



# meijer Digital Innovation and Programs in the Grocery Retail Industry

Digital Grocery Summit, 2018

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**H. MYERS**

**POCKET BILLIARDS**

**BARBER SHOP**

**CANDIES, CIGARS AND TOBACCOS**

**EX MILK MAN** **GREENVILLE, MICH.** **EX FARMER**

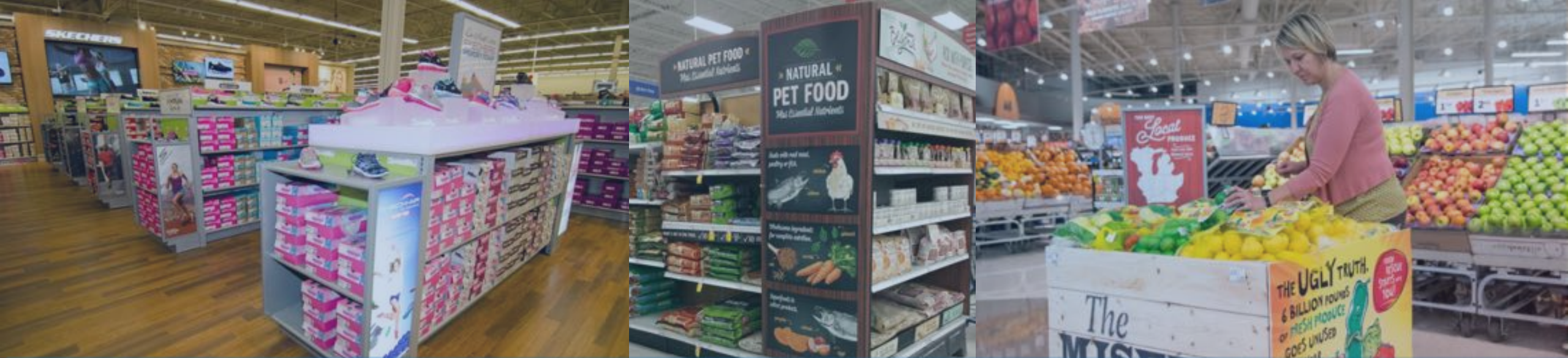
**NOW - GROCERY STORE 10-16-36**  
**"THRIFT MARKET"**

Dear Sister.

I was already to go to bed,  
but changed my mind  
I thought better write you  
a few lines this 10<sup>th</sup> and







