

MAILER:

ShopRite from Home

OBJECTIVE:

ShopRite from Home faced the challenge of educating consumers on the convenience of the grocery delivery service with specialized personal shoppers to assure the highest quality products with each order.

SOLUTION:

eTargetMedia implemented a highly targeted and effective email marketing campaign segmenting an audience of shoppers age 18+ in a 4 mile radius of select West Hartford store locations. The offer was designed to bring awareness of the home shopping service while emphasizing ease of use and offering a coupon for \$20 off new orders of \$100 or more. eTargetMedia strategically selected the high performance list of Primary Household Grocery Shoppers to reach a grocery minded audience of qualified prospects to promote the ShopRite from Home service and generate coupon redemptions to increase sales and acquire new long-term customers.

OUTCOME:

The campaign resulted in significantly above industry average open and click through rates, while strengthening brand awareness and promoting the home shopping service. The campaign also resulted in increased traffic, increased registrations of new shoppers, and increased coupon redemption for an overall excellent result.



GET BALANCED.
Balance your time & budget.
Let us do the grocery shopping.

WHAT YOU WANT WHEN YOU WANT

Order groceries anywhere at anytime with ShopRite from Home and balance your time and budget. Our trained personal shoppers will shop just like you, which means if you don't want green on your bananas — you won't get green on your bananas. They will make sure you get just what you want. And then we'll deliver the groceries right to your door — or you can pick them up at your local West Hartford store.

Get all the same variety and savings as you would get in store with the convenience of online shopping. Plus get some awesome tools via the ShopRite app: you can scan barcodes from products at home and add them right to your online cart, review past purchases, filter items via price or brand, and get digital coupons. Check out shoprite.com or download the app today and get what you want, when you want.

\$20 off ONLINE orders of \$100 or more
(where available)

Place your order through Sun., June 7, 2015.
Pick up or delivery available until Sat., June 27, 2015.

PROMO CODE: MORETIME20

CLICK HERE TO START SHOPPING

SHOPRITE OF WEST HARTFORD
46 Kane Street Exit 44 off Rte. 84
(Corner of Prospect and Kane)
Phone: 860.233.1713
Proudly owned and operated by the Joseph Family

from Home

The Joseph Family

Purchases must be made in a single transaction. Offer valid at ShopRite from Home only. Offer not valid in store or at shopmoderates.com. Your qualified purchase is calculated after Price Plus discounts have been applied. Your order must be picked up or delivered by June 27, 2015 to qualify for this offer. Minimum purchase excludes personal shopping orders, delivery fees, prescription medications, gift cards, gift certificates, postage stamp sales, money orders, money transfers, lottery tickets, bus ticket sales, fuel and memo passes, as well as milk, cigarettes, tobacco products and alcoholic beverages or any other items prohibited by law.

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