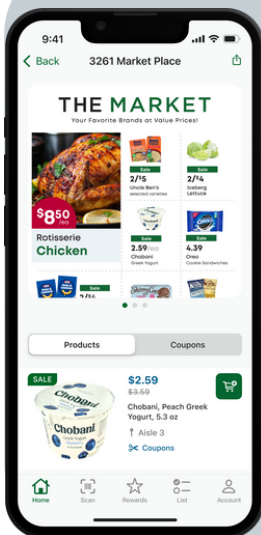


# Audience Optimizer™ Delivers the Right Offer to the Right Shopper

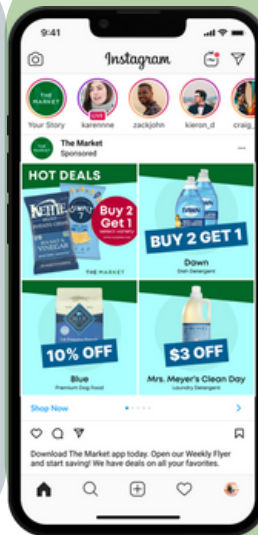
## AT THE RIGHT TIME

Amplify personalized promotions across digital channels to inspire action. Direct shoppers beyond a clickthrough destination and into your brick and mortar stores, **increasing trips, basket sizes, and sales.**

**\$23**  
average  
incremental  
ROAS

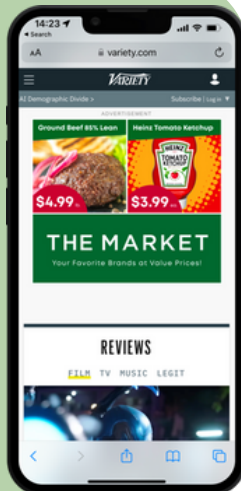


Transform the weekly print circular into a personalized digital shopping experience

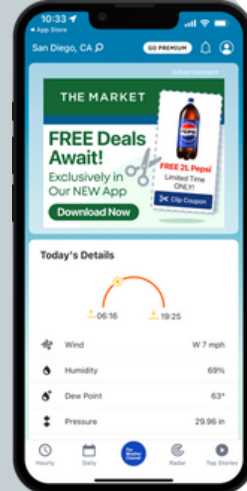


Amplify promotions to reach shoppers most likely to make a purchase

Automatically pair brand products with retailer promotions for maximum impact



Drive loyalty signups and app downloads with precision-targeted campaigns



**+1.9%**

**Trip Frequency**

**+1.7%**

**Basket Size**

**2.9%**

**Incremental Total  
Store Sales**

## HERE'S HOW AUDIENCE OPTIMIZER™ WORKS:

### Personalize content

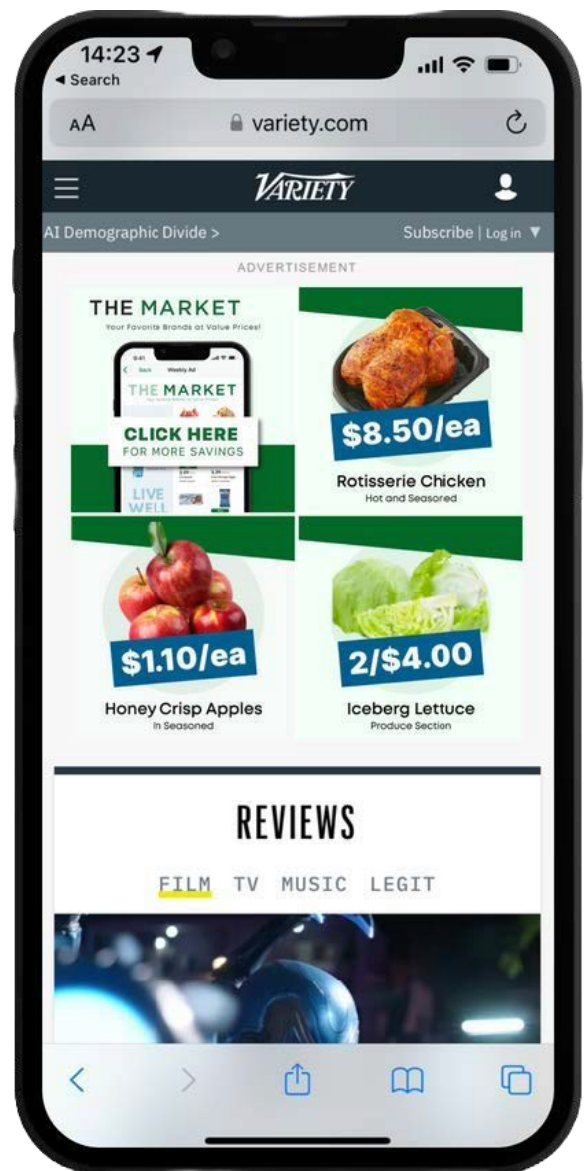
Leverage shopper purchase history and behavioral data to deliver content that shoppers actually want.

### Reach shoppers wherever they are, across any digital channel

Find shoppers across the open web, social media platforms, connected TV, and digital in-store displays.

### Measure success

Utilize closed-loop reporting to track every campaign, optimizing what works to consistently repeat success.



**Interested?**

**Contact Professional Services at [ProServices@UNFI.com](mailto:ProServices@UNFI.com)**