



Introduced by

Sophie Marai
Senior Director, Account Management



Unlocking Customer Insight: Aligning Loblaw Enterprise Segmentation to Canadians



Shaheer Kamran

Senior Manager, Strategic Insights (Customer Center of Excellence)
Loblaw Companies Ltd

At Loblaw, We Know That Understanding Our Customer Leads To...

Loblaw
Companies
Limited

Better
Strategies

More Focused
Innovation

Stronger Customer
Happiness



Customer COE Mission

We are future-focused strategic partners who collaborate with leaders in the company to define and measure business strategies founded in human insight.



**Enable Customer
Centricity**



**Drive Impact Through
Human Insight**



**Live Our Future-Focused
Culture**

1

Overview & Vision

Segmentation Development

2

Introducing the Segments

9 Segments, 4 Super Segments

3

Segmentation Highlights

Motivations & Behaviours

4

Insights to Action

Use Cases

Overview & Vision

Segmentation Development



#1

Enterprise Segmentation

The Enterprise Segmentation gives us a holistic customer understanding enabling us to create personalized, efficient, and successful customer-led strategies.



PROBLEM TO SOLVE

Lack of a balanced customer view, leading to missed opportunities.



SOLUTION

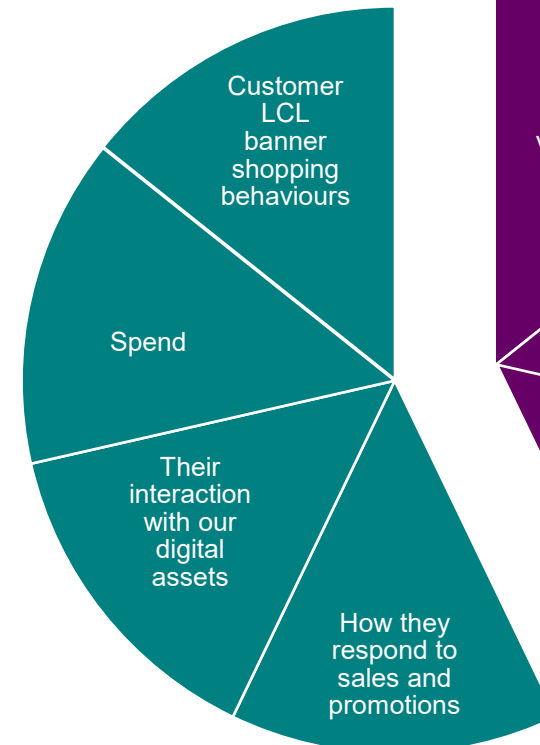
Enterprise Segmentation is the best-in-class solution to enabling customer-centricity.



Additional Customer Depth

Loblaw is leveraging EA data to further improve understanding of Canadians

What we know from
our transactional data



Where we require
additional insight



Enterprise Segmentation

To bring our vision to life, we need to integrate Enterprise Segmentation into our strategic decision-making, enhancing our metrics, and improving our targeting.

 **ENHANCED METRICS** Embed Segmentation in reporting for a customer-centric view.

 **EFFECTIVE TARGETING** To streamline and optimize consumer targeting.

 **STRATEGIC DECISION MAKING** Enabling data-driven, customer-centric strategic decision-making.



We started with who
our customers are
first, their shopping
behaviours second

In order to connect
with customers on a
meaningful level we
need to understand
their attitudes toward
life and how our LCL
ecosystem fits into it.

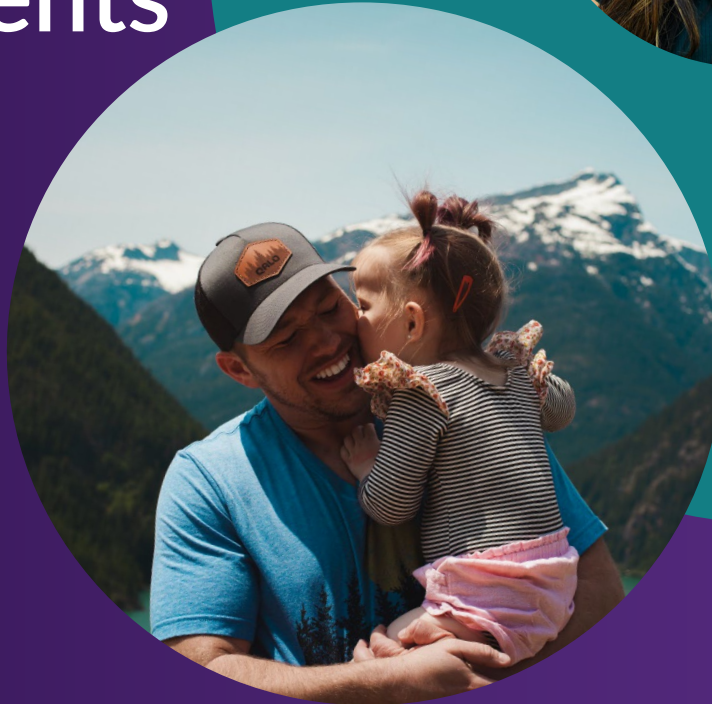
The Enterprise Segmentation divides the entire Canadian population into segments based on **shared attitudes & needs**.



