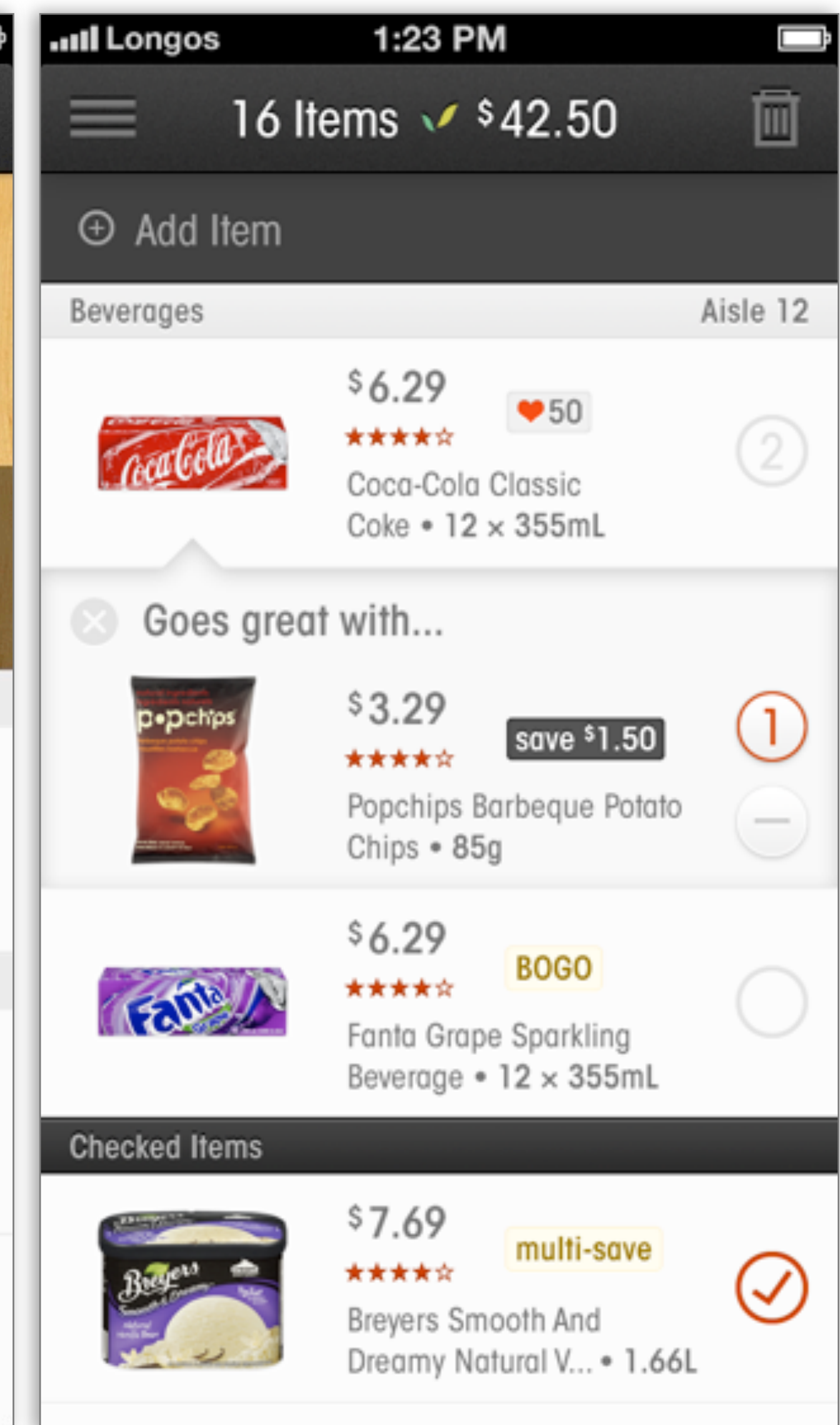