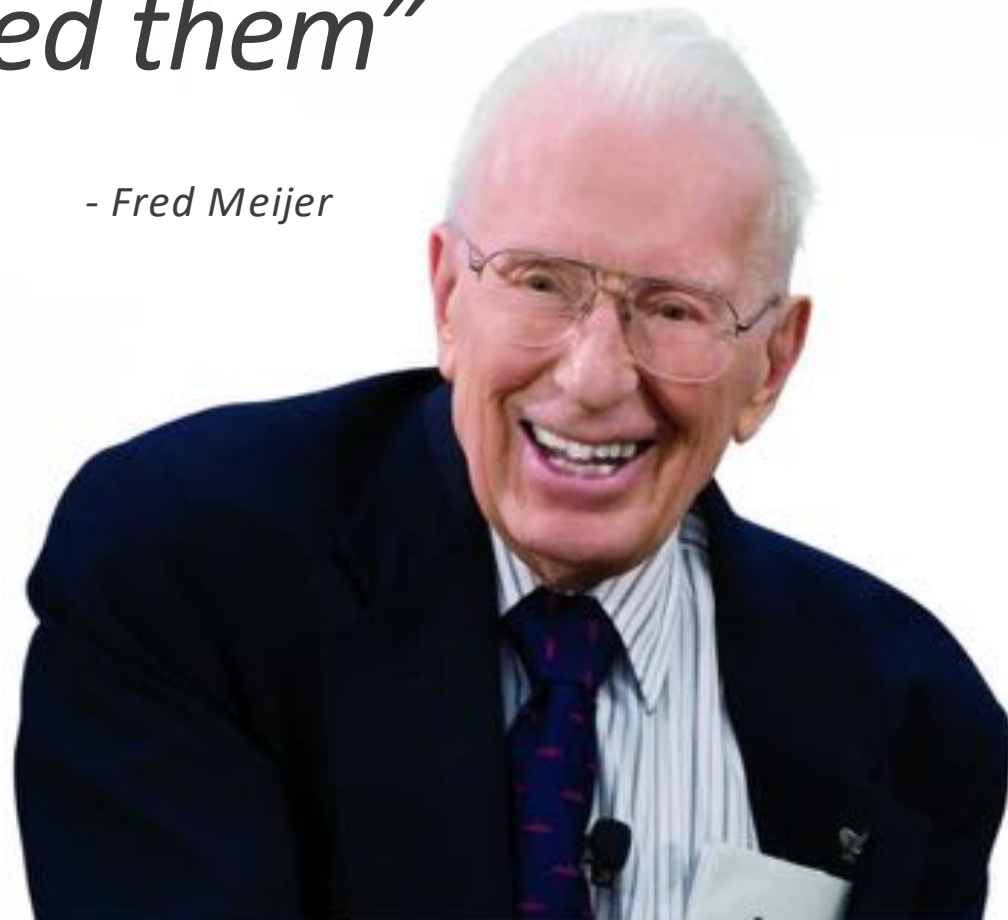
Great Selection for our Customers





*“Customers don’t need us...  
we need them”*

*- Fred Meijer*



# With that philosophy... Meijer constantly innovates





# Fast forwarding... the consumer today



Highly connected | Generational changes | “Google it” | Time starved | Online shoppers | More and more choices

●●●○ AT&T LTE

10:32 AM

📶 97% 🔋



Instagram



### **1998:**

- Don't get in strangers' cars
- Don't meet ppl from internet

### **2017:**

- Literally summon strangers from internet to get in their car

# Retail is changing more than ever

## Retail



## Click & Collect



## Home Delivery

Instacart raises \$400 million at a \$3.4 billion valuation to deliver groceries on demand





