

INMAR INTELLIGENCE: DIGITAL COUPONS

OVERVIEW

Inmar Intelligence's Loyalty Solutions empower retailers to execute compelling and comprehensive, loyalty-building promotional campaigns that go beyond digital coupon distribution. Inmar's proprietary technology delivers a rich, personalized savings experience to shoppers that drives their purchase behavior and return trips.

HOW IT WORKS

Inmar provides a one-stop-shop for digital coupons, promotional creation, offer management, reporting and customer service. The platform includes the following capabilities.

DIGITAL COUPONS

Provides a digital coupon solution that enables independent retailer and wholesalers to execute digital promotions seamlessly and efficiently. Combining sourced national content along with cross-device wallet capabilities, Inmar empowers independent retailers to deliver incremental savings to shoppers driving on-going shopper engagement.

CAPABILITIES

- Incentives Manager: manage, view, create digital promotions in one portal
- Shopper Care: customer service tool for retailers
- Shopper Site: retailer branded site for registration, viewing e-wallet, clipping, etc.
- API Access: access to API's to display digital promotions
- Email: one weekly personalized email per registered shopper
- Shopper Site Loyalty: micro-site/shopper site enables shoppers to track loyalty progress

DIGITAL COUPON TYPES

Over 150 digital coupons per week including:

- National CPG coupons
- P&G coupons
- UNFI Shopper Marketing and Digital Network coupons
- UNFI Brands+
- Local store-funded and supported coupons

REPORTING

- Daily and Weekly Activity
- Digital Content
- Life of Program Metrics
- Program At-A-Glance
- Program Performance
- Redemptions by Store by Month
- Retailer Issued Offer Activity
- Selections & Redemptions by Media Property
- Shopper Participation
- Settlement Reporting

* If no other agency being used

**SEE REVERSE SIDE FOR
INMAR LOYALTY CAPABILITIES**

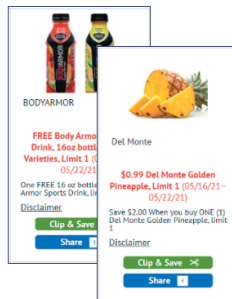
CONSUMER MARKETING + DIGITAL

WHY CHOOSE INMAR?

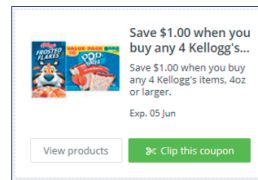
- **Complete end-to-end solution** including profile set-up, communication, promotion, real-time reporting, and speedy reconciliation.
- **Intuitive user interface for marketing use**, enabling easy program development, execution and management
- **Integrated reconciliation tools**
- **POS integration** for fast, insightful shopper data and accurate personalization
- **Utilize shopper data to personalize** across attribute, geographical and behavioral factors
- **Single sign on** integration with digital coupons
- **Simplified & intuitive user experience** including integrated tools for tracking shopper progress to goals



Store Specific Offers

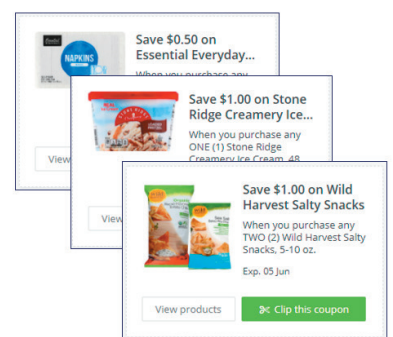


UNFI CPG Offers*



**Exclusive Digital Coupons only for UNFI Supplied Retailers*

UNFI Brands+ Offers



INMAR INTELLIGENCE: LOYALTY

LOYALTY

Empowers retailers to execute compelling and comprehensive loyalty-building campaigns that go beyond digital coupon distribution. Employing enhanced, proprietary technology, the Loyalty solution enables delivery of a richer savings experience to shoppers while creating a genuine competitive advantage for retailers.

CAPABILITIES

- Incentives Manager: manage, view, create digital promotions in one portal
- Shopper Care: customer service tool for retailers
- Shopper Site: retailer branded site for registration, viewing e-wallet, clipping, etc.
- Settlement: can include settlement for all content for retailer reimbursement*
- API Access: access to API's to display digital promotions on web or eComm sites, integrated with many providers
- Offer Sourcing: Inmar Intelligence, wholesaler, and retailer sourcing

LOYALTY TYPES

- Email: seven email types personalized to registered shoppers**
- Points & Club Programs: set up points based program(s) and frequent shopper programs
- Targeting: target offers to specific shoppers
- Digital TPR's: no clip or shopper ID required for redemptions
- Continuity Offers: require multiple purchases or trips to qualify for offer
- Shopper Site Loyalty: micro-site/shopper site enables shoppers to track loyalty progress

REPORTING

- Daily and Weekly Activity
- Basket Level Loyalty Reports (RFM)
- Clubs & Points Loyalty Dashboard
- Digital Content
- Life of Program Metrics
- Program At-A-Glance
- Program Performance
- Redemptions by Store by Month
- Retailer Issued Offer Activity
- Selections & Redemptions by Media Property
- Shopper Participation
- Clubs & Points Loyalty Dashboard

* If no other agency being used

**For retailers with 20+ stores under one banner

CONSUMER MARKETING + DIGITAL

STATS (INMAR INTELLIGENCE 2020)

Stats (Inmar Intelligence Shopper Behavior Survey 2020)

- **77%** of shoppers said they use their loyalty card/number every time they go to the store
- **62%** of shoppers choose to shop more often at stores where they are a loyalty program member
- **32%** of shoppers have only one loyalty program membership at supermarket/grocery store
- **75%** of shoppers clipped digital coupons to their loyalty ID in 2020



CONTACT YOUR CONSUMER MARKETING ACCOUNT MANAGER

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

Pacific Region	Terry Stadheim Terry.J.Stadheim@UNFI.com
Central Region	Carly Mandler Carly.R.Mandler@UNFI.com
Southeast Region	Lee Cox Lee.M.Cox@UNFI.com
South Region	Rafael Ventura Ralph.Ventura@UNFI.com
Atlantic Region	Lisa McDonald Lisa.H.McDonald@UNFI.com

