THE SHOPPER MARKETING

Digital Playbook

Collaborative Opportunities along the Path to Purchase

Published by

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Digital Collaboration Playbook

In collaboration with:

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WHAT WILL YOUR SHOPPERS SEE ON THEIR DIGITAL PATH TO PURCHASE?

It’s hard to gain screen time with shoppers on their shopping journey so making user-worthy, retailer-focused digital is more important than ever.

Contact us for your copy of our Digital Strategy Guide or for more help building a better digital shopper experience.
Display advertising: Brand-agnostic ads on chain websites are usually devoted to touting chainwide promotions, private-label items, campaigns or programs.

Themed content: Recipes and meal ideas offered on chain websites but typically brand agnostic elsewhere.

Amplified circular: Detail boxes let viewers add items to a shopping list or share them socially; shoppers can search for deals by brand; Giant-Carlisle uses loyalty card data to modify the presentation and sync up deals.

Co-op advertising: Occasional program presents coupon or other deal.

Chain websites and mobile apps offer download-to-card “e-bonus offers” that are customized based on purchase histories. Websites also offer roughly $300 in weekly printable coupons via Coupons.com.

Weekly newsletters deliver seasonal recipes and product offers to loyalty cardholders, the latter including download-to-card coupons.

Updates include new product announcements and brand-specific promotions.

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DIGITAL COUPONS

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SOCIAL MEDIA

Facebook: Updates include new product announcements and brand-specific promotions.

Twitter: Tweets are nearly identical to Facebook posts.

Pinterest: Seasonally themed boards have a growing following.

Mobile smartphone app: Main chain apps let loyalty cardholders view year-to-date savings and points earnings, review past purchases, and download exclusive offers.


IN-STORE Scan It! mobile app (in 315-odd stores) lets loyalty cardholders scan as they shop for single-scan checkout; and delivers targeted offers. Users receive offers at initial check-in and can receive others during the trip based on purchase history, recently scanned products or location within the store.

INTERNET-ENABLED KIOSKS: Upfront Scan It! stations (in stores with handheld devices) have screens presenting product offers.
Display advertising: Regularly rotating display ads throughout chain websites promote national brands and link to showcases or recipes. Products from brand showcases can be added to a printable shopping list.

Themed content: Brand-specific ingredients are sometimes featured in seasonal recipes.

CATEGORY PROMINENCE: Carousel ads on “Our Store” pages sport brand packaging; product categories in the “Grocery Delivery” section also use brand packaging.

Amplified circular: Feature detail boxes let viewers build lists and find related offers.

Proprietary platforms: “Just for U” coupon program delivers personalized offers weekly to 6 million members online and through chain mobile apps.

Blogger outreach: Bloggers touting current sweepstakes or promotions.

Co-op advertising: Fairly steady activity often spotlights the brand above an “available at” tag.

DIGITAL COUPONS
Some 200 weekly printable coupons via Coupons.com offered on chain websites; MyMixx offers digital coupons powered by Coupons.com; Just For U offers digital coupons for Safeway, Vons, Pavilion’s, Randalls, Tom Thumb and Carrs.

EMAIL
A steady stream of emails highlight special deals with some dedicated to a single manufacturer.

SOCIAL MEDIA
FACEBOOK: Updates include manufacturer/brand promotions amidst recipes, sweepstakes and contests.

Twitter: Mainly recycled Facebook updates; sometimes used for exclusive contests.

MOBILE
SMARTPHONE APPS: Each chain has its own mobile-optimized website and application. MyMixx and Just For U members can view and select their personalized deals; users can also scan packaging barcodes to build lists. A separate “Safeway Delivery” app lets users order products through barcode scans. Albertsons also offers a pharmacy mobile app that lets customers refill prescriptions.

IN-STORE
Location-based offers: Letting app maker inMarket (Checkpoints, List Bliss) install Apple iBeacons in select stores to send contextual notifications to its user base.

QR CODES: Employs the tactic sparingly, but not opposed to brand usage.

PINTEREST: Most boards present recipes, though some are built around private labels.

