

Grocery Gateway

The smartmoves™ service from Canada Post gives leading online grocer a new and affordable way to acquire customers

Success Stories



“The smartmoves service proved that acquiring new customers doesn’t have to come with a high price tag.”

Steven Tallevi,
General Manager,
Grocery Gateway



Background

Grocery Gateway, owned and operated by Longo Brothers Fruit Market Inc., is Canada’s leader in online sales of home-delivered groceries. One reason for Grocery Gateway’s success is that it is committed to helping consumers simplify their lives by removing a very time-consuming chore—in-store grocery shopping. Grocery Gateway’s dedicated fleet of delivery vehicles makes up to 900 stops per day to meet the needs of 35,000 customers.



Marketing strategy and challenge

Building route density—or increasing business along the company’s existing delivery routes—is critical to Grocery Gateway’s success. The more customers the company can acquire on its current delivery routes, the more cost effective it can be. Although winning new

Client: Grocery Gateway
Sector: Online grocery retail
Goal: Acquire new customers
Solution: The smartmoves™ service from Canada Post

business is key to Grocery Gateway’s long-term sustainability, so too are finding effective customer-acquisition solutions that deliver a worthwhile return on investment. It was these objectives that led the company to choose the smartmoves service from Canada Post.



Canada Post solution

The unique smartmoves program enables businesses to connect with one of the most lucrative and motivated consumer segments in Canada—moving households. After exploring the many options available from the smartmoves service, Grocery Gateway decided on a solution

that fit its budget and marketing requirements—polybagged outserts distributed with the smartmoves magazine. Through the magazine, Grocery Gateway was able to send targeted messaging and an enticing promotion to newly moved households in the Greater Toronto Area.



Results

The polybag campaign, which included distribution of more than 50,000 smartmoves magazines, yielded excellent results according to Stephen Tallevi, General Manager, Grocery Gateway.

“We exceeded our targeted acquisition goal by more than 60 per cent, which was well beyond our expectations,” says Tallevi. “And, with a return on investment of 411 per cent based on sales dollars, the campaign confirmed another very important thing—the smartmoves service clearly is a smart way to do business.”

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For more information about the smartmoves service, please visit canadapost.ca.



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