# Retail is changing more than ever



# And the Amazon effect on us all

## Fulfillment

amazon.com  
Prime



## Technology

amazon dash



## Content



## Brick & Mortar





# Meijer's approach to digital – the store is at the center



One store... multiple ways to shop

Creating differentiation across retail by delivering a seamless  
physical and digital experience that enables personalized  
relationships





Meijer has created engaging digital experiences for the customer



# Digital engagement is rapidly growing

Investing in the areas our customers value and engage with

## 750,000+

Weekly visits to our digital  
circular

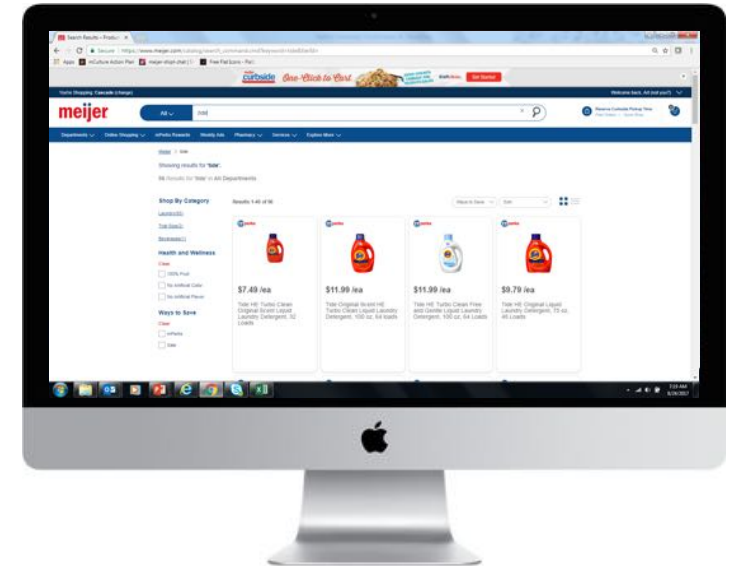
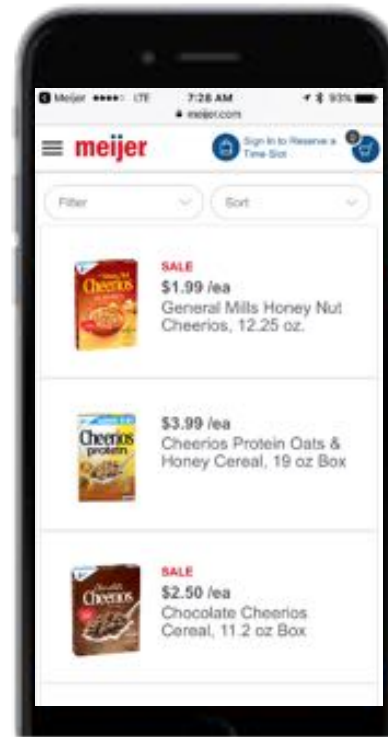
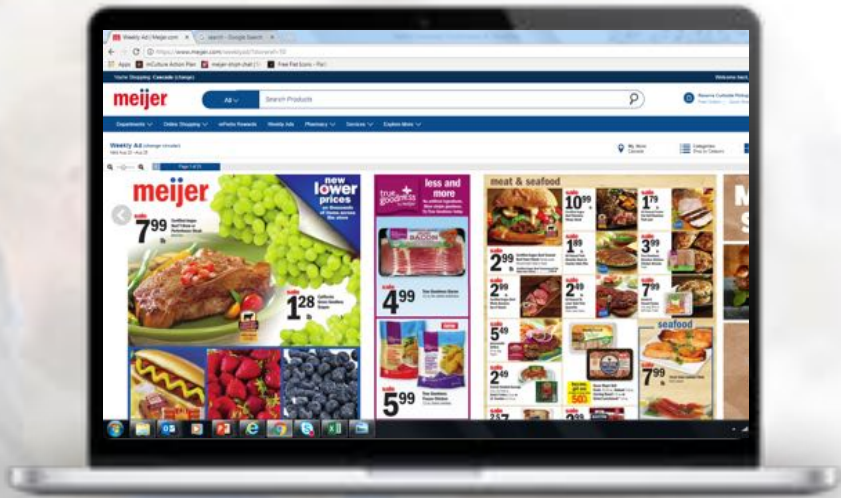
## 70%+