Introducing the Segments

9 Segments, 4 Super-Segments

#2





Brand & Quality



Convenience



Value



Local & Environment

Comfortable Connoisseurs

Save, Splurge, Share.



Healthy Habitualists

If it ain't broke, don't fix it.



Fun Loving Frugals

The thrill of the deal.



Empathetic Environmentalists

Think globally, act locally.



Experience Seeking Influencers

Want it, get it, flex it.



Considerate Convenience Seekers

You've got a friend in me.



Prepared Points Seekers

Systematic sale seekers.



Image Driven Introverts

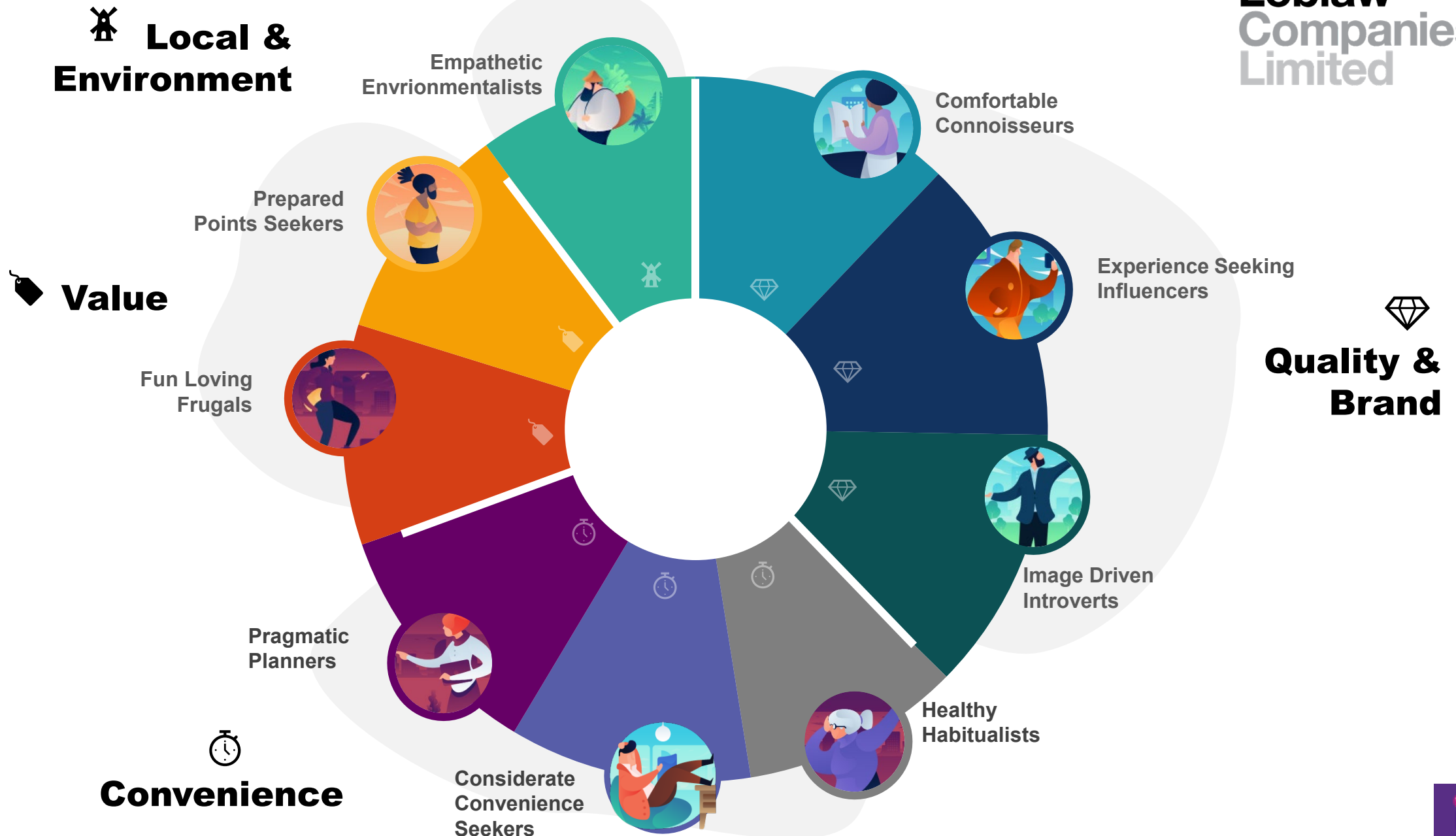
Luxury on a budget.



