



This promotional item was created and printed by Sobeys Quebec and is available only in French.

“The Acquisition Admail service is a valuable addition to our portfolio of marketing tools, particularly when it comes to targeting new customers.”

Élizabeth Janelle
Manager, Customer Loyalty Programs
Sobeys Quebec



OBJECTIVE: Attract new customers

PRODUCT: The Acquisition Admail™ service from Canada Post

RESULTS: Response rate higher than with similar campaigns in the past



Challenge

One of Canada's leading grocery chains, Sobeys Inc. has a network of some 1,300 stores. In Quebec, it operates more than 350 stores under the names IGA, IGA extra, Les Marchés Tradition, Rachele-Béry and Marché Bonichoix. The grocery market is highly competitive and acquiring new customers is a challenge. Changing buying habits is difficult, but a customer's initial store visit can become the first step toward gaining long-term loyalty.

The company invests in several communication channels, including weekly flyers, to preserve and develop its customer base. It also uses the Addressed Admail™ service and participates in a customer-loyalty program. Although its current acquisition campaigns yield acceptable response rates, the company constantly seeks new tools and methods to boost campaign effectiveness.



Solution

The Acquisition Admail service enables companies, such as Sobeys, to identify and reach prospective customers more easily. To demonstrate the value of the service, Canada Post designed a test campaign involving 15 IGA stores in Quebec. Working from Sobeys' customer database, Canada Post developed a list of approximately 50,000 new addresses located near certain stores. Sobeys sent a special promotional holiday offer to the target addresses: customers buying \$40 worth of groceries would receive a gift box of Ferrero Rocher™ chocolates.



Results

The campaign yielded an exceptional response rate that was approximately 50 per cent higher than the rate achieved with similar campaigns in the past. The average purchase far surpassed the company's expectations and the minimum required to qualify for the gift.

“The Acquisition Admail service helped us reach potential customers and convince them to pay us a visit,” says Élizabeth Janelle, the manager of Customer Loyalty Programs for Sobeys Quebec. “The response rate was much higher than we'd achieved with similar campaigns in the past, so we're quite happy.”

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To learn more about the Acquisition Admail service, please **contact your Canada Post Sales Representative today.**