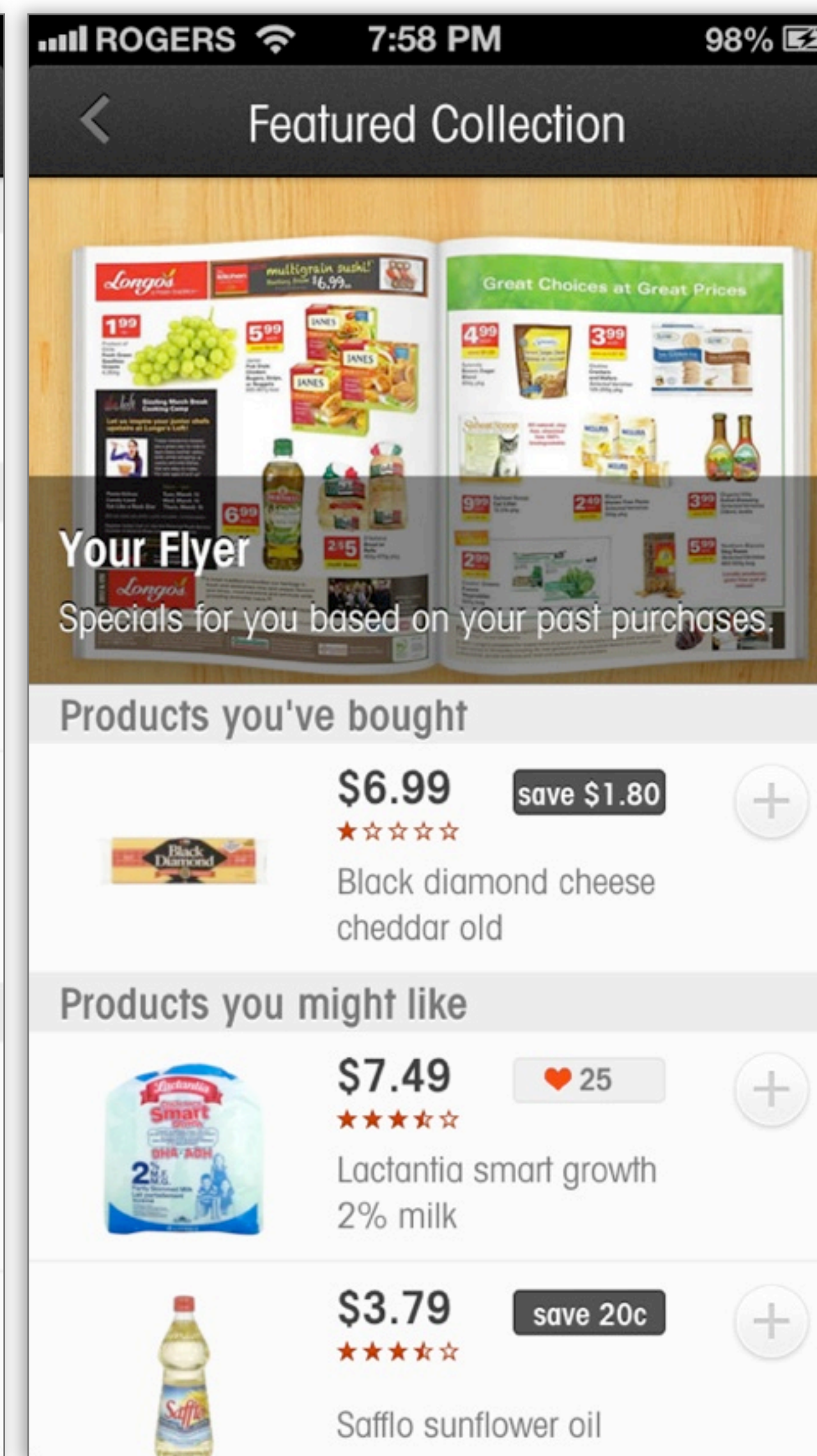
