APPCARD

Digital Coupons, Loyalty & Rewards

AppCard is an easy-to-manage platform that helps you reach shoppers with targeted messages, customized offers, and digital coupons that are based on their unique purchasing behaviors and preferences.

A whopping 60% of shoppers are looking for more coupons and discounts than last year. As shoppers reduce the number of retailers they visit, AppCard will help steer shoppers to your store — instead of your competition.

Retailer Benefits:

- Easily identify and engage top shoppers
- Reduce advertising costs and increase conversions
- NEW digital coupons from top brands
- Integrates with e-commerce & fuel programs
- Rewards program with points and digital punch cards
- Uses your store's branding
- Create email templates and send personalized texts

APP CARD 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.

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.

JOIN HUNDREDS OF UNFI RETAILERS WHO HAVE ALREADY IMPLEMENTED APPCARD

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

SIGN UP FOR MORE INFORMATION
Subject to credit approval. Some services may not be available in international markets.

Contact Information: PSSales@UNFI.com

To discover our comprehensive portfolio of services, visit Services.UNFI.com or view our brochure.

UNFI
PROFESSIONAL SERVICES