

APPCARD

Digital Coupons, Reporting & Rewards

Boost shopper engagement and increase spend with AppCard's In-Lane technology – delivering up to 65% higher spend while giving shoppers a fast, fun, and exclusive rewards experience.

Over 3000 independent grocers trust AppCard to power personalized savings throughout the store and at checkout. With your own store branding, instant enrollment, multilingual prompts, and clip-and-redeem in a single transaction, the in-lane terminal transforms every checkout into a loyalty moment.

Retailer Benefits:

- Deliver consistent digital experiences across websites, in-store kiosks, rewards programs, and mobile engagement
- Enroll shoppers at checkout in seconds with easy-to-use multilingual in-lane terminal
- Reach the right shoppers with the right offers using advanced segmentation and promotion tools
- Connect personalized offers and digital coupons directly to recipes, inspiration, and shopper content
- Access deeper insights through integrated shopper analytics and reporting
- Transform transaction data into actionable, predictive insights
- Simplify operations by reducing the complexity of managing multiple digital platforms
- Easily promote TPR and 2-tier pricing with new Shelf Tag integration
- AppCard signage available to promote your program in-store



"The ease of digital coupons has made it where accessibility and usage has increased significantly."

—Carina Pegarido,
Pay-Less Marketing
Manager

RETAIL MARKETING



Buy.
Earn.
Redeem.

WHY CHOOSE UNFI?

- UNFI can help you grow a holistic, integrated digital presence with loyalty programs, digital coupons, websites, e-commerce, and more.
- At UNFI, we're here to help you to find just the right solution to fit your unique needs.



NEW IN-STORE KIOSK

UNFI™
PROFESSIONAL SERVICES

APPCARD

Enrollment

Enrolling shoppers is quick and easy – your customers simply enter their mobile number to begin receiving personalized rewards via text and/or email.

AppCard then goes to work, building unique customer profiles that are shaped by item-level purchase data and transaction history. You'll be able to hone-in on your shoppers' preferences and engage them with truly personalized offers, incentives, and product announcements.

Leverage Data & Analytics

Not only does AppCard create profiles for members, it also captures 100% of transactions from members and non-members alike. You'll be able to access data and insights to get a complete picture of product sales, employee productivity, and more. Over 100 different real-time reports are available on the AppCard dashboard.



IN-LANE TERMINAL

**JOIN HUNDREDS OF UNFI RETAILERS WHO HAVE
ALREADY IMPLEMENTED APPCARD**

SIGN UP FOR MORE INFORMATION

Subject to credit approval. Some services may not be available in international markets.

Contact Information: ProServices@UNFI.com

To discover our comprehensive portfolio of services, visit Services.UNFI.com or [view our brochure](#).

RETAIL MARKETING

FAST FACTS

80%

of customers are more likely to make a purchase when offered personalized experiences.

10-12%

of AppCard members redeem personalized offers

TESTIMONIAL

“ AppCard provides Shop 'n Save the ability to offer their customers a loyalty program on par with the best in class in the industry. Partnering with AppCard has been positive across all aspects. **”**

—Pete Bazanos, eMarketing Manager, Shop 'n Save

UNFI™
PROFESSIONAL SERVICES