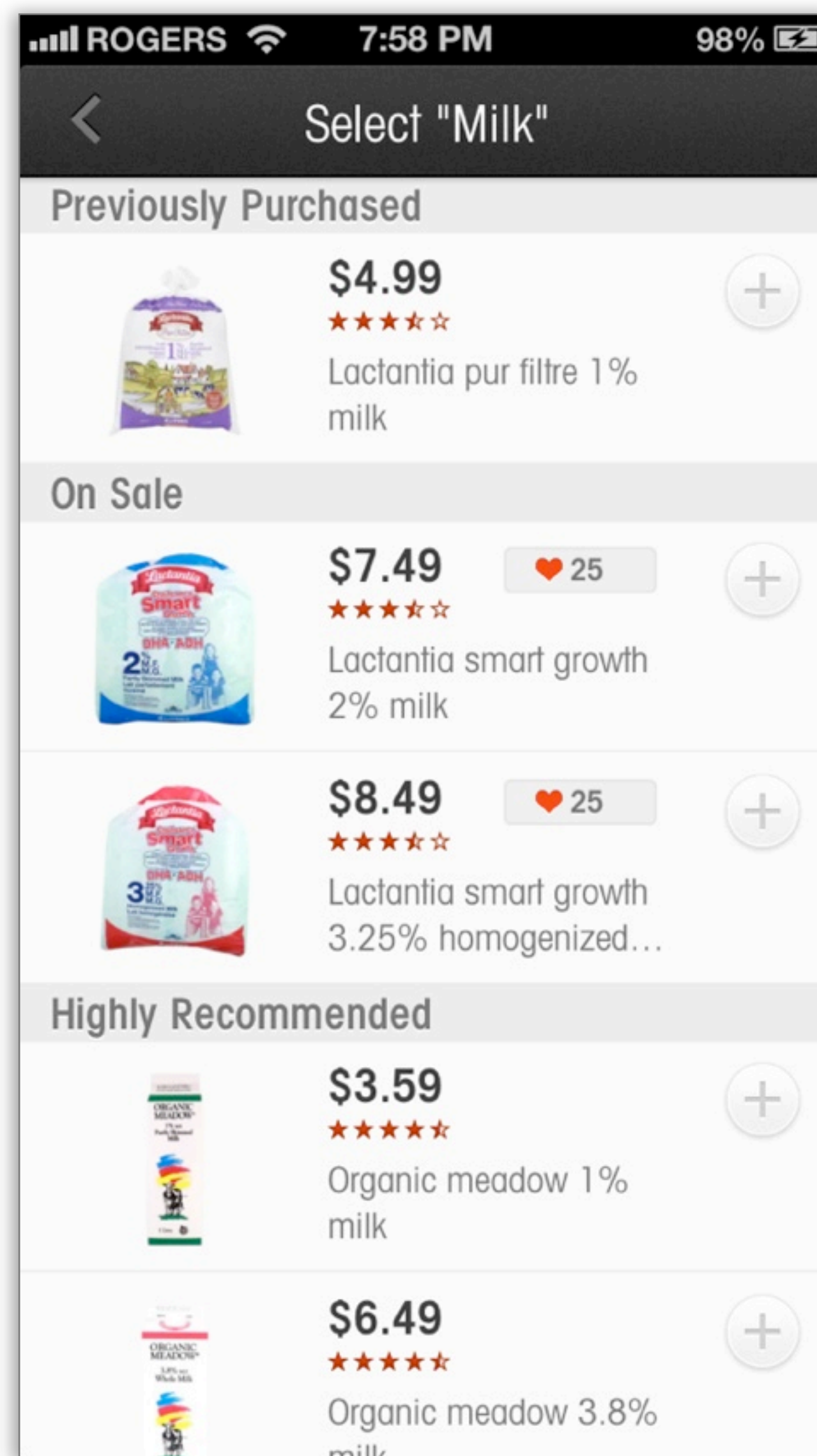
