

# DIGITAL CIRCULARS WITH IDEAL BY DESIGN HOUSE

## MODERNIZE YOUR WEEKLY AD. SIMPLIFY YOUR WORKFLOW.

A new, streamlined digital circular program built with UNFI – designed to reduce effort, lower production costs, and increase customer engagement.

### THE WEEKLY AD, REIMAGINED

Retailers no longer need to build a digital circular from scratch each week.

With UNFI's new program, your weekly ad begins with a fully built, professionally designed foundation – complete with promotions, recipes, video, and engaging content.

You simply make it your own.

### A SMARTER, SIMPLER PROCESS

#### • Step 1 – Built for You

Using UNFI regional ad planners, UNFI and Ideal create a fully merchandised, ready-to-use digital circular using available promotions and enhanced content

#### • Step 2 – Customize with Ease

Easily update pricing, remove items, or add products at any time – no design or production work required

#### • Step 3 – Publish & Update Anytime

Your circular is live on your website and can be updated in real time – giving you full control throughout the week



## RETAIL MARKETING



### WHY RETAILERS ARE MAKING THE SWITCH

- **Reduce Weekly Production Costs**  
Eliminate the traditional time and expense of building ads from scratch
- **Save Time & Simplify Operations**  
No more gathering and submitting weekly deal files
- **Take Full Control of Your Ad**  
Update pricing, swap items, or react to inventory instantly
- **Increase Shopper Engagement**  
Rich content including video, recipes, and interactive features
- **Modern, Mobile-First Experience**  
Designed for how customers actually shop today

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## DIGITAL-FIRST... WITH PRINT FLEXIBILITY

Your digital circular can be printed for in-store use, giving shoppers a physical version when needed.

For retailers reducing or eliminating print distribution, this program replaces the traditional production process while still supporting in-store shoppers.

## TURN YOUR CIRCULAR INTO A TRAFFIC DRIVER

**Optional. Powerful. Measurable.**

While not required, UNFI's digital distribution program is where retailers unlock the full value of the platform.

- Reach your customers and your competitors' customers
- Serve targeted ads across apps and websites
- Drive shoppers directly into your circular
- Track traffic from circular to store

### Measured Results Include:

- Store visits driven
- Cost per visit
- New vs. returning customers
- Competitor share capture

## A BETTER WAY TO RUN YOUR WEEKLY AD

This new program simplifies your workflow, reduces production costs, and gives you full control – while setting the foundation for advanced digital engagement and measurable growth.

## 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 and e-commerce.

### INTEGRATIONS

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

### [SIGN UP FOR MORE INFORMATION](#)

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

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

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

