Streamlining the WIC Shopping Experience

Part I: Connecting with WIC Shoppers
Presented by Diana Medina, Inmar, Inc.

Part II: Vendor Innovations: WIC Shelves!
Presented by Eriko Grover & Isabel Martin, Florida Department of Health in Miami-Dade County WIC Program

Tuesday, April 24, 2018
Connecting with WIC Shoppers
Omni-Commerce & Purchase Decisions

FIND INSPIRATION
BROWSE & RESEARCH
MAKE A SELECTION
CHECKOUT & PAY
BUY AGAIN
Digital Adoption

79% of internet users will go online regularly via mobile device¹

64% of Americans earning <$30k own a smartphone²

Sources: ¹ eMarketer, 2016 ² http://www.pewinternet.org/fact-sheet/mobile/
Digital Savings

- Access to Digital Savings
- Increased Value
- Brand and retail engagement
Social Media

- Leverage social engagement
- Research and recommendations
- Education and Influence
Digital Commerce

- Conversion and engagement
- Convenience for moms
- Omni-commerce
- Relevant content
# In-Store Communications

## Events and Programs

## Information at shelf

## Targeted messages

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Unit Price</th>
<th>Quantity</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Infant Formula 3.00-B</td>
<td>27.49</td>
<td>1</td>
<td>27.49</td>
</tr>
<tr>
<td>Organic Infant Formula 3.00-B</td>
<td>27.49</td>
<td>1</td>
<td>27.49</td>
</tr>
<tr>
<td>EV MILK 2% GAL</td>
<td>2.99</td>
<td>1</td>
<td>2.99</td>
</tr>
<tr>
<td>XBOX REWARDS DISCOUNT</td>
<td>2.99-B</td>
<td>1</td>
<td>2.99</td>
</tr>
</tbody>
</table>

**ACCOUNT NUMBER**  **************XXXX

**ITEMS**

- **TAM**: 1.28
- **BCL**: 48.51
- **FS BAL DUE**: 39.26

**Swiped**

- **PURCHASE**: -

**PIN Verified**

- **VF**: 39.26
- **FS CHG**: 0.00

**SAVINGS**

- **Regular Coupons**: 0.00
- **WIC Coupons**: 13.67
- **TODAY'S SAVINGS TOTAL**: 162.24

Don't forget to check out our new WIC Shelves in aisle 1!