

# DIGITAL CIRCULARS

## KEEP YOUR CIRCULAR. ENHANCE YOUR DIGITAL DISTRIBUTION.

Customers have shifted the way they interact with the world. No longer can we expect our print circulars to make it from the mailbox to the kitchen table. The answer is clearly digital - but digital circulars today are not designed for mobile, and do not actively distribute. We bring you the platform that's changing this.

## DRIVE AND MEASURE STORE VISITS

The Ideal digital circular platform is revolutionizing retail marketing. Built from the ground up in a digital ecosystem, connected to a robust distribution system, and producing critical analytical reporting. This ecosystem finds your customers and your competitors' customers where they are, drives them to your circular, then to your store, and reports on the entire process.



We create a target area around your store and focus on your target audience - adults who shop your store and your competitors' stores.

Our distribution network connects with your target audience and serves targeted digital ads in apps, and on websites, driving qualified traffic to your digital circular.

Your digital circular is customized to your brand and includes your content. Customers browse deals, videos, recipes, share content, build shopping lists, then drive to your store and/or shop online.

Store visits driven from your digital circular are tracked and compiled into customized reports allowing you to see circular views, store visits, & cost/visit. Using AI we monitor the ecosystem, learn, and constantly improve to maximize cost/visit and ROI.

## RETAIL MARKETING



## WHY CHOOSE UNFI?

- We compile, produce, & publish your digital circular every week
- We do not mark-up your distribution cost but maximize eyes on your ad and footsteps in your store
- We negotiate with CPG companies to drive incremental visits to your digital circular at no cost to you



**UNFI**   
PROFESSIONAL SERVICES

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## TURN-KEY PRODUCTION & DISTRIBUTION

UNFI can manage the process from beginning to end. You'll receive a weekly proof that you can view on your phone or desktop. If you'd like to change a price mid-week, or remove an item that's out of stock, no worries - we've got you covered.

## PRODUCTION

**\$150** Weekly Production Costs

## DISTRIBUTION

**\$300** Minimum Investment / Week / Store  
~ 40,000 Targeted Digital Ad Impressions  
~ 600 In-Store Visits

## Recommended Budget With Active Print System

**0.2%** of Gross Store Sales  
between active print & digital combined

## Recommended Budget Without Print

**0.5%** of Gross Store Sales  
If you are not distributing a print circular, use digital circular, email & social to reach your consumers.

## Third Party Verified:

Impressions:



Views:



Visits:



## RETAIL MARKETING

### FAST FACT

**57%**

of paid traffic to Ideal circulars result in a store visit

### TARGET EVERYONE

Targeted digital media drives current and new shoppers to your digital circular

### MEASURE RESULTS

Track your media buy, circular interaction, and traffic back to brick-and-mortar & e-commerce.

### INTEGRATIONS

Integrates with your e-commerce, digital coupons, and loyalty & rewards programs

SAMPLE WEEKLY AD



## SIGN UP FOR MORE INFORMATION

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

Contact Information: [Adrien.Goudreault@UNFI.com](mailto:Adrien.Goudreault@UNFI.com)

To discover our comprehensive portfolio of services, visit [Services.UNFI.com](https://Services.UNFI.com) or [view our brochure](#).

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