



Exploring the Future of Grocery Technology: Shopper Data & Loyalty

Unlocking Growth: How Shopper Data, Rewards, & SMS Drive Sales



Vori



October 2024



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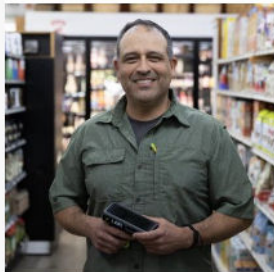
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Agenda

- The State of the Industry
- Programs across the industry
- Preparing Your Store
 - Structuring Rewards
 - Consumer Data Compliance
- Preparing Your Shoppers
 - How Ava's Market enrolled their first 1K signups
- Live Q&A

Today's Speakers



Juan Origel

Owner, Ava's
Downtown Market &...



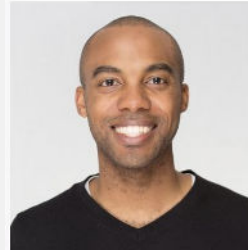
Sarah Rivers

Dir., Digital &
eCommerce...



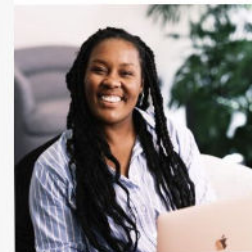
Jason Green

Product @ Vori



Clinton Blackburn

Software @ Vori



**Simone Hadley
Wilson**

Head of Marketing



State of the industry: Why loyalty right now?



Why loyalty right now?

Key takeaways about shoppers

- Adopting new behaviors to lessen the impact of inflation on their wallets
- Meticulously plan their shopping trips
- Are familiar and open to exchanging information cash-in on loyalty programs and deals

THE TIME IS NOW

Shopper Behavior Changes

80%

Have changed their
behavior to cope
with inflation.

77%

Buy private label to
save money.

63%

Make a shopping
list.

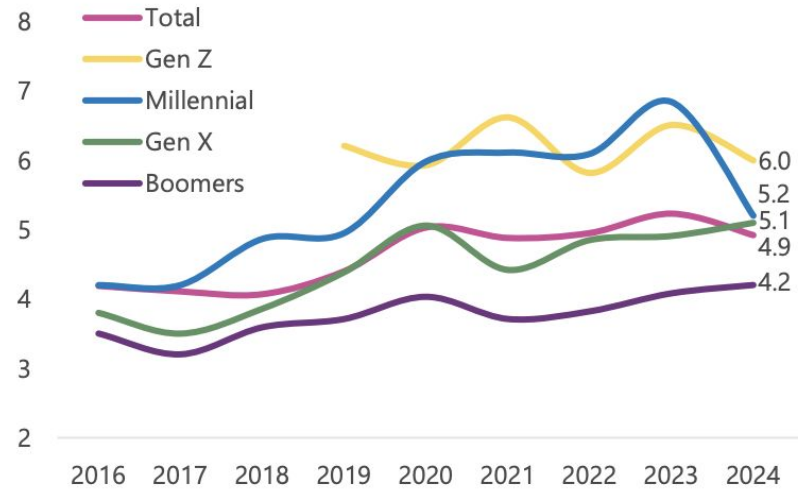
*75th Consumer Expenditures Study: Taking the Pulse of Shopper Attitudes
Progressive Grocer, 2024.*

THE TIME IS NOW

Behavior Changes



CHART 2.7: NUMBER OF BANNERS SHOPPED IN PAST 30 DAYS
Among all shoppers



[U.S. Grocery Shopper Trends 2024: Finding Value](#) (p. 19).
FMI & The Hartman Group, 2024

THE TIME IS NOW

Price Sensitivity & Planning

26%

of people live
paycheck to paycheck.

– Bank of America
Institute, 2024

77%

of shoppers look
for coupons before
shopping.

86%

of shoppers consult
2-5 coupons before
shopping.