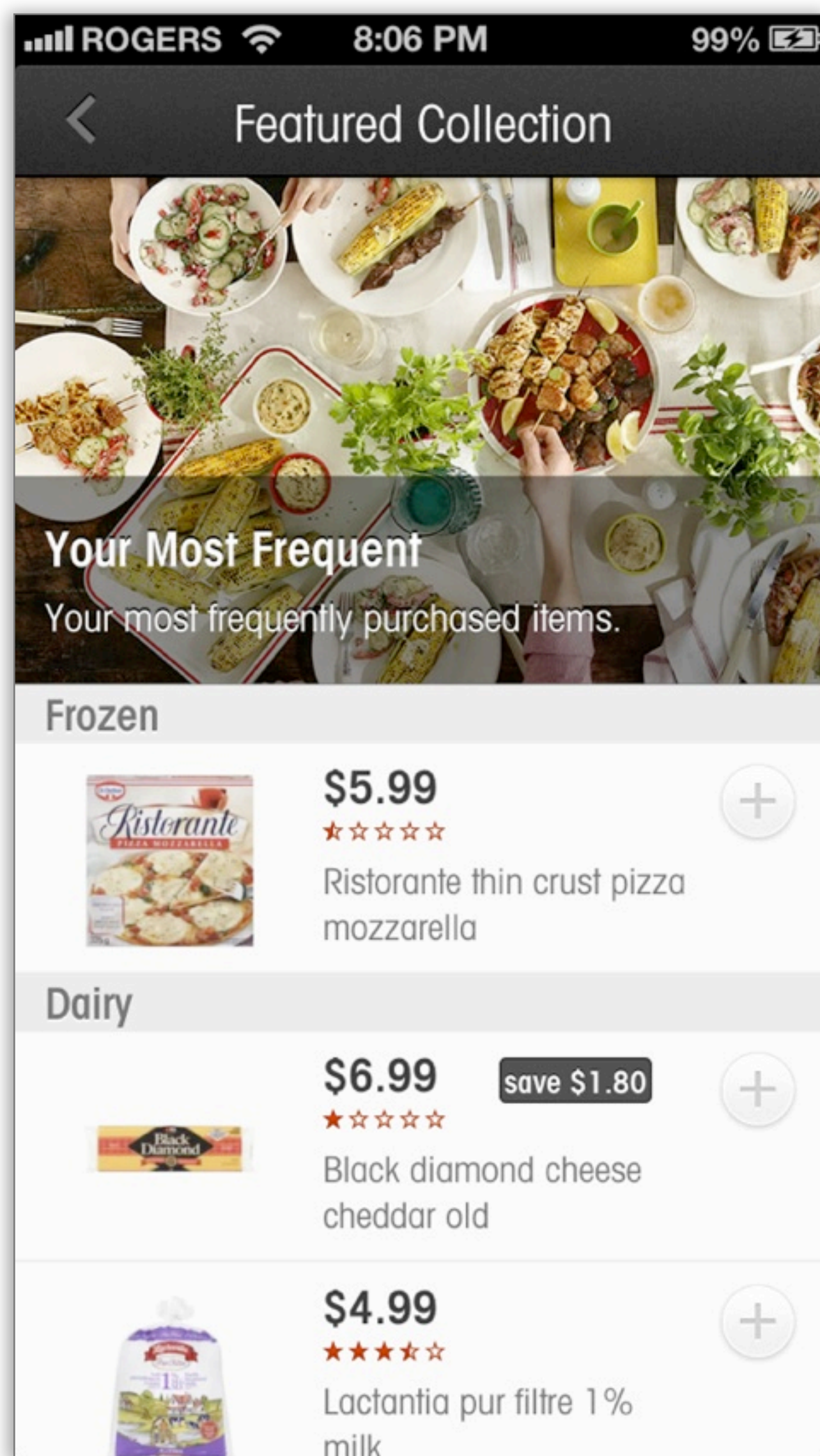
in-list recommendations