Other: Also has a lightly viewed YouTube channel, where it posts recipes and how-to videos.
display advertising: Major product launches get the home page leaderboard; a brand also gets an ad near bottom of page; “Deal of the Day” box links to one featured product.

brand showcases: Partners with in-store departments (Apple, Samsung, Sony and Windows) get digital shops.

themed content: Videos explain technologies, usually without brand-specific endorsements.

category prominence: Sub-categories offer brand spotlights as well as targeted display ads.

amplified circular: Interactivity connects features to direct-purchase and informational pages.

blogs: “Latest & Greatest” discusses new products and promotions; “Gaming News” occasionally touts new titles.

proprietary platforms: The “Best Buy Unboxed” community lets consumers get answers from Blue Shirts and topical experts.

other internet: Paid search: Co-op ads common with key brands.

co-op advertising: Ubiquitous use runs gamut from SKU-specific to branded seasonal messages; strategy includes home page takeovers.

google+: Product-specific spotlights more common here than on other social networks.

youtube: TV spots and how-to videos.

other: Token effort on Pinterest is growing; activity on Vine is limited to major seasonal events.

mobile: Text alerts: Separate SMS programs alert subscribers to special offers on cameras, mobile phones and video games; Deal of the Day has its own; a seasonal service presents holiday promotions.

twitter: Tweets link to buying guides and other informational content, spotlight new videos, games and electronics, and promote events; runs Twitter-only sweeps.

email: Relentless stream spans seasonal sales and SKU-specific subject lines; Rewards members get exclusive offers at least once per month.

social media: Facebook: Steady stream of posts plug storewide campaigns, limited-time deals and new products, the last heavy on home video and game releases; page sometimes used to host sweepstakes.

twitter: Tweets link to buying guides and other informational content, spotlight new videos, games and electronics, and promote events; runs Twitter-only sweeps.

smartphone app: Rewards members get exclusive offers through the app and earn points for checking in at stores; browsing deals and products as well as accessing the retailer’s new wedding registry a key function for all app users; brand sponsored games sometimes used to engage members; built-in reader handy for retailer’s extensive in-store deployment of QR codes; distinct Best Buy Gaming app lets users look for deals, check trade-in values and build a library.

co-op advertising: Ads on third-party mobile sites (like Pandora) usually seek to drive traffic to bestbuy.com or a nearby store.

other: First retail partner of eBay’s RedLaser location-based promotional app.

in-store: Location-based offers: See Other above.

internet-enabled kiosks: Endcap computer terminal provides access to bestbuy.com; distinct kiosk facilitates video game pre-orders; within the last year added another distinct kiosk for accessing the new wedding registry.

digital tv: In-house operation accepts brand-supplied HD content to run on floor-model screens.

qr codes: Shelf signs typically carry a code linking to product information, sometimes deals.
COSTCO.COM
DISPLAY ADVERTISING: Home page carousel spotlights brands available for online purchase (so no CPGs as of now); “What’s New” and “Featured Products” sections offer some prominence; pop-up category menus sometimes have display ads; category-level banner ads lead to brand pages.

Brand showcases: Occasional brand page presents purchase decision-aiding attributes.

Themed content: Little more than back issues of monthly Costco Connection magazine and pdfs of annual recipe book.

Category prominence: Display ads on category pages link to brand pages or shops and often are aligned with offers in monthly mailer.

OTHER INTERNET
External websites: Digital edition of Costco Connection is enhanced with video, audio and links from brand ads to the e-commerce site.

Co-op advertising: Infrequent use has included top manufacturers and obscure brands.

DIGITAL COUPONS
The monthly member mailer always supplemented with scores of online-only deals; offers from the mailers are automatically redeemed online through the app and costco.com at checkout.

EMAIL
Weekly email sends roughly 13 million members offers on national brands and private labels.

SOCIAL MEDIA
FACEBOOK: Occasional product-specific posts usually overwhelmed by community building messages and Kirkland Signature plugs.

INSTAGRAM: National brands often make their way into images but rarely is a national or private-label brand singled out.

MOBILE
Text alerts: Subscribers get up to eight alerts per month on new products, deals, in-store demos and other info.

SMARTPHONE APP: Members can present their app at checkout to redeem selected offers from the mailer; app also enables list building and online buying. Costco Connection has its own app.

IN-STORE
Digital TV: Demonstration models in the TV department air custom content and paid advertising (from PRN).
Display advertising: Most space above the fold is dedicated to promoting the drugstore retailer’s recently updated mobile app and its longtime ExtraCare loyalty program, but brands are featured through various promotions that contain “shop now” and “free shipping” buttons.

