Utilizing a New Marketing Medium to Improve Customer Engagement

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Speakers

Tomas Diaz
flexReceipts CEO

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ALDO Director of Loyalty & CRM

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Facebook Product Growth Manager
What is flexReceipts?

- Smart email receipts
- #1 email capture tool
- Engaging post-sale with targeted content
- Helping retailers better understand their customers
Overview of the Situation LAST YEAR

- More personalization needed to deliver a world-class experience
- CRM team and discipline were new
- Understanding in-store behavior became a top priority
Overview of the Challenge at Hand

- Only 20% email capture in-store
- More data needed for stronger lifecycle management
- Needed a better reason for customers to identify themselves

**Bonus challenge:** “vintage” POS
Solution Implemented
Email Receipts: Results to Date

- Email Receipts provided a 2.5X increase in email capture
- 50% of customers self-identify
- Store associates now have a better approach
- CRM has better visibility to in-store behavior

50% email capture

Aldo eReceipts have reduced CO2 by 17 tons, water by 300K gallons, and paper by 11 tons.
Aldo’s Reach: Email Marketing vs Receipts

20% Adoption X 20% Open Rate Is Just 4% OF ALDO CUSTOMERS

51% Adoption X 54% Open Rate Is a Whopping 28% OF ALDO CUSTOMERS
Receipts as a Marketing Channel

- Calendar Reminders generated a 3X conversion rate
Lessons Learned

- Find great partners early

- Associate adoption is key. Sell it hard.
  - Contests and Training Materials

- Maximize receipts with offers, contests, surveys and more
HOW TO ASK FOR E-RECEIPTS
What’s Next –

- Promote A-List
- Product Reco’s
- Events and Grand Openings
- Social Media Social Sharing
- Checkout Flow
- Testing
Bruce Lee
Product Growth Manager
Facebook Offline Conversions

- Match transactions to campaigns to determine attribution
### How it Works: Three Ways to Enable

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<tr>
<th>Method</th>
<th>Description</th>
<th>Pros</th>
<th>Cons</th>
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<tbody>
<tr>
<td>1. Manual CSV Upload</td>
<td>Manually upload transaction data daily</td>
<td>Requires no setup</td>
<td>Delay in insights, Can lead to data gaps</td>
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<td>2. API Integration</td>
<td>Direct integration from client to API</td>
<td>Enables 100% coverage in realtime</td>
<td>Requires development work per client</td>
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<td>3. Data Partners</td>
<td>Leverage integrated FB partners</td>
<td>Benefits of API without tech work</td>
<td>Partnerships are currently still in development</td>
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New Customer Insights and Targeting Capabilities
Aldo Offline Conversions: Learnings to Date

Goal:
Understand and optimize how Facebook ads drive in-store sales

32% transaction coverage rate, 70% Facebook match rate

Canada Return on Ad Spend higher vs. other markets – brand affinity?

In the US, 25-34 years old is the most valuable based on CPA and ROAS

Building Custom Audiences and Lookalike Audiences for targeting is a huge benefit
Aldo Next Steps

1. Leverage FB Audience Insights
2. Optimize spend and campaign tactics
3. Conversion lift study
4. Real-time optimization test
5. Publish a case study
Questions & Answers

Sandra Martineau, Bruce Lee, Tomas Diaz