



The Fresh Market Expands its Customer Database to Personalize Marketing and Drive Sales

The Fresh Market, which operates 178 stores in 24 states, is a specialty grocer focused on providing delicious, fresh food for its guests through an inviting and unique shopping experience. Through its partnership with Index, it has been able to grow its customer database, enhance the customer experience with e-receipts and personalized marketing, and ultimately drive return visits, sales and loyalty.



CHALLENGES AND OBJECTIVES

The Fresh Market wanted to increase the number of customers they could reach and engage, while enhancing every customer's shopping experience. In 2016, its three primary personalized marketing objectives were to:

- Triple their customer database.
- Enhance the in-store experience with streamlined checkout and e-receipts.
- Deliver more tailored marketing to drive store visits, sales and loyalty.

SOLUTIONS

Index's solution for The Fresh Market — built upon Index's Semi-Integrated Payments and Hosted Gateway foundation — has enabled The Fresh Market to recognize every non-cash shopper, easily capture contact data at checkout, and engage more customers across in-store, online and mobile touchpoints.

An Account for Every Non-Cash Shopper When a customer shops for the first time, Index generates a secure, retailer-specific customer ID based on their payment card. This enables The Fresh Market to understand new vs. returning customers and respective shopping behavior, with no operational or customer-facing impact.

MERCHANT

The Fresh Market

LOCATIONS

178 Stores in 24 States

INDEX SOFTWARE

Customer Database, E-Receipts, Automated Marketing

At a Glance

OBJECTIVES

- Expand Customer Database
- Enhance In-Store Experience
- Deliver Tailored Marketing
- Drive Sales and Loyalty

SOLUTIONS

- Customer Database
- E-Receipts
- Automated Marketing

RESULTS

- +12M Customer IDs
- 3X More Customer Emails
- 50% E-Receipt Open Rate
- 21% Increase in Frequency
- 18% Increase in Basket
- 360° View into Conversion

“Index is helping us transform the way we run our business and engage with guests. We now have the ability to recognize and remember everyone that walks through our doors and uses a payment card; plus, give them a level of personalization that hasn’t been possible for brick-and-mortar retailers to do at scale. Our ability to reach out to these guests is a key step in our digital evolution, and we are excited about how this is already helping us to enhance the in-store experience.

With Index’s solution, we’re able to listen to and learn from our guests, which enables us to deliver messages and services in a way that reflects the personalized nature of our brand.”

Chris Miller, Vice President, Strategy and Marketing at The Fresh Market

Contact Data for More Shoppers At checkout, customers can easily sign up for e-receipts and digital marketing by entering their email once, right on The Fresh Market’s Verifone PIN pads. Index connects email with payment card so customers are automatically recognized the next time they shop.

Personalized Email Marketing Index provides a suite of marketing tools for The Fresh Market to deliver personalized offers to customers. The Fresh Market can add recommendations, offers and messages to branded e-receipts, or use email campaigns to incentivize customers to return to store. The next time a customer shops, offers are applied automatically.

Online/Offline Conversion Measurement With Index’s Toshiba ACE point-of-sale (POS) integration, The Fresh Market can measure real-time campaign impact. Every time it distributes a promotion through e-receipts or email campaigns, the marketing team can track whether it drives a sale.

RESULTS

+12M

+12M Customer IDs With an account for every payment card, The Fresh Market can see how many new and returning customers visit each day, understand customer behavior (sales, basket size, frequency), and measure same-customer-sales — not just same-store sales, sales by department, or changes in inventory.

3X

3X More Customer Email Addresses With seamless email capture on the PIN pad, The Fresh Market tripled its customer contact database in just eight months.

50%

50% Open Rate on E-Receipts Easy and convenient e-receipts have been rolled out across The Fresh Market’s stores — once customers sign up, they’ll automatically get e-receipts on future visits. With a 50% open rate, e-receipts are a valuable place for The Fresh Market to engage with their customers.

21%

21% Increase in Frequency and 18% Increase in Basket Among customers who began receiving email marketing and took advantage of an e-receipt welcome offer, The Fresh Market saw an increase in basket size by 18% and frequency by 21% over the subsequent two month period.

360°

360° View into Conversion With real-time visibility into online /offline conversion, The Fresh Market has been able to measure the real dollar impact of every campaign to fine-tune its strategy and increase its competitive advantage.