Brand showcases: These are plentiful because they are commonly part of the ad buy. Content often includes video and coupons via Coupons.com.

THEMED CONTENT: In line with the current corporate focus being on CVS Health’s position as a healthcare company with retail capabilities, health-related information both brand-sponsored and sponsor-free is prevalent.

Category prominence: Key departments in 2015-2016 and beyond include beauty and healthy snacks, with a number of new brands being spotlighted as the retailer puts more importance on these categories.

AMPLIFIED CIRCULAR: CVS/pharmacy’s MyWeeklyAd modifies the retailer’s regular weekly deals based on ExtraCare loyalty program cardholders’ purchase history.

DIGITAL COUPONS: CVS.com offers printable coupons via Coupons.com; MyWeeklyAd users can send offers directly to their ExtraCare loyalty cards; emails link to printable/load-to-card coupons on the retailer’s website.

EMAIL: ExtraCare loyalty program members and Beauty Club members receive multiple emails each week spotlighting single-brand and general offers, with display ads linking to each brand showcase and deal.

SOCIAL MEDIA:
Facebook: Brand opportunities on the retailer’s Facebook page come in the form of updates that deliver weekly ExtraCare Coupon Center offers, vendor-specific ExtraBucks rewards (often a bulk-purchase incentive), Facebook sweeps that are overlays to national programs, and multi-brand promotions such as “Must-Have Madness” during the 2015 NCAA Men’s College Basketball Final Four.
Twitter: Private labels are emphasized on the retailer’s Twitter account, allowing for fewer national brand opportunities than Facebook. The retailer posts on Twitter multiple times a day.

MOBILE SMARTPHONE APP: The retailer made several upgrades to its mobile app in early 2015 with the goal of making it easier for consumers to digitally redeem personalized coupons and rewards on their ExtraCare Rewards cards, refill prescriptions and check for potential drug interactions.

Third-party apps: Brands such as Mars Inc.’s M&M’s and others have successfully activated app-driven promotions through third-party vendors.

IN-STORE KIOSKS: The CVS ExtraCare Coupon Center dispenses personalized and general deals to shoppers who swipe their cards at the ubiquitous red in-store kiosks.

QR CODES: Are occasionally used on in-store displays for account-specific promotions.

Other: CVS updates its Vine account periodically with short videos demonstrating how to use ExtraCare, promoting private-label offers or presenting a seasonal theme.
HOMEDEPOT.COM

Display advertising: Home page changes often, typically spotlighting a specific category. Product images often used to illustrate categories; home page for professionals microsite links to brand shops.

Brand showcases: Top brands in key categories can get extensive areas with multimedia content to bolster product pages.

Themed content: How-to advice and project ideas typically stay brand neutral.

Category prominence: Landing-page marquees spotlight key brands; other opportunities available at sub-category level.

Amplified circular: Online-friendly single-SKU “features” link to Amazon-esque detail pages and “Add to Cart” buttons.

BLOGS: “The Apron” has employees and guests providing advice and inspiration; a separate “How To Community” forum has designated associates posting project ideas.

OTHER INTERNET EXTERNAL WEBSITES:
Redbeacon.com answers questions and recommends professionals.

Paid search: Terms range from broad (“home improvement”) to brand-specific (“Makita tools”).

Co-op advertising: Extensive array includes seasonal promotion tie-ins and stand-alone brand offers.

DIGITAL COUPONS
The retailer occasionally emails subscribers promotional codes that can be applied to online orders.

EMAIL
Several weekly emails spotlight the “Special Buy of the Day” and special sales; Weekly missives link to the circular and send coupons, other offers and tips to “Garden Club” members and, separately, professionals; additional emails periodically spotlight seasonal programs.

SOCIAL MEDIA
FACEBOOK: Occasional SKU-specific post amidst steady flow of project ideas, advice, and community building updates.

TWITTER: Largely mimics Facebook activity.

VINE: Videos support major campaigns and in-store workshops.

Other: Also active on Pinterest, Instagram and YouTube.

Smartphone app: Users can write reviews, conduct audio searches, and check store-level price, inventory and location. Technology for Aisle411 consumer app also drives the maps in HD’s own app. Separate Pro app also allows access to the in-store Pro Desk and barcode-scan ordering. A separate “Project Color” app lets customers preview how shades of paint and wood stain will look in their homes.