[Shopper Evolution & Promotion Revolution: Insights for Grocery.](#)

Inmar Intelligence, White Paper, 2024

THE TIME IS NOW

Price Sensitivity & Planning



CHART 3.8: FREQUENT SHOPPING BEHAVIORS

Among all shoppers

Change vs. 2016



[U.S. Grocery Shopper Trends 2024: Finding Value](#) (p. 37), FMI & The Hartman Group, 2024

THE TIME IS NOW

Loyalty Familiarity

Studies show, consumers are **finally**:

Comfortable
sharing
purchase data
& contact info

Willing to take
surveys, sign up
for comms,
download apps
for incentives

Get frustrated if
brands &
retailers don't
personalize
interactions



Why loyalty right now?

Key takeaway for stores

- Modern tools for independents are more accessible and turnkey than ever.

Rapid Fire: Shopper Engagement Programs We Love

PROGRAM EXAMPLE #1

Geissler's Supermarket

Connecticut & Massachusetts | 7 Stores

Shopper Loyalty App

by App Card

Value to members:

- Priority & exclusive offers
- Personalized discounts
- Digitized coupons



PROGRAM EXAMPLE #1

Erewhon Market

Los Angeles Metro Area | 10 Stores

Paid Memberships (Monthly & Annual)

by Erewhon

Value to members:

- 10% back in points
- Free grocery delivery
- Member pricing & priority access
- Monthly free member drink
- Access to discounts outside of the store (i.e. hotels, apparel, Classpass, Rivian test drives)



PROGRAM EXAMPLE #3

VoriOS Customer A

Richmond, California | 1 store

VoriOS Loyalty, since April 2024

by Vori

Program highlight: **SMS Messages**

- Spent \$42 spent on SMS campaign
- 3.5% redeemed the coupon
- \$9k in resurrected shopper net sales
- 40% of these shoppers have returned multiple times



PROGRAM EXAMPLE #4

VoriOS Customer B

San Rafael, California | 1 store

VoriOS Loyalty, since May 2024

by Vori

Program highlight: **Sign-in & CRM Built-in to POS**

- Migrated 35k members
- 72% sign-in a checkout
- 6.03% basket lift for members after enrollment in VoriOS Loyalty
- Members spend 52.5% more than non-members



Preparing your store

Profitable Rewards: Formulas

Rewards should cost you 1-3%

- **Aim for a list of rewards that are short and broadly applicable**
 - Free Bananas > specialty tea
 - Basket coupons are discounts that work for everyone
 - Avoid shopper paralysis: 3-5 rewards
- **Be more generous with your higher end rewards.**



PREPARING YOUR STORE

Profitable Rewards

Item vs basket based rewards

- Be excited if items are getting redeemed.
- Baskets work well at higher redemption values.
- Point redemption is correlated with profitability.



PREPARING YOUR STORE

Rewards Example

Menlo Park, California | 1 store

VoriOS Loyalty, since May 2024

by Vori

Program highlight: **Reward Targets**

- Store branded hoodie for 15k points
- 7.48% basket lift once enrolled in loyalty
- Members spend 31.5% more than non-members



PREPARING YOUR STORE

Segmentation Tips

Grocery is a basket building business, help customers build a better basket

- Department rainbows
- Spending more or exploring the store
- Generally give customers more opportunities to find more things in your store.

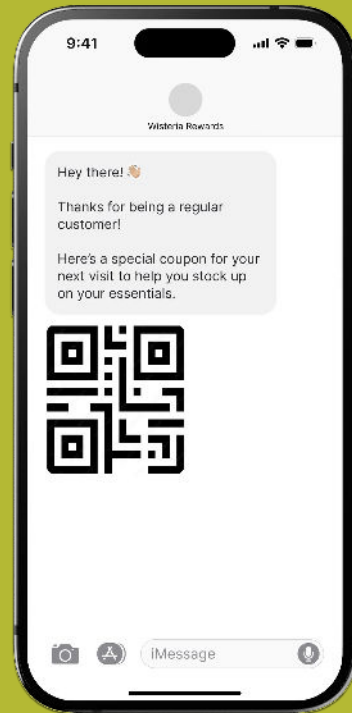


PREPARING YOUR STORE

Segmentation Example

“Explore the Store” | VoriOS SMS Campaign

- Highest redemption rate out of all of VoriOS automated campaigns. (~10%)