Of traffic is from mobile

## 1.8

## Million+

Product searches a week



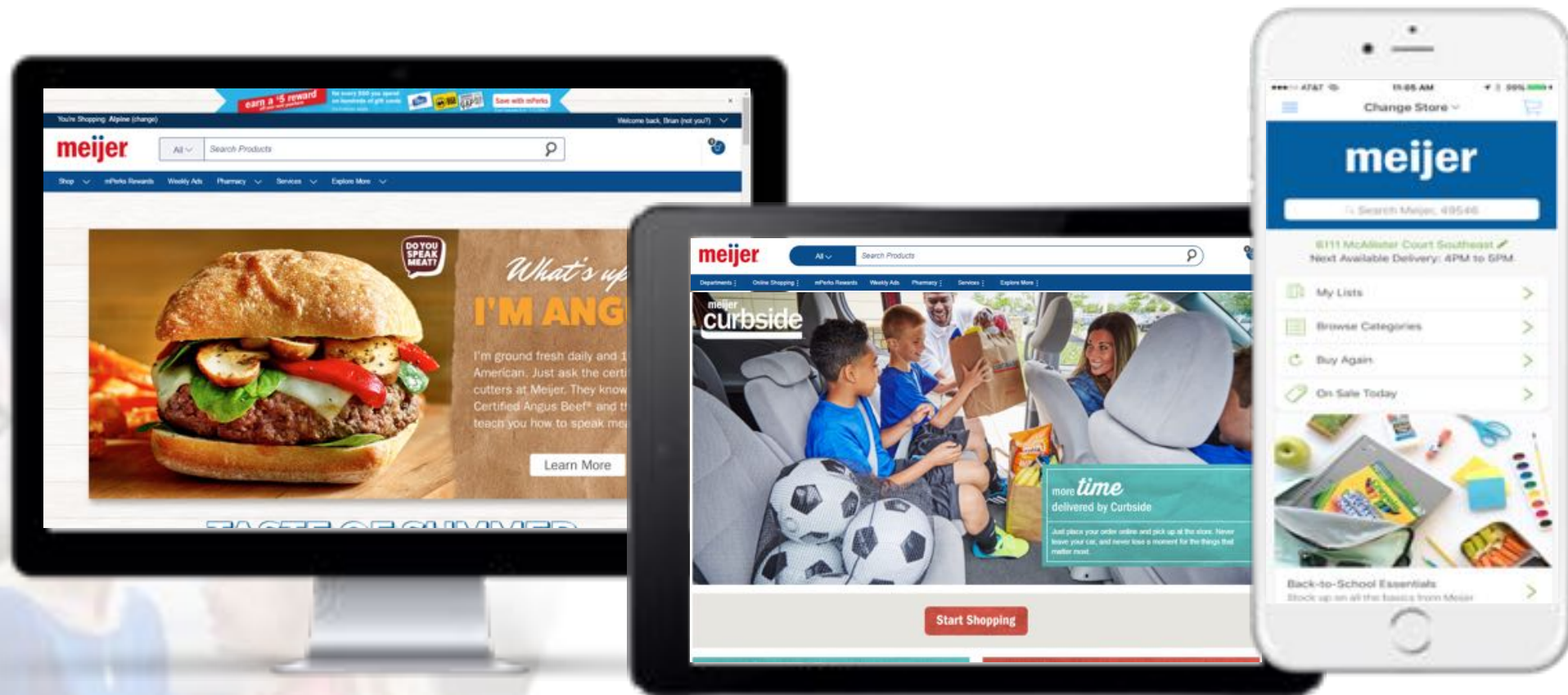


# The opportunity is NOW

Meijer.com

| Curbside

| Home Delivery



# Meijer.com – the “digital door”

>80% of Meijer.com behavior is to help plan in-store trips

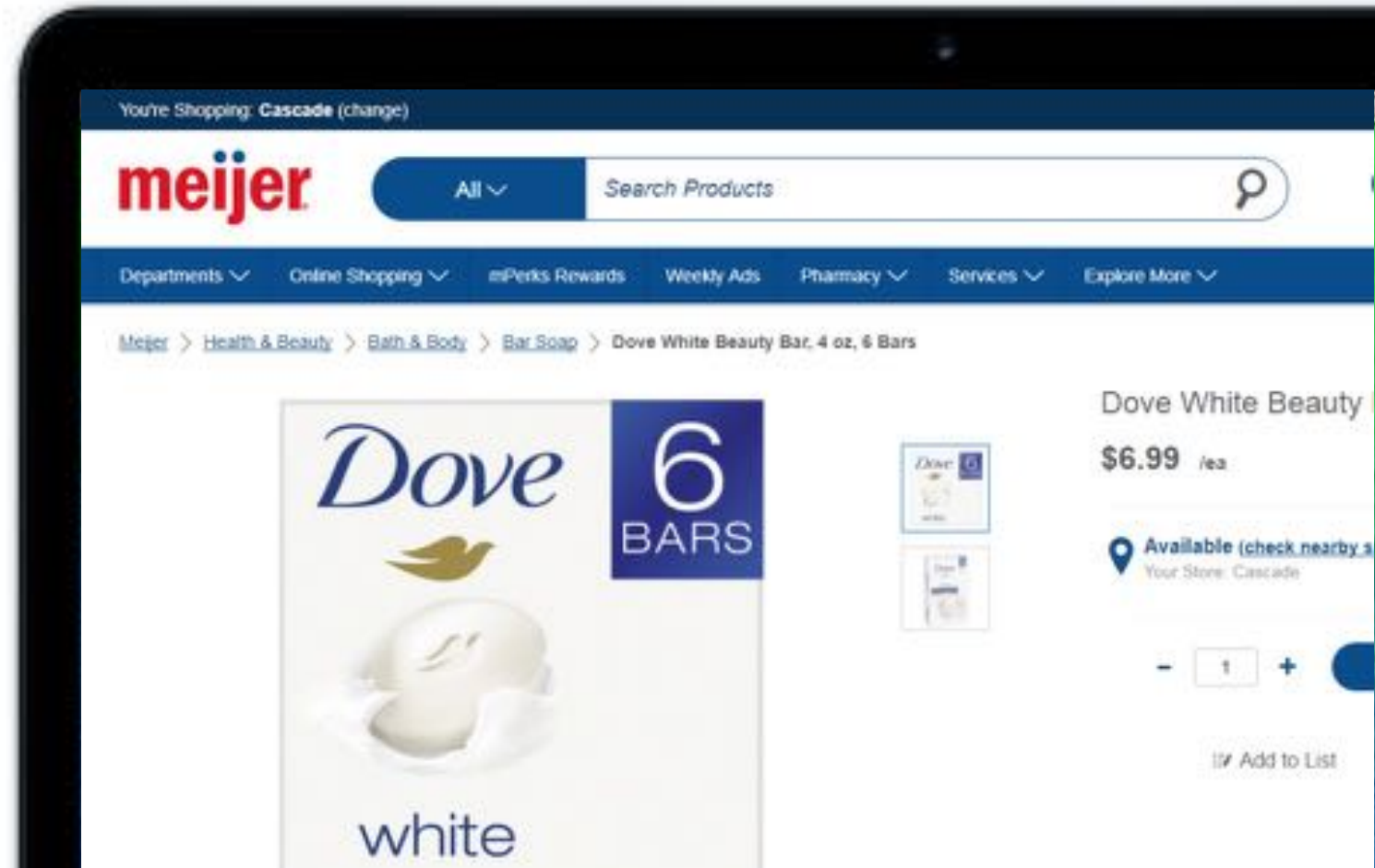
Product search &  
browse

Research & pricing

List making