IN-STORE SCAN-AS-YOU-GO/SELF-CHECKOUT: Several employees per store carry portable devices that let them check inventory, find products at other stores, and check out shoppers quickly.

Kiosks: In-Store Appliance Finder links to more options than are carried in the store; Redbeacon kiosks let shoppers sign up for service.

QR codes: Product-level tags link to information to encourage the purchase or enhance product usage.
KROGER.COM

Savings Center: Hub where loyalty cardholders can download digital coupons, add discounted items to their shopping list, view their current Fuel Points and track their annual savings through the loyalty program and coupons.

BRAND SHOWCASES: “Promotions” section of chain websites occasionally provides details about account-specific programs.

THEMED CONTENT: Seasonal programs sometimes include recipes with brand-specific ingredients.

Amplified circular: Clicks link to basic product boxes; items can be added to printable lists.

OTHER INTERNET

External websites: Promotional websites a common tactic for annualized programs; shorter-term typically get temporary microsites.

Display advertising: Vast majority of ads run on websites of local newspapers; ad network buys used for co-op efforts.

Blogger Outreach: Key bloggers get product and coupons to tout seasonal programs (via BzzAgent).

DIGITAL COUPONS

Works with brands (and Coupons.com) to present roughly $400 worth of coupons weekly downloadable directly to loyalty cards or printed out. Accessed via chain websites and mobile apps. Sometimes the primary incentive of seasonal programs.

EMAIL

Thursday and Friday emails link to the digital circular and coupons; the Friday blast also delivers the “Free Friday Download” and touts other retailer-driven and account-specific promotions. Occasionally runs distinct co-op emails with top CPGs.

SOCIAL MEDIA

FACEBOOK: Chain-level pages preview weekly circulars and promote specific sales, new products and digital coupons. Special tabs often promote sweeps or cause campaigns.

TWITTER: Activity largely mimics Facebook updates, though Kroger also shares Tweets from other accounts praising its chains.

MOBILE

Text alerts: Fred Meyer texts coupons and promotional codes to registered shoppers.

Smartphone app: Lets users add items from circular to a shopping list, which is automatically synced with any SKUs added through the retailer’s website; track loyalty rewards savings; find stores; refill prescriptions; order from store bakeries and delis; and download coupons. The app also allows shoppers to use their phone in place of a rewards card at checkout.

PINTEREST: Boards deliver seasonally focused recipes plus entertaining and craft tips from bloggers and the retailer’s websites.

Instagram: Chain-level accounts promote contests and both in-store events and sponsored community events while also reposting images taken in stores from other accounts.

YottaMark’s HarvestMark healthy eating app contains information about Fresh Selection private label SKUs.
Display advertising: Home page sometimes presents brand-specific promotions, but otherwise none; predictive search function suggests brand names.

Brand showcases: Top brands in key categories get landing pages with videos and other informational content.

Themed content: Wealth of project ideas and how-to advice mostly brand-agnostic.

Category prominence: Logos on landing pages link to brand shops; top-of-page banners also used.

Amplified circular: Modified layout uses single-SKU features to link to details page, then facilitate purchase and/or social sharing; viewers can shop by brand.

Blogs: Creative Ideas network has 30-plus DIY bloggers that give brand shout outs within project ideas.

LOWES.COM

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OTHER INTERNET

EXTERNAL WEBSITES:
Lowesforpros.com targets professionals; also owns ATGstores.com, an aggregation of former category-specific websites with an inventory of 3 million SKUs.

PAID SEARCH: Terms range from broad (“home improvement”) to brand-specific (“John Deere tractors”).

PROPRIETARY PLATFORMS: Personalized MyLowe’s program lets members store project-specific shopping lists, track all purchases and get replenishment reminders.

CO-OP ADVERTISING: Active schedule tends to focus on big-ticket items – but includes P&G home brands.

SOCIAL MEDIA

FACEBOOK: Occasional updates will link to a brand or product page. Other updates focused on projects, home improvement tips and links to other social media accounts.

PINTEREST: Nearly 3.5 million users follow a steady stream of boards providing DIY advice and design inspiration. Nearly all pins link to “Creative Ideas” or the e-commerce area of lowes.com.

TWITTER: Even fewer brand opportunities here, where most activity mimics Facebook; @LowesRacing tracks sponsored NASCAR driver Jimmie Johnson and his team.

GOOGLE+: Fairly robust following of almost 800,000 get links to featured products on lowes.com along with content borrowed from other social media.

