

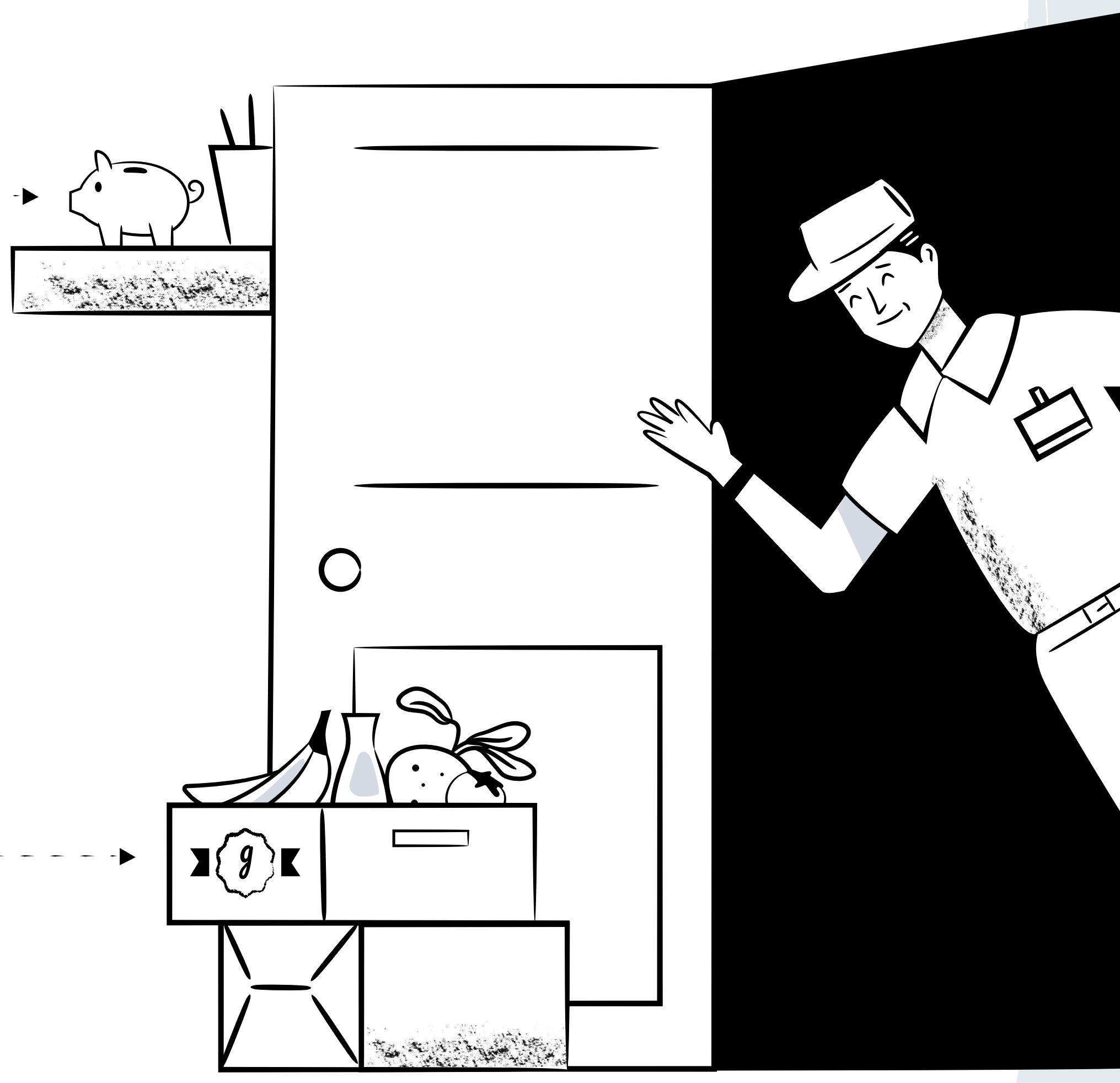
## Grocery has moved online

**35%**

of shoppers will spend 26% to 40% of their grocery budget online as soon as next year