PREPARING YOUR STORE

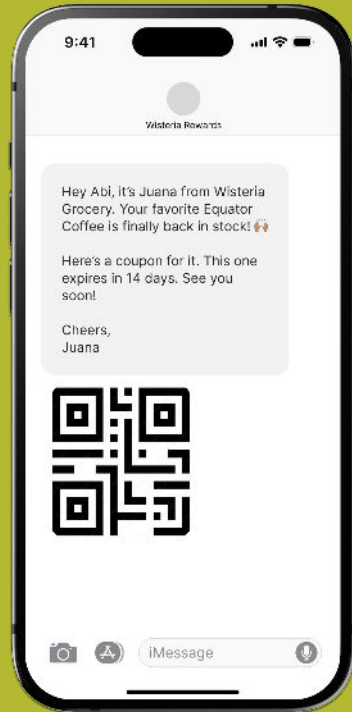
Personalization Tips

The Message

- Voice of the store
- Keep it brief
- Don't just send the coupon

SMS vs Email

- Higher read/open & response rates
- Faster to implement



Data Privacy

Storing & collecting shopper data

- **“Common sense isn’t common.”**
 - Limit access to data.
 - Don’t print out data, or leave it on thumb drives, Google drives, or anything beyond a trusted server.
 - Lock computers when stepping away.

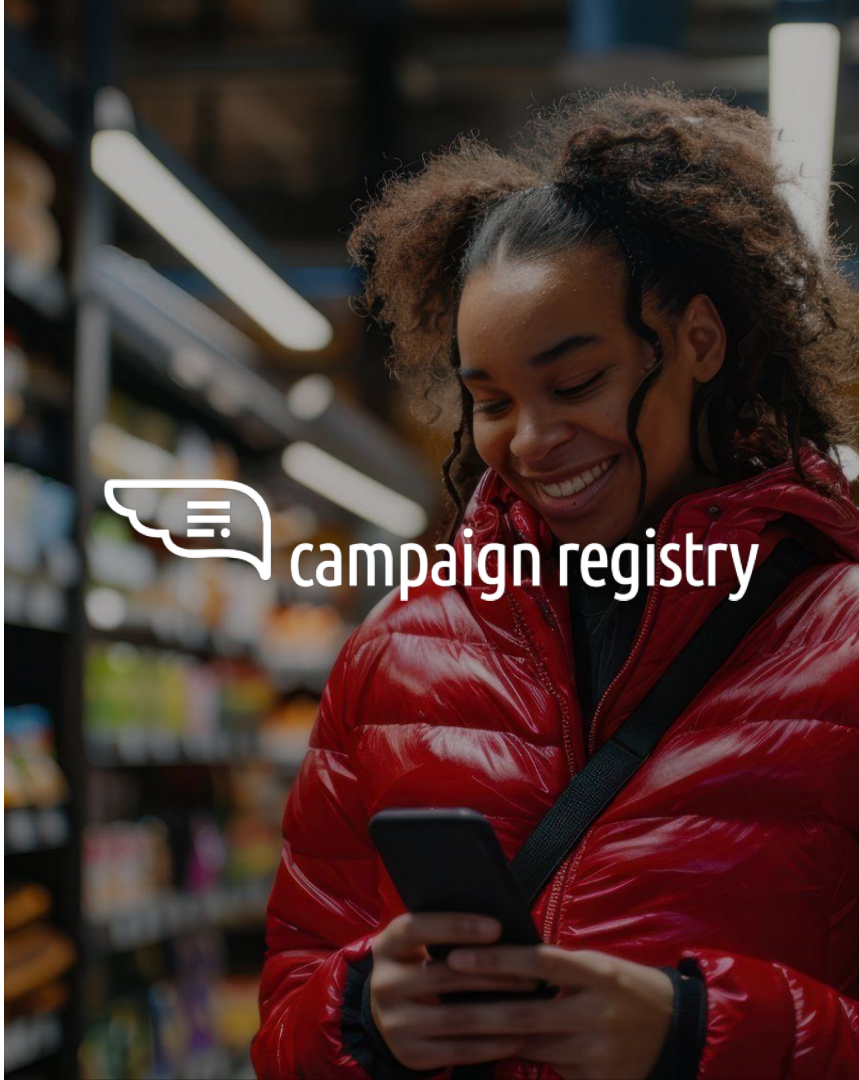


PREPARING YOUR STORE

Data Privacy

What to look for in a messaging provider

- Works with The Campaign Registry (TCR) for brand and campaign registration
- Good security practices
 - No shared accounts
 - Multi-factor authentication (2FA or MFA)
- Complies with industry and legal standards
 - CCPA
 - CAN-SPAM Act (email)