Pragmatic Planners

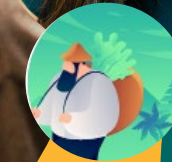
Time strapped, budget constrained.






Segment Highlights

Motivations & Behaviours



#3



<div>  Quality & Brand </div>			<div>  Convenience </div>			<div>  Value </div>		<div>  Local </div>
<div>  </div> <div> Comfortable Connoisseurs </div> <div> Save, Splurge, Share. </div>	<div>  </div> <div> Experience Seeking Influencers </div> <div> I Want it, I Got it </div>	<div>  </div> <div> Image Driven Introverts </div> <div> Luxury on a Budget </div>	<div>  </div> <div> Healthy Habitualists </div> <div> If it Ain't Broke, Don't Fix it </div>	<div>  </div> <div> Considerate Convenience Seekers </div> <div> You've got a Friend in Me </div>	<div>  </div> <div> Pragmatic Planners </div> <div> Time strapped, budget constrained </div>	<div>  </div> <div> Fun Loving Frugals </div> <div> The Thrill of the Deal </div>	<div>  </div> <div> Prepared Points Seekers </div> <div> Systematic Sales Seekers </div>	<div>  </div> <div> Empathetic Environmental ists </div> <div> Think Global, Act Local </div>
<div> <u>WHO I AM</u> Outgoing, balanced and relaxed. I like to try new things, and spend time with those I love. </div>			<div> <u>WHO I AM</u> Relaxed and easy going, I'm living life and taking care of myself. My routine works for me. </div>			<div> <u>WHO I AM</u> Busy and stressed with a lot on the go! I stick to a plan and a budget and manage my time to get it all done. </div>		<div> <u>WHO I AM</u> I'm empathetic and make those around me feel comfortable. I put others needs first which can be stressful. </div>
<div>   Quality & Brand to care for myself and my family </div>			<div>   Convenience is the ability to set it and forget it </div>			<div>  Value is all about the thrill of finding that perfect deal </div>		<div>   Local and environment is about balancing value with my values. </div>
<div>  Quality & Brand to make a statement to the world </div>			<div>   Convenience is all about online shopping & delivery </div>			<div>  Value is about using points to make the most of my shop </div>		
<div>   Quality & Brand is about brand names on a budget </div>			<div>   Convenience is a one-stop shop – not something to pay more for </div>			<div>  Value is all about the thrill of finding that perfect deal </div>		

