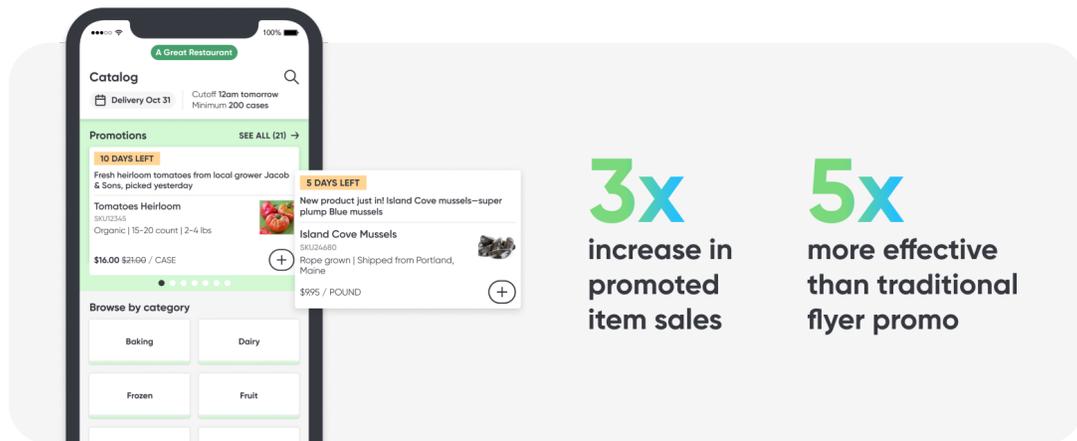


Transforming the Traditional: How Digital Promotions Revitalized a Distributor's Business

Digital Promotions Boost Sales and Increase Efficiency for Distributor



Digital promotions are transforming the food distribution industry for both distributors and manufacturers by providing a more efficient and effective way to reach customers. This shift to digital promotions has been shown to increase sales and drive new business for both distributors and manufacturers, making it an important tool for companies looking to stay competitive in today's market. Additionally, digital promotions provide an opportunity for food distributors and manufacturers to gain valuable insights into customer behavior and preferences, allowing them to better tailor their products and marketing efforts.

An industry leading e-commerce platform is replacing a traditionally old school world of marketing to customers using physical flyers with a fully digital, modern experience that increases sales for overstock inventory, high margin & seasonal items, and more.

One example of the e-commerce platform partner already seeing gains from Item Promotions is with a fourth generation, family-owned, wholesale foods distributor serving convenience stores, grocery stores & restaurants across the Midwest. They've been partnered with the e-commerce platform since March 2021.

The distributor offers special deals every week, which they've historically shared with their customers through a physical flier. Ahead of a busy Mother's Day week, they decided to move their weekly promotions online where they featured 10 items that they thought their customers would love to see.

During the promo window, sales for these items increased by 3x, which was 5x higher of a sales lift than they saw through their traditional physical flyer. 95% of the customers that ordered a promo item had never before purchased that item.

The Director of Sales for the Distributor, said, "E-Commerce Platform's promo tool drives more sales, creates an opportunity for more marketing money from vendors, and surfaces new items to our customers. The success of the campaign was an eye-opener to our team of the effectiveness of digital promotions over our traditional methods."

In conclusion, the use of digital promotions through e-commerce platforms has proven to be an effective way for distributors to increase sales and reach new customers.