campaign registry

Compliance

Consumer Data Compliance 101

- **California Consumer Privacy Act (CCPA)**
 - Programs must be opt-*in*
 - Contact info data is PII, different than PCI but take similar care.
 - Shoppers *may* request that data be deleted, but there are exceptions.
 - Notify shoppers if data is breached.



Compliance

Consumer Data Compliance 101

- **Text Message Rules**
 - No laws, but rules from carriers (e.g., AT&T, Verizon)
 - Shoppers can opt out (e.g., "Text STOP to opt-out")
 - Rate limits (e.g., 10K messages per day for T-Mobile)
- **Staying in Compliance**
 - Have a privacy policy
 - Generate a privacy policy in seconds with [Vori's FREE template generator](#).

Vori is not a law firm, nor gives legal advice. The privacy policy generated does not constitute legal advice.



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Preparing your shoppers

PREPARING YOUR SHOPPERS

Ava's Downtown Market & Deli



Juan Origel, Founder & Owner
Ava's Market | Mountain View, California



Jeremy Schifeling

Local Guide · 12 reviews

★★★★★ a year ago

Not only is Ava's incredibly convenient when you're in downtown Mountain View, there's a secret benefit that many don't realize: It's like a clandestine Trader Joe's right in our midsts!



Maria Nattestad

2 reviews

★★★★★ 8 months ago

Amazing to have a local grocery store like this within walking distance. We can do most of our everyday grocery shopping here. They also have great local artisan and international foods alongside all the essentials. And they were so nice to start carrying my favorite soy milk when I asked the owner ;)



Nayema DiFazio

Local Guide · 26 reviews

★★★★★ a week ago **NEW**

Come here when you can. Let's not lose this place. I wish there were more locations, like walking distance from my house.

1) Sure, it's got all the name-brand stuff that you expect. But it's also got off-the-beaten-path just about every category: The best tortilla chips you've ever had from a small-batch producer, mixes straight from Spain, and locally-baked bread (e.g., scallion loaves from Acme) that have to go to a farmer's market to get.

2) Because it's a small-format store, you can get in-and-out in under 20 minutes - no store lines, just quality, interesting food fast! ⚡

Why loyalty at Ava's Market?

Activated VoriOS Loyalty in June 2023 in order to:

- Increase sales & foot traffic
- Drive more awareness throughout surrounding community and engagement with shoppers





Photo of Ava's manual shopper contact info collection process, 12 months prior to VoriOS Loyalty implementation.

PREPARING YOUR SHOPPERS

Ava's: Branding the Program

Do You Shop at Ava's?


JOIN OUR FREE LOYALTY PROGRAM!



**REWARDS
DISCOUNTS
AND MORE**

BECOME A FRIEND OF AVA'S
AND START EARNING TODAY

**Ava's Downtown
Market & Deli**
340 Castro Street
Mountain View, CA
650-961-5652



**Become a
Friend of Ava's**

OUR NEW SHOPPER LOYALTY PROGRAM!

**EARN REWARDS
GET DISCOUNTS
STAY INFORMED**

To join, scan the QR code
or sign up at the register
during checkout!



**Where do
you shop for
groceries?**

INTRODUCING THE MOUNTAIN VIEW
GROCERY CHALLENGE



 **Shop at Ava's Downtown
Market & Deli this week.**
340 Castro Street
avasmarketmv.com

WHY SHOP @ AVA'S?