31%

personal flyer

30%

incremental up-sell



ROI 5. Leverage data to cut other costs

- Adjust flyer production at select locations after hitting mobile targets
- Decrease production of plastic loyalty cards & supporting mailing



Longo's a fresh tradition™

Family VALUES
EXTRA SAVINGS ON TRUSTED QUALITY

START SAVING TODAY Friday January 4th - Thursday January 10th

BUY ONE GET ONE FREE
\$11.99/lb
Cut From USDA Select Grade Beef Striploin Steaks 26.43/kg
*Free package must be equal or lesser value

BUY ONE GET ONE FREE
\$3.99
Bolthouse Farms Fresh Juices 946mL bottle selected varieties

save over \$220 on items in this flyer!

BUY ONE GET ONE FREE
\$5.99/lb
Fresh Ontario Pork Back Ribs 13.21/kg
*Free package must be equal or lesser value

BUY ONE GET ONE FREE
\$9.99/lb
Fresh Tilapia Fillets 22.02/kg Value Pack
*Free package must be equal or lesser value

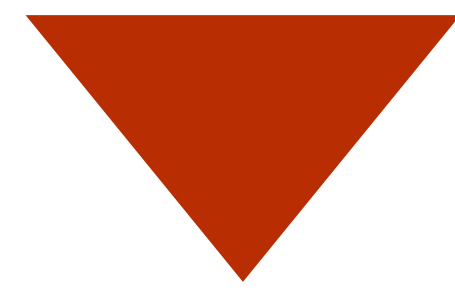
BUY ONE GET ONE FREE
\$9.99
Longo's Signature Fresh Meals Made Easy Stir Fry Kits 650g - 950g container selected varieties

BOGO BUY ONE GET ONE FREE Buy Two Get Two Free, Buy Three Get Three Free... The Savings Are Endless!



