

APPCARD

More than loyalty, AppCard is a personalization solution.

AppCard is a personalization program for independent retailers that is so much more than your old-school loyalty program. It's a robust and easy-to-manage platform that helps you reach your shoppers with **targeted messages, customized offers, and digital coupons** that are relevant to them, based on their unique purchasing behaviors and preferences.

KEEP YOUR SHOPPERS COMING BACK

Today's shoppers are seeking out more ways to save money on their grocery bills, and **AppCard is a simple solution for price-conscious consumers**. In light of rising grocery prices, a whopping 60% of shoppers are looking for more coupons and discounts than last year. Plus, as shoppers continue to consolidate their shopping trips and reduce the number of retailers they visit, **personalization will help steer shoppers to your store**--instead of to 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
- Dashboard of over 100 real-time reports
- Dedicated customer service support
- Access to data scientist to identify marketing opportunities

RETAIL MARKETING



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.



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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

[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](#).

RETAIL MARKETING

FAST FACTS

80%

of customers are more likely to make a purchase when offered personalized experiences.

1500+

Independent grocers are using AppCard to personalize their customer 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

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