

Increasing spend and frequency of loyal customers

A Price Chopper analysis² 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.”

#

CommonKindness is the “Go To” Coupon Platform – Recognized By Leading Brands, Celebrities & Progressive Grocer

Recently Progressive Grocer awarded CommonKindness President Sarah Schloemer, The 2013 Top Women In Grocery award for the development of the innovative CommonKindness coupon platform. To learn more, <http://www.commonkindness.com/business/top-women-in-grocery>

Brand leaders like Kimberly Clark, Hershey’s, Johnson& Johnson and Coty aren’t the only ones utilizing the CommonKindness coupon platform, even celebrities, like Katy Perry are participating, as seen in Progressive Grocer, <http://www.progressivegrocer.com/top-stories/headlines/cpgs-trading-partners/id39463/popchips-launches-commonkindness-campaign/> in a popchips campaign that used ASPCA as an example of a non-profit for consumers to support. Currently Snoop Lion (formerly Snoop Dog) is promoting a Reed’s Ginger Brews Coupon on CommonKindness to his followers, who can support his new non-profit, The Mind Garden Project with the Reeds Ginger Beer Coupon on CommonKindness, or any coupon for that matter. See the direct to Reeds coupon link / Snoop Lion video here: <http://commonkindness.com/coupon/perm/id/1738>

“Brands love having their coupons on CommonKindness to generate sales and build brand

equity by giving customers the opportunity to support their favorite non-profit. The positive brand association allows brands to build a relationship with the customers.” says, Schloemer, Co-Founder & President of CommonKindness.

Consumers support the brand by buying their product and the brand supports the consumer by offering them a CommonKindness coupon which benefits the consumers’ favorite non-profit.

The American Marketing Research shows that allowing consumers to select their favorite non-profit in a campaign is more likely to enhance purchase intentions and lead to greater consumer support than when the brand determines the cause.

CommonKindness’ simple and instant coupon-loading platform makes it easy for brands to participate no matter what their current goals:

- Quickly boost sales
- Generate content for social media through the CommonKindness iframe functionality
- Gain or maintain shelf space
- Jump-start sales of a new product
- Expand brand awareness – utilize the video feature
- Supplement their current FSI program
- Reach new and valuable audience of “influencers” – active in their community, family & non-profits
- Increase brand loyalty & benefit from the ‘Brand Halo’ effect

Brands also love the unique CommonKindness performance-based, pay-per-sale platform because there are no upfront fees. They only pay a small fee when a sale is made.