

## Price Chopper Supermarkets partners with Zavers by Google to reward their most loyal shoppers, increasing spend by 15%



### About Price Chopper Supermarkets

- [www.pricechopper.com](http://www.pricechopper.com)
- Schenectady, New York
- Grocery

### Goals

- Respond to loyal shoppers needs
- Engage their customers
- Optimize coupon marketing campaigns to drive efficiency (ROI) and efficacy (the right coupon to right customer)
- Partner with a forward-looking company to continue innovating in the grocery industry

### Approach

- Partner with Zavers to allow Price Chopper's shoppers to load digital coupons directly to AdvantEdge cards
- Use Zavers API to seamlessly link coupon content with their website and mobile app
- Integrate Zavers in their POS to allow seamless coupon redemption by swiping rewards card

### Results

- Ability to offer load-to-card coupons to their shoppers
- High adoption of digital coupons by Price Chopper's most loyal shoppers: 1 out of 2 e-coupon users are their best shoppers
- Significant increase in basket size, trip frequency and total weekly spend among Price Chopper's e-coupon customers

Since its early days as the first self-service supermarket in upstate New York, Price Chopper Supermarkets has prided itself on continually finding fresh, innovative ways to give their customers quality products at low prices.

So when the 81-year-old supermarket chain was looking to deliver better, more relevant digital coupons to their AdvantEdge loyalty card customers, they chose to partner with Zavers by Google.

Price Chopper felt that Zavers' digital coupon solution brought more to the table than other digital coupon solutions they'd looked at, including the ability to load coupons directly to rewards cards and engage their most loyal customers.

### Seamless installation and integration

Working closely with the Zavers technical team, Price Chopper created a custom interface that allowed them to integrate content seamlessly with both their website and mobile app.

"The Zavers team was awesome to work with and they have been responsive and receptive to our ideas," says Kitty McKeough, Price Chopper Business Systems Manager, Store Financial Systems. "No matter what technical questions we had, Zavers was able to remain flexible and quickly adapt and implement a solution."

### Engaging loyal shoppers

"Our shopper surveys showed us that our customers wanted to be able to load coupons directly to their reward cards," says Heidi Reale, Price Chopper Director of Shopper and Digital Marketing. "Digital coupons make it easier for shoppers to get savings at the moment they're deciding what to buy. Plus, with automatic redemption at checkout, our cashiers don't have to spend time scanning paper coupons."

On a recent survey from Zavers by Google<sup>1</sup> shoppers clearly expressed their interest in retailers who provide the option to load digital coupons to card or to a personal identifier, with 54% of respondents saying that they found such services "very" or "extremely useful."

After implementing its digital coupon program, Price Chopper started seeing positive results right away, with significant gains among the supermarket's best customers. Surveys showed that loyal shoppers who spent 50 percent of their share-of-wallet with Price Chopper represented 43 percent of all their e-coupon users. Non-e-coupon users, on the other hand, only represented 24 percent of loyal shoppers.

"We are very happy with the results so far," says Reale. "We see e-coupons as a way to reward our best shoppers, the ones who spend the most with us and visit us the most. One out of two shoppers using e-coupons are classified as our best customers."

## About Zavers by Google

Zavers by Google is a fast and easy way to offer the right coupons to the right shoppers, expand rewards programs, and track redemption in real time.

For more information visit:

[www.google.com/zavers](http://www.google.com/zavers)



Heidi Reale, Price Chopper's Director of Shopper and Digital Marketing

*"As an innovative retailer who embraces new technologies, we were interested in working with a company that is forward thinking. With Zavers by Google, we don't simply deliver a coupon to someone's card. We deliver it more effectively in a way that generates a better ROI for both manufacturers and retailers."*

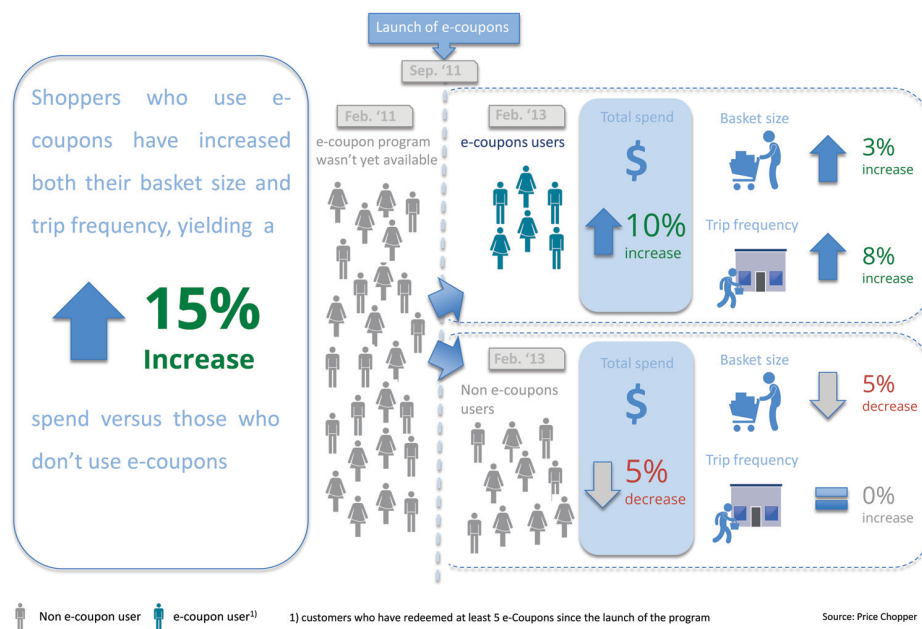
—Heidi Reale, Director of Shopper and Digital Marketing, Price Chopper

## Increasing spend and frequency of loyal customers

A Price Chopper analysis<sup>2</sup> of shopper spending habits in February 2011 before the launch of e-coupons, and February 2013, when e-coupons had been available for several months, showed the average total monthly spend of active non-e-coupon customers decreased 5 percent, but increased 10 percent among active shoppers who had engaged with e-coupons—an overall difference of 15 percent.

"This analysis has helped affirm how valuable our AdvantEdge e-coupon customers are to our organization," says Reale. "These are our very best customers and they are continuing to increase their spend in our stores and take advantage of our loyalty programs."

**Summary of results: Comparison of basket size and trips of shoppers in February 2011 and February 2013 who are engaged with e-coupons vs. those who are not.**



## Planning for future expansion

Looking ahead, Price Chopper hopes to expand their loyalty card program using Zavers' targeting and segmentation capabilities to reward shoppers with coupons that are tailored to their lifestyles.

"Our primary goal is to help people feed and care for their families. And if we do it in a way that makes their lives easier, then customers will continue to come back to us. I am looking forward to Zavers helping us reach our customers in a more relevant way."

1. Methodology: Conducted by Google Consumer Surveys, February 27, 2013 – March 05, 2013 and based on 416 online respondents. Sample: national adult Internet population
2. Methodology: Price Chopper compared the spend of their regular e-Coupon redeemers, customers who have redeemed at least 5 e-Coupons since the launch of the program, to the rest of shoppers who have remained engaged for 2 years but haven't joined the e-coupon program.