ROI 6. Drive Increased Loyalty & Spend

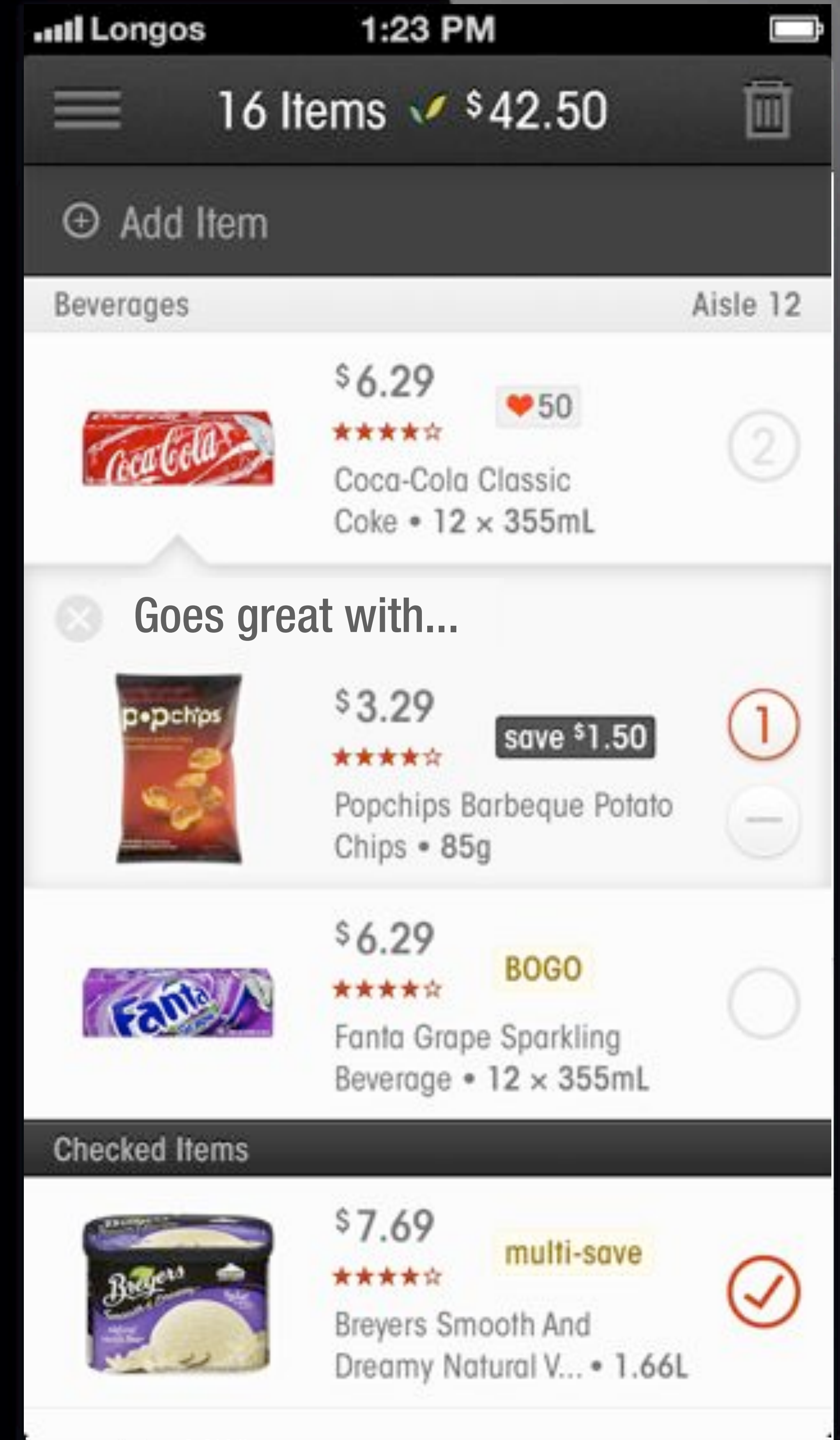
of products added to the list and purchased