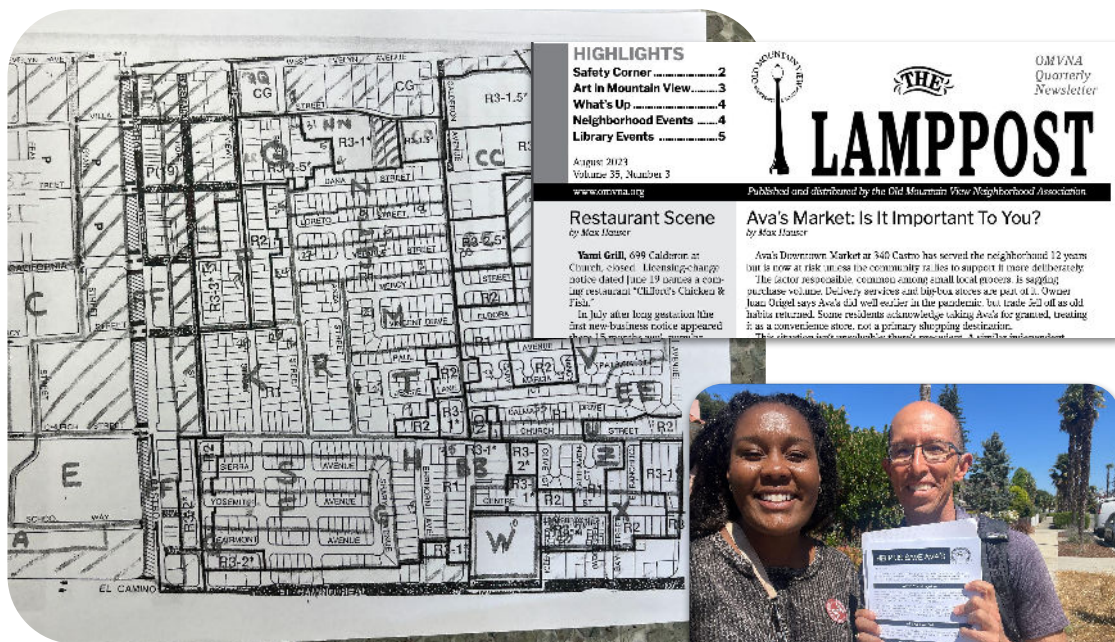
- LOCAL PRODUCTS
- ORGANIC PRODUCE
- GRASS FED MEATS
- FRESH CUT FLOWERS
- FAMILY OWNED & OPERATED

AND SHOPPER
REWARDS WHEN YOU
BECOME A FRIEND OF
AVA'S! SCAN THE QR
CODE TO SIGN UP.



PREPARING YOUR SHOPPERS

Ava's: Building Community Awareness



Shoppers helped spread the word by canvassing neighborhoods with buttons, postcards, and flyers.

PREPARING YOUR SHOPPERS

Ava's: Enrollment Tactics Pre-Launch



First 1,000 members:

- In-store raffles
- At register signage
- Social media & website
- Flyers & postcards
- Discussions w/ loyal customers



Ava's Downtown Market & Deli

August 17, 2023

T-minus 5 days! 🇺🇸

We will be announcing the winner of our Fantastic Bottle of Wine giveaway for our Friends of Ava's Loyalty Program! 🍷

Thank you to all who joined our friend circle! We couldn't have done it without you!



Once VoriOS Loyalty was activated at Ava's, shopper enrollment and member sign-in to Friend's of Ava's happen at checkout via Vori's POS.

PREPARING YOUR SHOPPERS

Friends of Ava's Results

Mountain View, California | 1 store

VoriOS Loyalty

by Vori

Program Results since June 2023

- Nearly 4k members
- Members spend \$14.86 more per basket
- Members visit Ava's ~12x more per year





Live Q&A

Get in touch!



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Sarah Rivers, SRivers@igainc.com

Sunny Porter, sporter@cagrocers.com

Appendix



References

FMI and The Hartman Group. (2024). *U.S. Grocery Shopper Trends 2024: Finding Value* (p. 19, 37).
<https://www.fmi.org/forms/store/ProductFormPublic/u-s-grocery-shopper-trends-2024-finding-value>

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