

OMNI-CHANNEL

# SHOPPER ENGAGEMENT FOR INDEPENDENT SUPERMARKETS



Givex Rewards, MSC, and ESI have proudly joined together as one team, forming a new data-driven coalition to help our retailers through today's overwhelming digital Shopper Engagement landscape. Our team of experts can guide you through the ever-changing and expanding world of Shopper Engagement. We have the tools to connect with your customers from all generations. Our programs offer affordable and manageable solutions, marketing support, and technical knowledge.

## DIGITAL COUPONS

Improve sales, enhance customer loyalty, and increase brand awareness with our Digital Coupons, which continue to grow in demand. When customers know to expect discounts, they return more often.

- Aggregated coupons from national brands and your warehouse
- Create your own store-specific digital coupon offers
- Redeemed through paper-based coupon clearinghouse
- Connectivity with most POS providers

## LOYALTY PROGRAM

With 20+ years in the industry, Givex acquired Loyalty Lane to enhance loyalty program offerings. Loyalty customers on our program spend significantly more per basket than the average customer. We offer a wide range of opportunities including Points Programs.

- Personalized marketing with your busy consumer in mind.
- Ability to set and forget promotions using Artificial Intelligence within our all-encompassing dashboard.
- In addition, we offer continuities, clubs, special offers, bonus points on items, and fraud detection.
- Fuel programs—reduce the price at the pump.

## MOBILE APPS & WEBSITES

Our personalized Bright Aisle mobile apps and WAVE websites enhance the shopping experience, putting relevant information at shoppers' fingertips.

- Store-branded app and website with store ads, coupons, recipes, and more
- Easy-to-use shopping list and pantry scanner
- Optional customization available

## DIGITAL SIGNAGE

Have you ever wanted custom digital signage content featuring what's going on in your store? That opportunity exists for you today.

- Create your own signage with our digital editor
- Custom menu boards (additional cost – contact us for details)
- Digital library with more than one thousand animations (Appeal, Information, Price and Item, and Holiday)
- Affordable lease program
- Works with any size screen

## TEXT MESSAGING & SOCIAL OCTANE

### Text Deals

Connect directly with your customers via our Text Deals program.

- Easy-to-use interface allows you to set up offers
- Send immediately or schedule to send later
- Includes text messaging number setup

### Social Octane

A subscription-based Facebook posting program.

- Professionally written Facebook posts
- Easy to personalize, schedule, and post
- Weekly ads available to post with website

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## COMMUNITY GIVING

eScrip offers a community fundraising program that allows retailers to contribute a percentage of customers' purchases to local schools and charities that matter to their customers.

- Connecting cart to hearts
- Customers self-select schools or charities most important to them
- Low Cost - Highly Visible - Automatic
- Creates stronger connections to your brand
- Compete with similar programs, hassle-free

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## GIVEX REWARDS TEAM

What sets the Givex Rewards team apart from the competition?

- Launch support
- Program support
- Technical support
- Account management

Real-time POS transactions processing with our state-of-the-art dashboard, we put you in the driver's seat with tools that give you the ability to market to your customers.