Viewing the ad

Online shopping





# Meijer.com – the “digital door”

>80% of Meijer.com behavior is to help plan in-store trips



## ‘Digitizing Assortment’

In-store to online

100% coverage

Organizing a supercenter, online

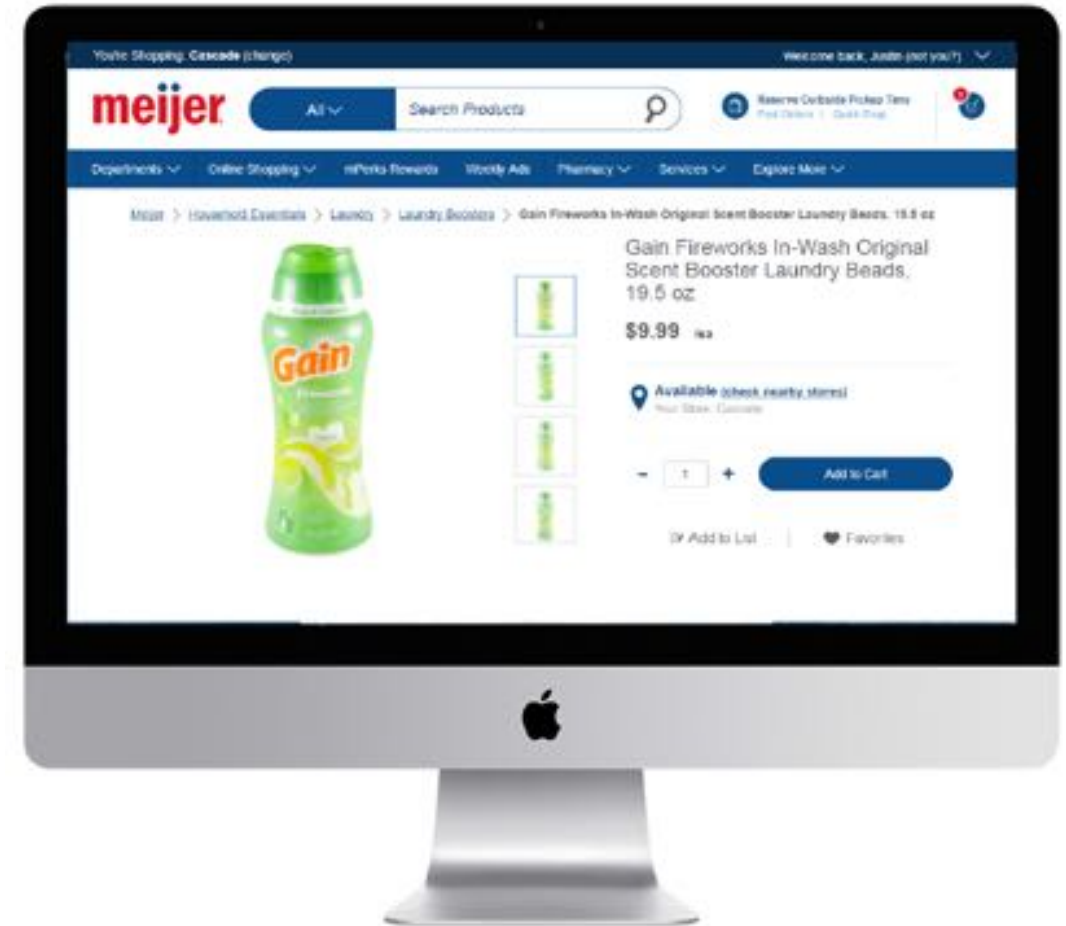
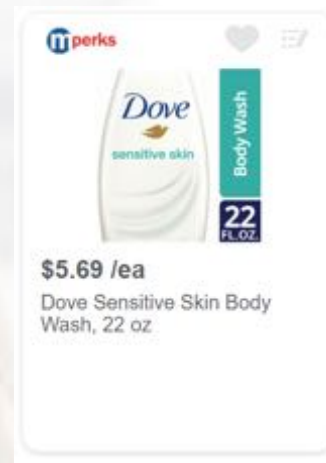
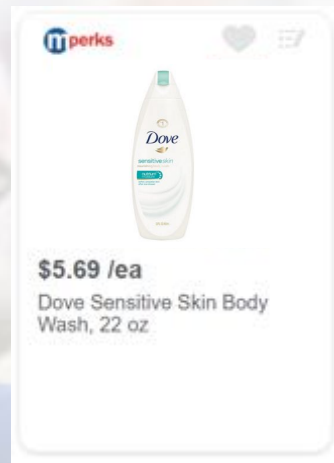
Digital catalog rules & experience