DIGITAL COUPONS

NOT A KEY PART OF THE STRATEGY.

EMAIL

WEEKLY MISSIVES DELIVER STORE-SPECIFIC DEALS, ONLINE EXCLUSIVES, HOLIDAY SALE PREVIEWS; QUAD-MONTHLY “CREATIVE IDEAS” EMAILS SEND PROJECT IDEAS: TWICE-MONTHLY LOWE’S FOR PROS EMAIL OFFERS PRODUCT AND TECHNOLOGY INFO.

MOBILE

SMARTPHONE APP: Allows users to find store-specific inventory, view product info and reviews, make purchases; guides shoppers to the proper aisle and bay in-store.

IN-STORE

INTERNET-ENABLED KIOSKS: Chain-wide Wi-Fi facilitates lowes.com purchases.

DIGITAL TV: Brand-supplied video demos fairly common.

QR CODES: Mobile app directs users to scan QR codes and barcodes to find pricing and product info.

AUGMENTED REALITY: Two Toronto stores are testing a “Holoroom” that lets tablet-wielding shoppers experience how products will look in a home setting.

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AUGMENTED REALITY: Two Toronto stores are testing a “Holoroom” that lets tablet-wielding shoppers experience how products will look in a home setting.
**Display advertising:** While mostly devoted to retailer-led promotions, the home page carousel ad periodically displays national brands discounted through circulars or seasonal promotions.

**THEMED CONTENT:** Apron’s Simple Meals recipes don’t suggest brands.

**Category prominence:** The “Products & Services” section allows users to order prepared foods online and browse SKUs across all categories for product descriptions and to add them to printable shopping list grouped by aisle in the user’s chosen store where the items can be found.

**AMPLIFIED CIRCULAR:** Featured products can be added to a printable list, and coupons can be printed directly.

**OTHER INTERNET External websites:** Top CPGs, individually and collectively, routinely operate short-term and even more permanent websites to host account-specific promos.

**Co-op advertising:** Fairly heavy activity overall includes some single-manufacturer promotions and product-specific offers.

**DIGITAL COUPONS** Publix.com offers printable deals; My Publix registrants can select offers for redemption at checkout (using phone number as ID); website’s “Coupon Savings Helper” syncs weekly deals with coupons from SmartSource, Redplum and brandSaver.

**EMAIL** Monthly “See What’s New” email links to the “Featured Products” page on publix.com; weekly “Aprons Simple Meals” email links to recipes. Occasionally sends messages promoting a specific product, service or deal; monthly “Publix Health & Wellness” email links to articles around the web; long-term collaborative efforts also can involve emails.

**MOBILE** Users can browse the weekly circular by category and view Aprons recipes, adding items from either to a shopping list with one click. Shopping lists created on Publix.com are automatically synced with the app. Users can also use the app to refill prescriptions by scanning a bar code. The only spotlight for brands is the same carousel ad from the retailer’s website.

**IN-STORE QR CODES:** Regularly uses codes to provide more info for self-driven and collaborative programs; App has a built-in scanner.

**SOCIAL MEDIA**

**FACEBOOK:** Updates largely focus on private-label products and fresh or prepared foods, though national brands make occasional appearances as part of seasonal promotions.

**TWITTER:** Activity mirrors Facebook updates.
**SAMSCLUB.COM**

**Display advertising:** Exclusive brand programs can earn a home page carousel ad; paid media opps (handled by Triad Retail Media) begin with thin leaderboards at top; several other slots promote key deals; other sections for “Featured Values” and “Top Sellers.” Paid ads positioned throughout the site.

**DAILY DEALS:** The retailer’s Shocking Values program spotlights six to nine products that are up to 60 percent off their regular retail price. Offers change daily.

**BRAND SHOWCASES:** “In Clubs Now” is hub for the paid activity, which ranges from extensive “Featured Brand” showcases to “Product Spotlight” pages; display ads elsewhere drive traffic.

**Themed content:** Brands supply content to category microsites such as “Pet Care” and “Mom’s Corner.”

**Category prominence:** Some ad slots available on category pages, where top brands get links.

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**OTHER INTERNET**

**External websites:** Collaborative programs sometimes involve dedicated microsites; seasonal microsites can incorporate brand-supplied recipes and cooking videos.

