

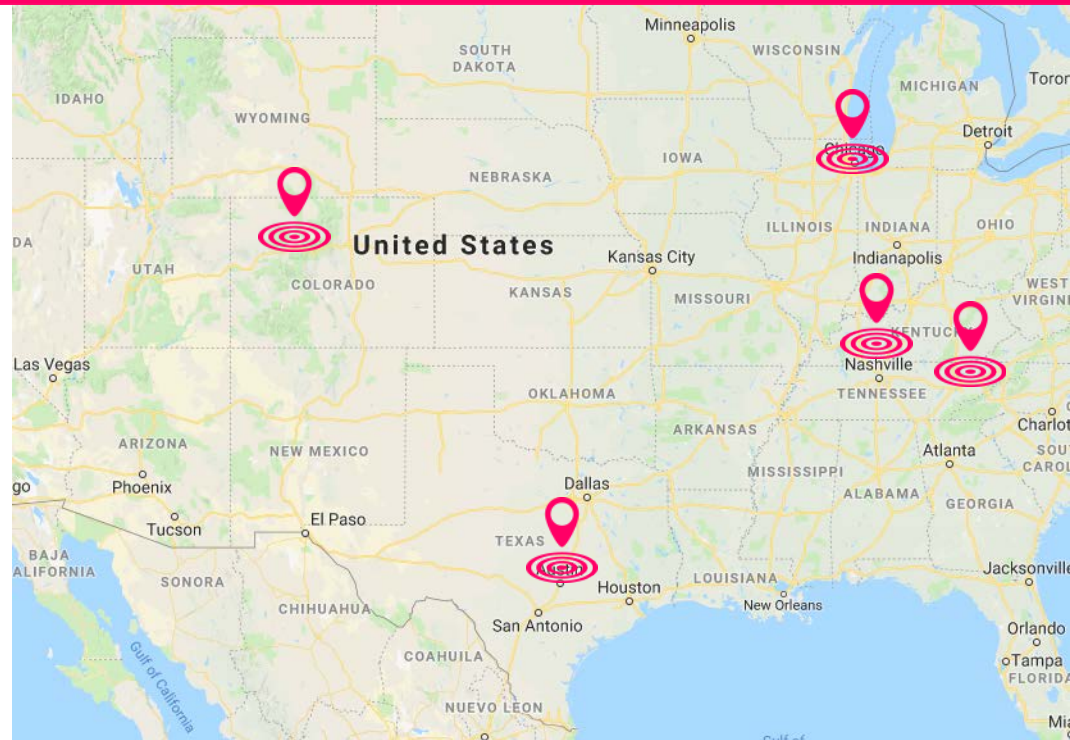


Whole Foods Market's Strategic Success - Increasing customer interaction through geo-targeted data acquisition.

In 2015, Whole Foods Market opened an average of two stores per month in North America. Whole Foods established a detailed communication strategy, but they lacked a database of new potential consumers with whom to communicate. Flatiron Media was selected to address that need.

Phase I

- **Challenge:** To establish the value of independently collected customer data to create brand awareness and drive foot traffic to stores opening in new cities and regions.
- **Action:** Select four opening Whole Foods Markets, **geo-target** customer acquisition to a ~20-mile radius of each store. Serve brand-specific, opt-in messages across Flatiron's channels for one month before and three months after store opening.
- **Results:** Exceeded target KPI goals, triggering the expansion of the initiative to support all opening stores. Engagement continued to exceed expectations, leading Whole Foods to explore how to further leverage geo-targeted data acquisition to help brick-and-mortar foot traffic, customer loyalty, and community engagement.



Phase II

- **Challenge:** To increase foot traffic to Whole Foods Markets identified as underperforming.
- **Action:** Implement geo-targeted opt-in campaigns and publicize store events, promotions, coupons and newsletters.
- **Results:** Engagement metrics continued to exceed KPI goals, which led Whole Foods to join forces with Flatiron Media for their upcoming national campaign.

Phase III

- **Challenge:** Expand brand messaging on a national level. Specifically engage customers via email and drive them to both social media channels and brick-and-mortar stores. Continue supporting Phases I & II.
- **Action:** Broaden geo-targeting to include all North American locations not identified in Phases I & II. Using various Flatiron channels, served opt-in messages to geo-targeted consumers on brand-related topics like healthy eating and vitamins and supplements. Whole Foods used email addresses captured both locally and nationally to re-target users on social media channels for increased impact.
- **Results:** The Flatiron acquisition plan exceeded target KPI goals and was an integral part of the overall Whole Foods Market strategy.



Success Metrics:

Within the first 60 days, Whole Foods quickly recognized that the strategy of highly targeted geo-relevant messaging was effective in increasing email engagement. At that point, they expanded Phase I to include campaigns for all store openings – approximately 21 in 2015 alone.

While each of these rollouts met the needs of Whole Foods, it is important to note that during the test phase and as an ongoing effort, Whole Foods and Flatiron Media worked together to continually optimize source IDs based on engagement goals and to make relevant email campaign improvements. The campaign relied on Flatiron Media's proprietary Pathfinder Technology's high-quality data acquisition process: data validation, verification, pre-ping, active opt-in and other quality control mechanisms.



The Results:



Incremental, continuous gains – Whole Foods Market continued to expand its program based on the real-time success it was experiencing. What began as an experiment for using customer data acquisition systems evolved into a substantial and successful multi-phase, multi-year use of this data to create an engaged community of consumers around brick-and-mortar business.