# Meijer.com Product Assortment

Customers rely on product information to make a decision online

## Product detail pages

- The ultimate guide for customer purchase decision
- Foundational content is table stakes
- Experimenting with new image styles





# Enhance your product pages - *Webcollage*<sup>®</sup>

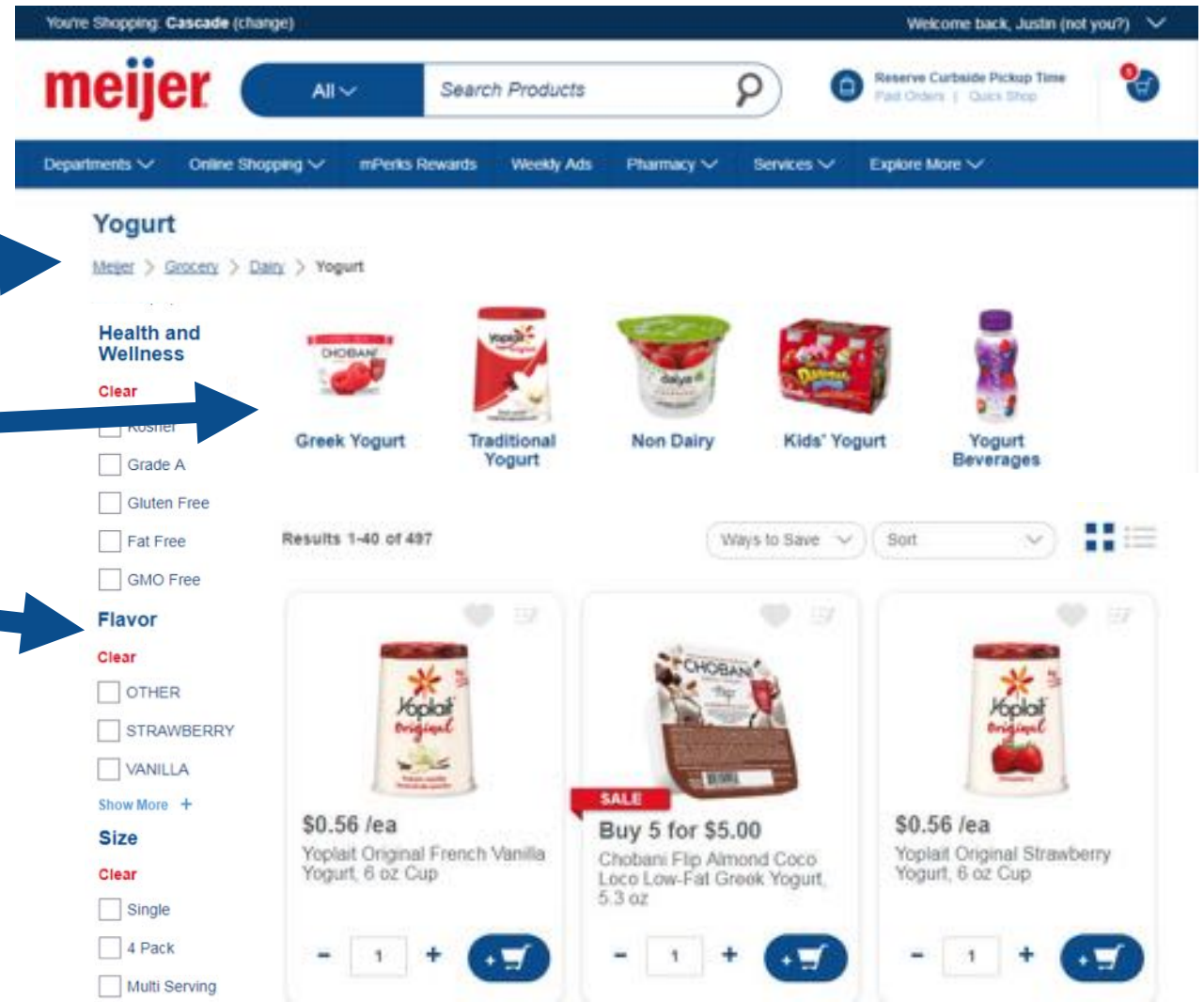


# Meijer.com – the “digital door”

Navigation & search are the digital space plan & planogram


## Category & search pages

- Digital CDT
- Simple & visual wayfinding
- Useful & necessary filters
- Quick add-to-cart