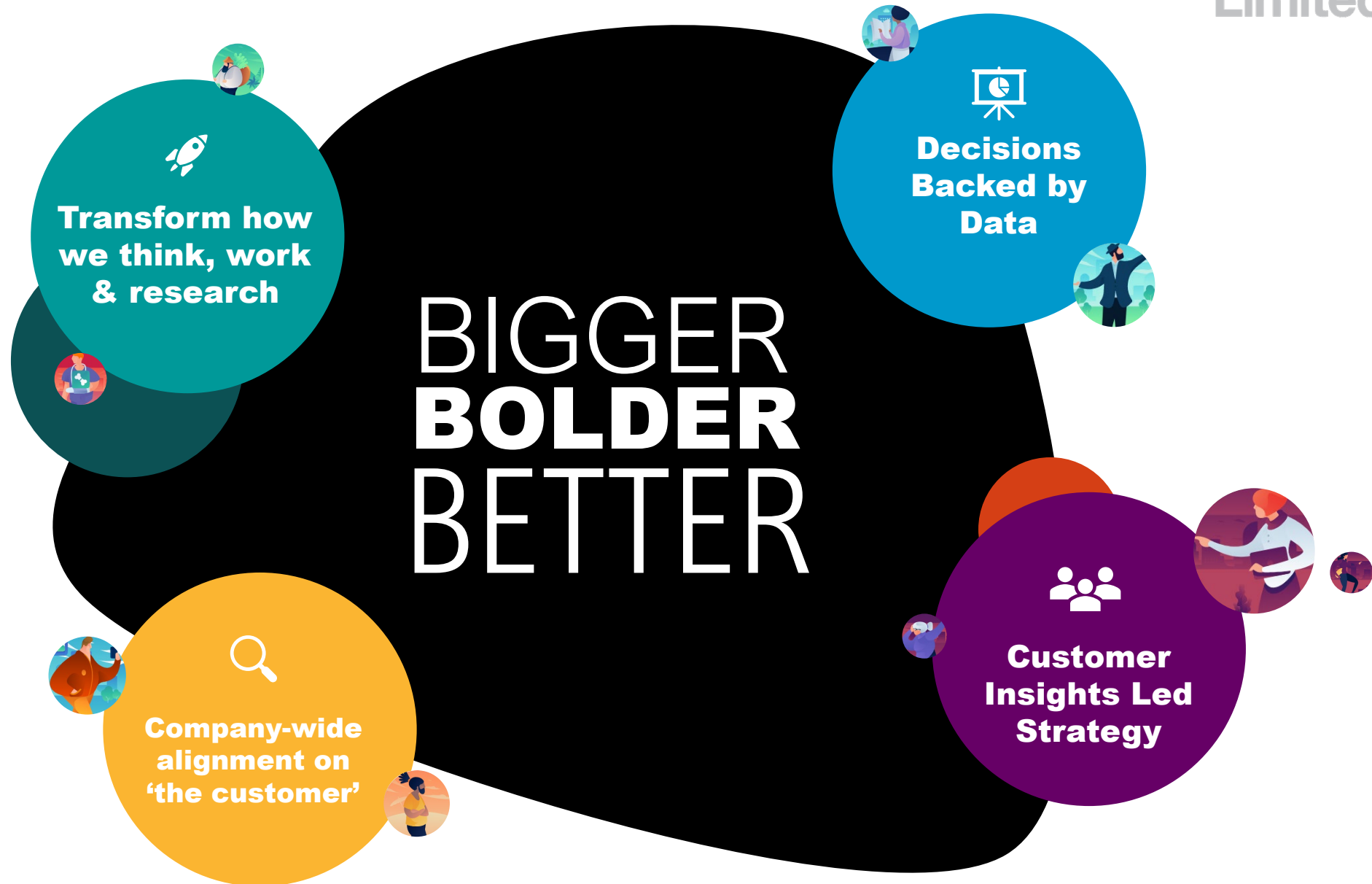
Insights to Action

Leveraging Segment Data

#4



So what does this mean for **LCL**?



Bringing Customer Centricity to Life

The Enterprise Segmentation supports teams in implementing the segmentation in a variety of ways depending on where you are and what you need

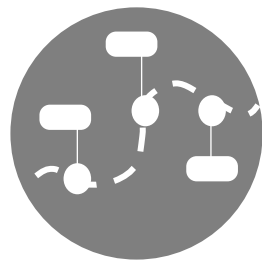


WHO IS YOUR TARGET

Target Customer Identification

Understanding who your target customer is & what their needs are

- Segmentation Training and Onboarding
- Key Target Identification
- Opportunity identification & white space mapping



HOW DO YOU WIN WITH THEM

Developing Target Strategy

Thinking strategically about how to win with each segment

- Strategy workshops
- Segment level journey mapping
- Understanding synergies in the LCL ecosystem



HOW DO YOU REACH THEM

Communication Best Practices

Translating the segments into the decision of what types of offers and creative will resonate

- When and how to reach your customers
- Optimal messaging, creating and timing
- Optimizing ad hoc campaigns & events



TEST, LEARN & OPTIMIZE

Tracking & Optimization

Providing the why of behaviour behind the statistics

- Custom research (e.g. concept and ad testing)
- Ongoing segmentation updates
- Performance tracking will be made available

Thank You!

**Loblaw
Companies
Limited**



Questions?



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