**Paid search:** Ads target prospective members, c-store owners and job seekers.

**Co-op advertising:** Collaboration with packaged goods brands is common, incorporating seasonal themes or specific deals.

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**DIGITAL COUPONS**

Calls monthly promotional booklet “Instant Savings” to denote no need for coupons.

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**SOCIAL MEDIA**

**FACEBOOK:** Daily posts promote in-store sampling/events and Instant Savings deals on specific brands; updates often link to an e-commerce page; amassed 2.2 million fans by providing “like” incentives.

**TWITTER:** Daily updates mostly mirror Facebook posts.

**PINTEREST:** Boards have seasonal theme or focus on a category.

**YOUTUBE:** Channel primarily contains seasonal cooking videos for recipes incorporating brands.

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**MOBILE**

**Text alerts:** Subscribers get messages about deals and new products.

**Smartphone app:** Serves as membership card, allowing members to view store-specific maps and Instant Savings deals, make shopping lists, buy from samsclub.com, check product availability at a local store and order via Club Pickup service, and scan QR codes.

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**IN-STORE**

**INTERNET-ENABLED KIOSKS:** Brand ads run on health screening kiosks near pharmacies (via SoloHealth).

**Digital TV:** Brand ads (with real-time updating capability) run on the retailer’s TV wall.

**DIGITALLY ENHANCED KIOSKS:** Freoosk displays (produced by St. Joseph, MI-based Edgewater Automation) stock items, play brand videos and dispense samples to members that scan their cards. Elsewhere, kiosks for the retailer’s “Club Pickup” program allow members to check-in for online order pickups.

**QR codes:** Customized displays commonly carry codes linking to recipes, brand showcases or seasonal microsites on samsclub.com.
TARGET.COM
Display advertising: Home-page opportunities: leaderboard ad above masthead; static marquee; other above-fold slots; one section for coupon offers and one for “spotlight” items. Interior-ad slots include brands plugged as “Best Selling.”

BRAND SHOWCASES: Numerous brand pages publicize exclusive promotions, new products, etc.

Category prominence: Brand graphics used to illustrate categories; category-level ad placement also available.

AMPLIFIED CIRCULAR: Feature rollovers provide options to get more info or add to a “quick list.”

OTHER INTERNET
External websites: The “magazine” at abulseyeview.com presents info on new products and partnerships along with lifestyle content.

Proprietary platforms: The Cartwheel mobile savings tool lets millions of subscribers select multiple coupons via website (or mobile app) for redemption in-store — where they can scan packaging barcodes to find related deals. Brands can sponsor themed coupon “collections.”

Paid search: Heavy use of seasonal and category terms, especially around the holidays; co-op activity supports broader programs.

Blogs: The “Target Inner Circle” comprises “online influencers” who spread news.

DIGITAL COUPONS
Printable coupons from target.com; mobile offers through the Target app; weekly Cartwheel deals.

EMAIL
A steady stream of emails typically promote storewide and category-level sales to support weekly circular; Cartwheel delivers its own emails.

SOCIAL MEDIA
FACEBOOK: Brand-specific messaging common among steady update stream. Main account supplemented with distinct pages for Style and Baby.

TWITTER: Main account tweets links to product info, Cartwheel coupons and other promotional offers, along with Twitter-specific promos; separate accounts for News, Style, Careers, Ask Target and Deals.

PINTEREST: An official Pinterest sponsorship earns prominence in feeds and searches. Account spotlights brands and shares craft, recipe and style ideas; Awesome Shop showcases top-pinned SKUs.

YOUTUBE: Numerous content areas include single- and multi-brand how-to’s in channels such as Beauty, and even the occasional series for exclusive products.

MOBILE
Text alerts: An SMS program used primarily to deliver coupons.

MOBILE REWARDS: The retailer is beta testing a REDperks loyalty rewards program accessible through a dedicated mobile app.

Co-op advertising: Runs ads on mobile apps such as Words With Friends.

Other: The retailer considers mobile its “front door” and frequently experiments with new mobile-fueled ideas and technologies.

IN-STORE
Internet-enabled kiosks: Provide access to Target bridal, baby and college registries.

DIGITAL TV: Channel Red runs on TV wall and screens in entertainment and pharmacy in select stores. Location-specific, content-driven (and preferably integrated) brand advertising.

Beacons: Target is testing Bluetooth beacons in select stores.

QR codes: In-store use on price signs is waning.