A photograph showing a family inside a car. A male Meijer employee in a white polo shirt is handing a cardboard box to a young boy in a blue shirt. The boy is sitting in the back seat, and another boy is next to him. A woman is in the driver's seat, smiling. There are soccer balls and bags of snacks in the car. The scene is bright and cheerful, illustrating the convenience of curbside delivery.

meijer  
curbside

more *time*  
delivered by Curbside

Just place your order online and pick up at the store. Never leave your car, and never lose a moment for the things that matter most.



# Curbside Overview



# Curbside Operation



Order sorting | Order routing | Zone Shopping | Batch Shopping | Payment Automation

# Curbside programs & activations

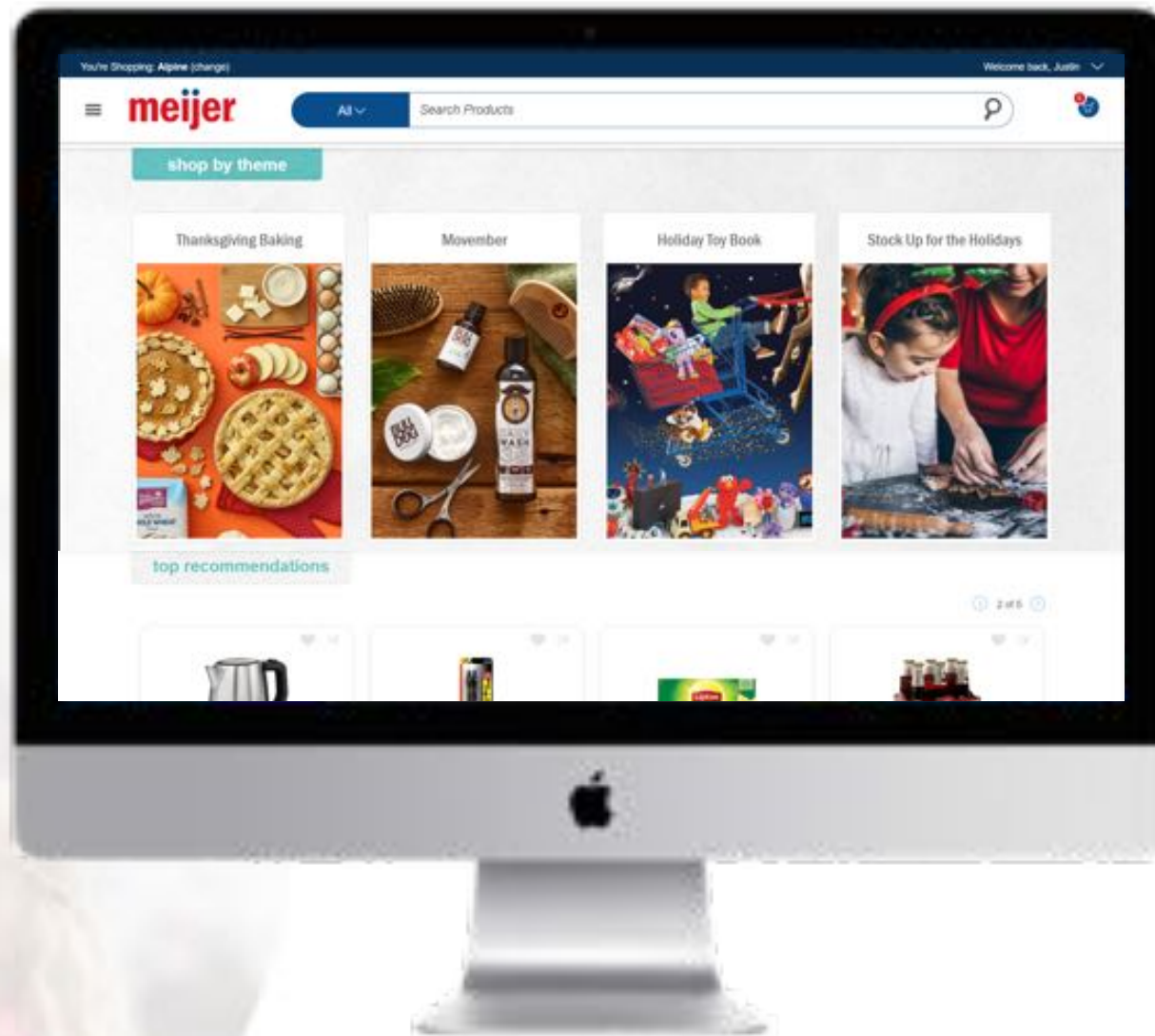
Cross category promotion





# Curbside programs & activations

'QuickShop' for Curbside



# Curbside programs & activations

New innovation



# Curbside Insights



**50**

Items per basket



**\$140**

Avg. basket ring



**> 30%**

Incremental sales





# Home Delivery in the Mid-West

6

State reach

200+

Meijer stores

10M+

Household reach

24

Hours a day

148

Day rollout

1,000,000

Deliveries by year end



# Core customer... is everyone

**BUSY HOUSEHOLDS**



**WORKING PROFESSIONALS**



**COLLEGE STUDENTS**



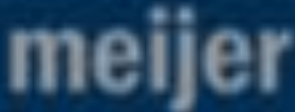
**ELDERLY CUSTOMERS**















Anyone who is looking for convenient ways to save time.



# Promotion & Activation



 <p>Pillsbury Cinnamon Reduced Fat Cinnamon Rolls with Icing Can 12.4 oz \$3.19</p> <p>+ Add</p>	 <p>Pillsbury Original Breadsticks Can 11 oz \$3.19</p> <p>+ Add</p>	 <p>Pillsbury Chocolate Chip Cookie Dough Chub 16.5 oz \$2.69</p> <p>+ Add</p>	 <p>Pillsbury Grands! Pumpkin Spice Rolls with Icing 17.5 oz \$4.69</p> <p>+ Add</p>
<p>SALE</p>  <p>Pillsbury Grands! Southern Homestyle Butter Tatin Biscuits, 5 Big ct Can 10.2 oz <del>\$4.29</del> \$1.19</p> <p>+ Add</p>	<p>SALE</p>  <p>Pillsbury Grands! Southern Style Biscuits, 41.6 Value Pack Bag 41.6 oz <del>\$4.19</del> \$3.79</p> <p>+ Add</p>	<p>SALE</p>  <p>Pillsbury Grands! Buttermilk Biscuits Frozen Dough 25 oz <del>\$2.99</del> \$2.89</p> <p>+ Add</p>	 <p>Pillsbury Big Deluxe Chocolate Chip Cookie Dough Pack 16 oz \$2.69</p> <p>+ Add</p>
