

# DIGITAL CIRCULARS

## KEEP YOUR CIRCULAR. ENHANCE YOUR DIGITAL DISTRIBUTION.

Customers have shifted the way they interact with the world. No longer can we expect our print circulars to make it from the mailbox to the kitchen table. The answer is clearly digital - but digital circulars today are not designed for mobile, and do not actively distribute. We bring you the platform that's changing this.

## DRIVE AND MEASURE STORE VISITS

The Ideal digital circular platform is revolutionizing retail marketing. Built from the ground up in a digital ecosystem, connected to a robust distribution system, and producing critical analytical reporting. This ecosystem finds your customers and your competitors' customers where they are, drives them to your circular, then to your store, and reports on the entire process.

1

### Target Your Audience and Area



We create a target area around your store and focus on your target audience - adults who shop your store and your competitors' stores.

2

### Serve Targeted Digital Ads



Our distribution network connects with your target audience and serves targeted digital ads in apps, and on websites, driving qualified traffic to your digital circular.

3

### Engage With Your Audience



Your digital circular is customized to your brand and includes your content. Customers browse deals, videos, recipes, share content, build shopping lists, then drive to your store and/or shop online.

4

### Drive and Measure Store Traffic



Store visits driven from your digital circular are tracked and compiled into customized reports allowing you to see circular views, store visits, & cost/visit. Using AI we monitor the ecosystem, learn, and constantly improve to maximize cost/visit and ROI.

## RETAIL MARKETING



## WHY CHOOSE UNFI?

- We compile, produce, & publish your digital circular every week
- We do not mark-up your distribution cost but maximize eyes on your ad and footsteps in your store
- We negotiate with CPG companies to drive incremental visits to your digital circular at no cost to you



**UNFI**   
PROFESSIONAL SERVICES

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## TURN-KEY PRODUCTION & DISTRIBUTION

UNFI can manage the process from beginning to end. You'll receive a weekly proof to review before it goes live. With multiple program levels and choices to accommodate retailer needs, the ability to change products and pricing mid-week, or remove an item that's out of stock, no worries - we've got you covered.

UNFI has a variety of program levels and choices to accommodate retailer needs and integrations with other digital programs you may be utilizing.

### PROGRAM OPTIONS:

Production-Only Program\*  
Base Program  
Premium Program

### PRODUCTION:

Production without E-Commerce  
Production with E-Commerce  
Data File Assistance\*\*

### MEDIA BUYS:

Base & Premium Programs

### INTEGRATIONS:

Digital Coupons  
Loyalty Programs  
E-Commerce\*\*\*

### PROOFING:

7-14 Day Lead Time\*\*\*\*

**Please consult with our team for the program rates and to determine the best program for you.**

*\*Media Buy not available for production-only program*

*\*\*PDF conversion fees may apply*

*\*\*\*Set-up and weekly fees apply*

*\*\*\*\*If timeline cannot be met, additional fees may apply*

## DISTRIBUTION

### Recommended Budget with Active Print System:

0.2% of Gross Store Sales between active print & digital combined

### Recommended Budget Without Print:

0.5% of Gross Store Sales

If you are not distributing a print circular, use digital circular, email, & social to reach your shoppers

### Third Party Verified

Impressions:



Views:



Visits:



### SIGN UP FOR MORE INFORMATION

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

Contact Information: [ProfessionalServices@UNFI.com](mailto:ProfessionalServices@UNFI.com)

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

## RETAIL MARKETING

### FAST FACT

# 57%

of paid traffic to Ideal  
circulars result in a store visit

### TARGET EVERYONE

Targeted digital media drives  
current and new shoppers to  
your digital circular

### MEASURE RESULTS

Track your media buy, circular  
interaction, and traffic back to  
brick-and-mortar & e-  
commerce.

### INTEGRATIONS

Integrates with your e-  
commerce, digital coupons,  
and loyalty & rewards  
programs

Scan for sample ad to  
see how it works!



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