MOBILE
 Smartphone app: Advanced functionality includes store-specific maps, category searches and inventory checks. Also provides access to RedCard, Cartwheel and gift registry accounts, and gift-card balance checks. Collaborative activity includes games played through the app (and mobile website). Also offers an app for the Apple watch.
WALGREENS.COM

Display advertising: Retailer uses brands to illustrate its own programs and promotions on top portion of home page; brands and their programs have opportunities to stand out near bottom of page.

BRAND SHOWCASES: Account-specific promos are often staged on microsites or even distinct websites; brand pages are available for short-term promotions and long-term communication.

Themed content: Features on home page and elsewhere typically provide “Shop Now” links. Health and beauty are common topics.

Category prominence: Top-of-page ads on category pages; category pages present “Highlights,” “Top Brands” and “Shop by Brand.”

OTHER INTERNET

Co-op advertising: Retailer deploys ads on content-targeted and general consumer websites.

Blogs: Regularly taps into Collective Bias’ community of bloggers.

External websites: The “Discover Beauty Within” website, without Walgreens branding, provides branded content opportunities among its exclusive content.

Paid search: New product and other brand-level ads are common.

DIGITAL COUPONS

Walgreens.com typically has 300-plus manufacturer “clip to card” coupons weekly (via Coupons.com); offers are available through the mobile app and accessible through digital versions of the circular and monthly coupon booklet.

EMAIL

Brand-specific ads and offers are included in a weekly email providing a “sneak peek” of the Sunday circular and another sent to Balance Rewards cardholders; monthly “Walgreens Wellness” and “Diabetes” emails link to articles on “Health” microsite and “StayWell” pseudo-blog.

SOCIAL MEDIA

FACEBOOK: Steady update stream includes paid, brand-specific posts.

Twitter: Actively sells brand-specific tweets.

PINTEREST: Topic-specific boards (e.g., “Summer Beauty” and “Makeup”) showcase national-brand products.

Instagram: App users can directly print Instagram photos from in-store kiosks.

OTHER: The retailer supports the Apple Pay platform and plans to integrate it with its Balance Rewards by the fall of 2015. Aisle411 has individual store maps.

MOBILE

TEXT ALERTS: Opt-in service promotes storewide and brand-specific deals.

Smartphone app: Highly regarded app functionality-wise offers same coupons available online and the occasional overlay to an account-specific promo.

IN-STORE

Kiosks: Self-serve photo kiosks let users print directly from Facebook and Instagram.

PIN PADS AT CHECKOUT: Ads on credit card readers facilitate cause campaign donations and occasionally promote brands.

BEACONS: Duane Reade is testing iBeacon technology that delivers lock-screen offers nearby and inside stores.

Near field communication: For an account-specific Pantene “Haircast” campaign, endcap displays contained an NFC chip that directly linked Android users to the site.

QR codes: Occasionally used to direct shoppers to additional product information or offers.
Display advertising: Extensive opportunities throughout site include home-page placement. (Ad partner: Triad Retail Media; Promotional opps include “Value of the Hour” and “Value of the Day” deals (also communicated through a Google Chrome browser extension).

Brand showcases: Long-term promotional pages let brands change out content periodically. Communicate exclusive offers and products, promos, seasonal activity. Often supported by display ads elsewhere on site and emails.

THEMED CONTENT: National brands sponsor seasonal and topical destinations, the latter including the Walmart Movie Center and the “Every Little Step” baby care center.

Category prominence: Brand graphics illustrate seasonal and category-level activity in carousel ads and landing page/keyword search results.

Amplified circular: In the last year, Walmart has significantly beefed up its digital circular, supplementing pages with a horde of related content, much of which is supplied by brands.

OTHER INTERNET EXTERNAL WEBSITES:
“Savings Spotter” browser extension presents Walmart’s price for products viewed on other websites.

Co-op advertising: Ads with top manufacturers drive traffic to walmart.com from consumer sites.

PROPRIETARY PLATFORMS:
“Savings Catcher” tool lets shoppers submit receipts to automatically receive Ad Match refunds as e-gift cards.

PAID SEARCH: Generic seasonal terms (“Memorial Day deals”) and product categories (“deodorant”), along with sponsored listings for specific brands. Co-op ads on brand-name searches are plentiful.

BLOGS: “Walmart Moms” blogger network helps amplify programs.

