

# DIGITAL MARKETING

Digital marketing solutions from UNFI reach shoppers where they are online with messages that are relevant to them, offers that appeal to them, and digital coupons for the products they want to buy.

By integrating digital marketing programs with your traditional marketing tactics, you'll gain an in-depth understanding of your shoppers' unique purchasing behaviors. You'll also show your shoppers that they are valued and understood and create a better shopping experience, leading to more loyalty and an increase in sales.

## RETAIL MARKETING



## 80% of shoppers are more likely to make a purchase when offered personalized experiences<sup>1</sup>

**67%** of consumers purchase groceries online<sup>2</sup>

**68%** of consumers favor tech-enabled personalization<sup>3</sup>

**2x** as many shoppers use digital over paper coupons<sup>4</sup>

### Top 5 Reasons to Use Personalized Digital Marketing

1. Stand out from the growing competition in your area and online
2. Effectively communicate the value you provide your shoppers
3. Engage your shoppers with content that is relevant to them
4. Give your shoppers access to discounts and promotions on the brands they love
5. Improve shopper loyalty and attract new customers

## Get Started

### UNFI Conventional Account Contacts:

- West Region: [Naquel.M.Sawyer@unfi.com](mailto:Naquel.M.Sawyer@unfi.com)
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- East Region: [Lee.M.Cox@unfi.com](mailto:Lee.M.Cox@unfi.com)

### UNFI Natural Account Contact:

- All Regions: [Madison.Valls@unfi.com](mailto:Madison.Valls@unfi.com)

1. Epsilon, The Power of Me: The Impact of Personalization on Marketing Performance, January 9, 2018

2. The Food Industry Association (FMI), US Grocery Shopper Trends, May 2024

3. The Food Industry Association (FMI), Grocery Shopper Snapshot, January 2024

4. UNFI News, Nearly Twice as Many Americans Use Smartphone App Coupons Compared to Paper Circular Coupons, July 30, 2024



# DIGITAL MARKETING

We offer solutions for every store, size, budget and business need:

**RETAIL  
MARKETING**



**Audience Optimizer**      **Web & In-Store Coupon Distribution**



**Digital Coupons & Loyalty**      **Web & In-Store Coupon Distribution**



**Digital Circulars + Distribution**      **White-Label eCommerce**



**Marketplace Delivery & White-Label eCommerce**      **White-Label eCommerce**

## [SIGN UP TO LEARN MORE](#)

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

Questions? [ProfessionalServices@UNFI.com](mailto:ProfessionalServices@UNFI.com)

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