

**THE SHOPPER JOURNEY IS MORE COMPLEX THAN EVER
HAS YOUR SHOPPER MARKETING STRATEGY EVOLVED?**



As shoppers spend more time online, shopper marketing executions have moved beyond traditional in-store tactics to encompass the power of digital, including social media, online reviews, influencers, digital offers and more.

Digital now influences 51% of grocery sales overall ¹

Let's take a look at how one shopper's journey has changed on her quest for bagels and how **John's Bagels** is leveraging these new tools to engage Jane on her path to purchase.



Reads Online Reviews

**Thursday
6:00PM**

Jane searches for healthy bagels online and finds a blog post reviewing **John's Bagels**



81%

of consumers say product reviews influence the way they shop.²

Social Media

**Friday
1:00PM**

John's Bagels then targets Jane with a video on Instagram based on her past search history



94%

of women report buying new food items or ingredients based on a social media recipe, photo, or usage idea.³

Digital Offers

**Friday
1:05PM**

Video ad links to exclusive digital offer where Jane adds **John's Bagels** to her shopping list



86%

of shoppers use coupons to plan their shopping list.⁴

P.O.S. Integration

**Saturday
2:00PM**

Jane gets to the store and is re-engaged with shelf signage promoting **John's Bagels**



Encourage Multi-Purchase

**Saturday
2:30PM**

Jane purchases two packages of **John's Bagels** with her digital savings



1.5x

more units are purchased by shoppers who use digital offers.⁵

Follows on Social Media

**Sunday
5:00PM**

Jane "Likes" **John's Bagels** and leaves a review on Facebook



71%

of consumers are likely to purchase an item based on strong social media buzz.⁶



Jane's journey is just one of thousands that consumers take based on what type of shopper they are (value, organic, etc.), what type of products they are looking for, and most importantly

WHERE THEY SHOP

Not sure where to start?

matrixx closely collaborates with the

TOP 75 LARGEST RETAILERS

to develop integrated campaigns that increase awareness and drive sales

Our digital and shopper marketing experts are here to help you reach your customers. Since our founding in 2000, we are proud to have worked closely with many category captains and with exciting emerging brands in our numerous award-winning CPG campaigns.

We're not an agency - We're a partner!

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