10%

had never been purchased by the shopper

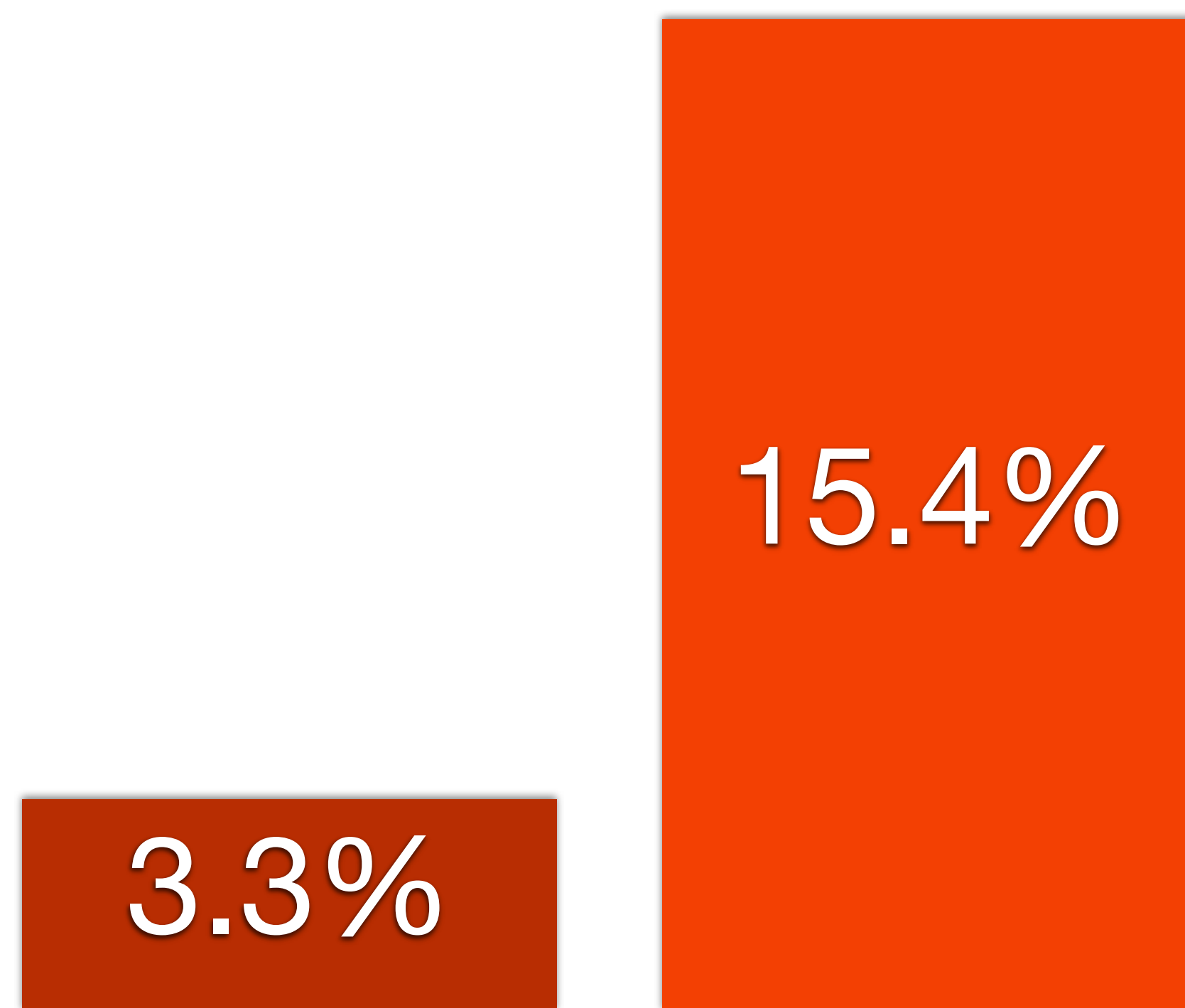
30% items added to list from "Goes Great With" result in a sale