DIGITAL COUPONS A “Printable Coupons” area on walmart.com contains 300-plus offers (via Coupons.com) for in-store purchases; social sharing encouraged.

EMAIL A steady stream of opt-in emails often contain banner ads from “trusted partners,” most often CPGs.

SOCIAL MEDIA FACEBOOK: Numerous daily updates present retailer campaigns, lifestyle content, meal solutions and promotional offers. Separate Gamecenter account plugs new and exclusive video game launches.

TWITTER: Tweets showcase Rollbacks and other deals, in-store events and tips. Secondary accounts present info on corporate initiatives such as sustainability, diversity, health and charitable giving. Separate Gamecenter account offers previews while promoting new launches and exclusives.

PINTEREST: Product-focused boards built around recipes, craft/project ideas, gift suggestions and other lifestyle concepts, some aligned with marketing initiatives.

Other: Walmart additionally maintains a presence on YouTube (for seasonal purchase ideas), Instagram, Vine, Google Plus and Flickr.

MOBILE SMARTPHONE APP: Users build a Smart Shopping List to keep a running receipt total; view local-store inventory, prices and ads; use a QR code reader and refill prescription. “Scan & Go” functionality was tested and abandoned.

IN-STORE Scan-as-you-go/self-checkout: Tested and abandoned.

DIGITAL TV: Walmart Smart Network runs customized ads targeted by store, day, time and in-store position (entrance, perimeter, dedicated endcap or TV wall). Recent updates narrow placement by geography, store-level demographics and weather.

QR CODES: Custom P-O-P materials link to content on walmart.com.

AUGMENTED REALITY: Used periodically as retailtainment, most often through mobile apps tied to theatrical or home video releases.
7-ELEVEN.COM (including Slurpee.com)

Display advertising:
Home page carousel ads typically tout 7-Eleven’s private labels, but national brands can get the spotlight if they provide exclusive products or promotions. A page within slurpee.com spotlights beverage manufacturers that provided an exclusive Slurpee flavor.

Brand showcases: Periodic brand pages spotlight an exclusive SKU or Slurpee flavor, typically sharing videos and posts about the product from social media platforms.

THEMED CONTENT: In 2014, drummed up attention for the holiday season through a promotional page, positioning itself as a quick destination for gift cards and seasonal beverages.

Category prominence: National brands in categories such as “Health & Beauty” and “Soft Drinks” get their own landing page links.

OTHER INTERNET EXTERNAL WEBSITES:
The page for the retailer’s 7Rewards digital loyalty program (7-eleven.com/7rewards) occasionally spotlights ongoing promotions with national brands if the chain’s proprietary beverages are involved.

PROMOTIONAL WEBSITES: Slurpee.com highlights promotions and sweepstakes that center around the retailer’s proprietary Slurpee beverage. National beverage manufacturers are spotlighted if they provide a Slurpee flavor.

DIGITAL COUPONS
Mobile offers in the app’s “Scan & Save” section are available to 7Rewards members.

EMAIL
Periodically deploys emails to 7Rewards members spotlighting upcoming or ongoing promotions.

SOCIAL MEDIA
Facebook: Main account spotlights national brands periodically if an exclusive SKU or promotion is involved. Beyond this, posts are devoted to proprietary products.

TWITTER: Tweets mirror Facebook updates touting exclusive products, special promotions, sweepstakes and new menu items.

Instagram: Promotes a significant amount of national brands as well as private-label products.

YouTube: The few videos that are posted typically relate to the c-store’s national campaigns and the associated TV spots, some of which highlight national brands.

Snapchat: Recently started offering location-based image filters.

MOBILE Smartphone app: Consumers are required to sign up for a 7Rewards account to access the app, which lets users earn a “punch” after any 7-Eleven beverage purchase (the sixth purchase triggers a digital coupon for a free beverage SKU). App users can also browse current promotions and offers, locate a store by proximity or Slurpee flavor, and redeem digital coupons (see above).

IN-STORE Tablets: An iPad device located at checkout allows Belly loyalty cardholders to scan their cards to earn rewards redeemable for prizes.
Look at your digital marketing from a shopper’s perspective.

If you’re worried it won’t make the cut, we can help. We’re Shoptology. We build bonds between shoppers, brands and retailers – and know the importance of user-worthy digital along the shopper journey.

Let’s talk about how we can help you create a better digital experience for your shoppers.