**1 in 5**

customers switched grocer when they went online



## To retain customers and grow sales, get personal

**91%**

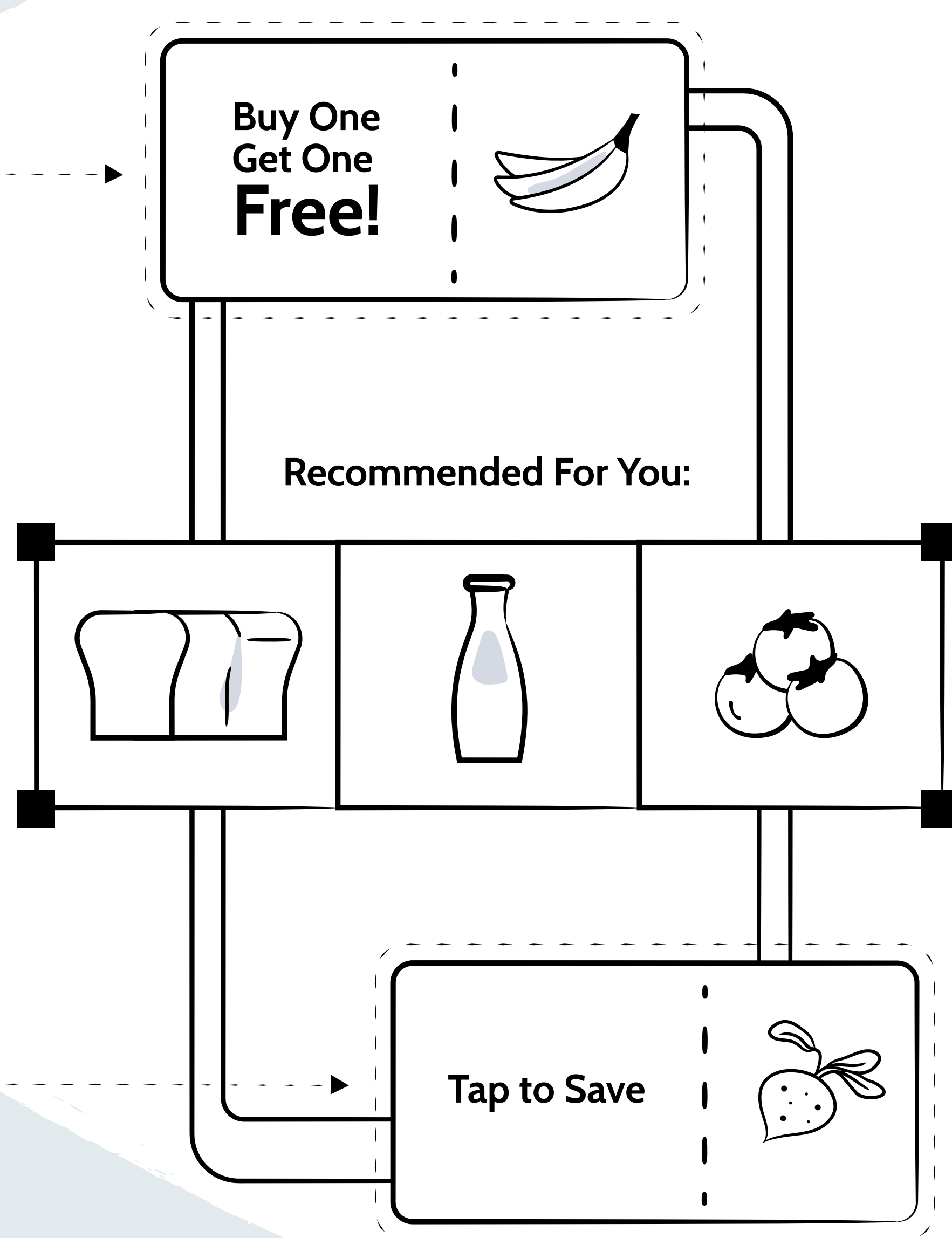
of consumers are more likely to respond to personalized offers

Personalization can increase the number of items ordered by

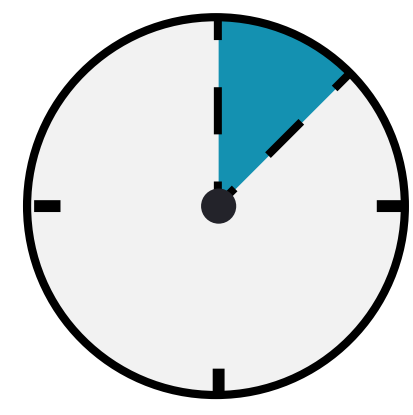
**110%**

Personalization can boost spending per session by

**40%**

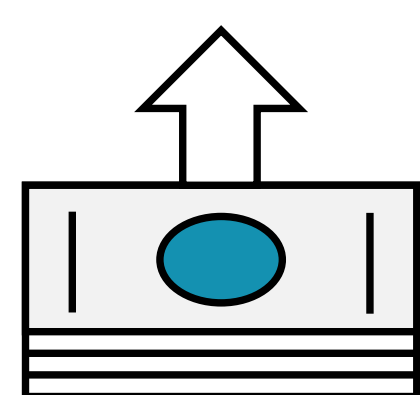


## Liveclicker makes personalization easy and cost-efficient



**7 minutes is all it takes**

to start adding advanced personalization to your campaigns



Marketers can see a

**17% revenue lift**

over basic personalization by using Liveclicker

### 6 things grocery marketers can do now to make a difference



#### 1. Reassure uncertain customers it's safe to shop with you

Give customers a firsthand view of what you're doing to keep them—and your employees—safe. Embed videos showing all the steps you're taking to sterilize stores, how-to guides for curbside pickup, and tips for a safe shopping experience.



#### 2. Feel more confident with the gift of the 'take-back'

Over time, offers may expire or important messages about safety may change. Use dynamic content you can adjust after you've sent the email to swap them out with the most up-to-date information.



#### 3. Free up valuable resources with a smarter workflow

Designing and developing separate communications for every region or store quickly gets out of hand. Save time and effort by designing a single email that adapts to the nearest location.



#### 4. Turn triggered messages into conversion opportunities

Add a personal touch to triggered/transactional emails; especially account welcome, order confirmation, and abandoned cart campaigns. Incorporate personalized product recommendations and grocery delivery data to keep subscribers coming back.



#### 5. Remind your MVPs all the reasons to stay loyal

Keep loyalty program members engaged with highly-personalized messages featuring individualized rewards data updated at the moment of open. Add a running tally of perks and savings so they never forget the benefits of shopping with you.



#### 6. Show customers just how close they are to you

Make sure customers know they're always welcome with a map showing the nearest location (with store hours and contact info) at the moment of open.

**Easy, efficient, effective personalization**

**Building experiences like these is fast and easy through the Liveclicker platform. See how you can set them up in a matter of days and start driving results.**

[Request Demo](#)