		<p>SALE</p> 	



## Thanksgiving must-haves


Turkey, side dishes, and all the trimmings, delivered from Meijer

# Rapid Innovation



Earn towards rewards – now includes Shipt

Over 70% engagement in first two months



The image shows a hand holding a smartphone displaying the mperks app interface. The background of the ad features a kitchen scene with a bowl of eggs, a block of butter, and some green herbs.

**SHIPT**

**meijer & SHIPT**

**You asked. We listened.**

Grocery delivery from Meijer just got even better – mPerks is now available exclusively in the Shipt app! Starting today, you can link your mPerks account to earn progress towards rewards with every order.\*

**START SAVING**

# Rapid Innovation

First retailer in Michigan  
delivering alcohol



Impact: 28% basket increase





# Additional Programs



General Merchandise  
expansion



Shipt Pickup  
5 store pilot – expanding  
2018

# Meijer's Strategy Producing Results

Breakdown across markets

Home Delivery

In-store



Home delivery over-indexes to NEW customers and Premier customers, generating strong incremental sales



A photograph of a family shopping in a Meijer store. A man, a woman, and a young girl are visible. The man is pushing a shopping cart, and the woman is standing next to him. The girl is pointing towards the right. The background shows shelves stocked with various products. The image has a blue and red color overlay.

“Set your standards, then  
live by them”

- Fred Meijer

**meijer**



A photograph of a family shopping in a Meijer grocery store. A man, a woman, and two children are visible. One child is sitting in a shopping cart, and another child is pointing towards the right. The background shows shelves stocked with various products. The image is overlaid with a blue and red gradient.

*Enabling digital innovations and programs  
in the grocery retail industry*

Thank You

**meijer**