ROI 6. Increase member loyalty & spend

YOY Lift in Spend

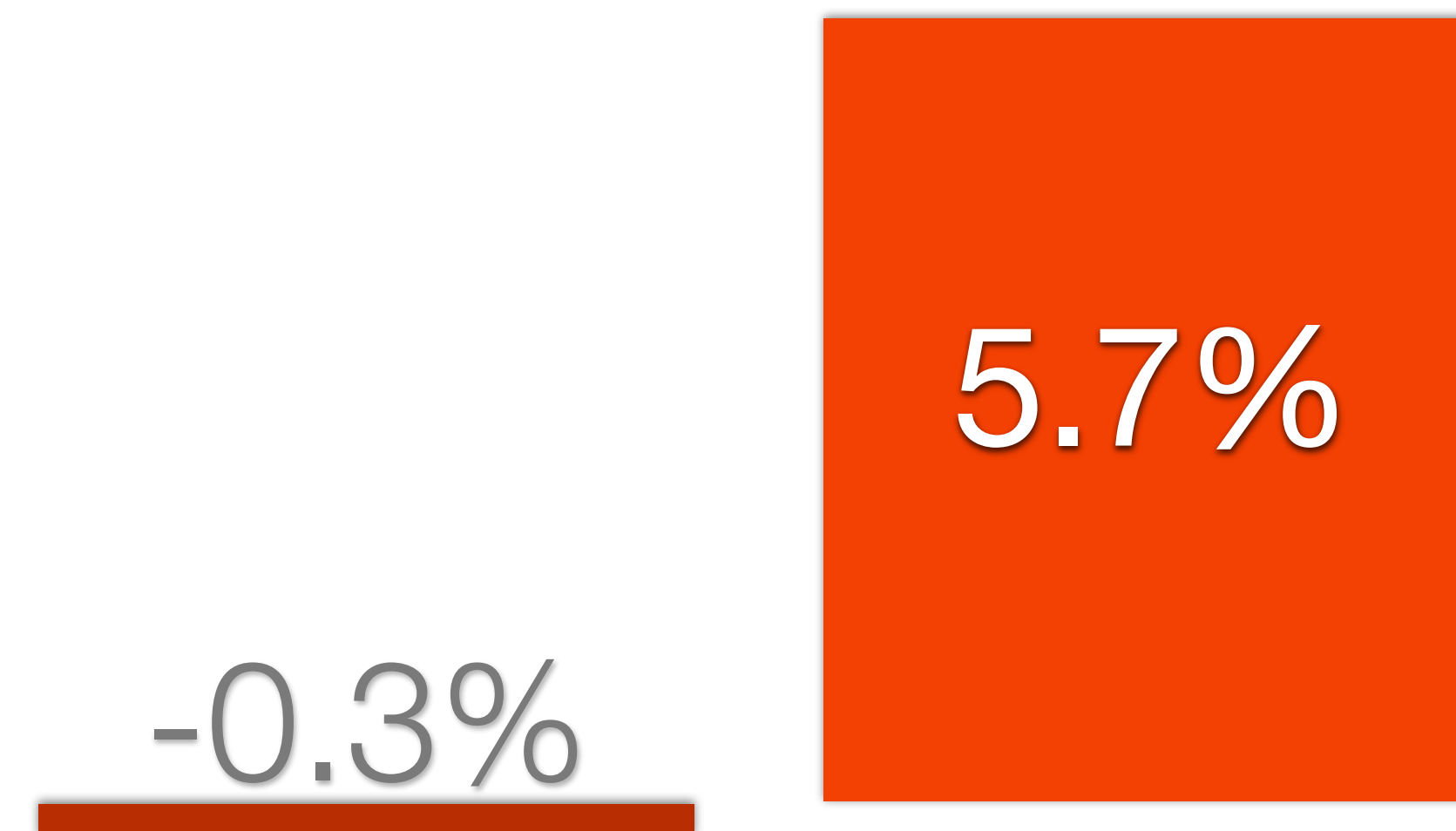
Jul 23 '13-Nov 23 '13 VS. Jul 23 '13 - Nov 23 '13



- Average Loyalty Member
- Mobile Loyalty Member

Lift vs. Prev 3 months

Jul 23 '13-Nov 23 '13 VS. Mar 23 '13-Jul 22 '13



- Average Loyalty Member
- Mobile Loyalty Member

Recap: Achieving ROI

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Don't just launch an app. Implement a platform.

Your Personal Flyer

All Specials



PRODUCT NAME

\$2.99



AAA HANGAR STEAK 10 OZ.

\$2.99

Add to List

View Details

★ ★ ★ ★ ★

PRODUCT NAME ~~\$3.99~~ \$2.99

Product description dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.



PRODUCT NAME

\$2.99



PRODUCT NAME

\$2.99



PRODUCT NAME

\$2.99



PRODUCT NAME

\$2.99



PRODUCT NAME

\$2.99



PRODUCT NAME

\$2.99



PRODUCT NAME

\$2.99

Your Shopping List

Total Estimated Savings & Points

\$12.43 443

ADD PRODUCT TO LIST

LONGOS FRESH ORGANIC MEATY THINGS

★★★★☆ Save 98c

\$2.99 ♥ 25

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★★★★☆ Save 98c

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What's next

Desktop App

- personalized flyer
- list creator
- sync with mobile

Email Integration

- personalized flyer
- responsive design

New Mobile App

- use data to build better experience

Thank You! Any Questions?



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