

Giant Eagle Digital Partner Engagement Guide

July 2020



Digital Engagement Guide Overview

- Giant Eagle Digital Landscape
- shop.gianteagle.com Opportunities:
 - ROS & Targeted Media
 - eCommerce Exclusive Promotions
- gianteagle.com Opportunities:
 - ROS Media & Targeted Media
- Grocery & Perk App Opportunities:
 - Native Ad Media (Grocery App)
 - Targeted & Personalized Messaging
 - Content Cards
 - In-App Messages
- Email Opportunities:
 - Dedicated/Vendor Solo Emails
 - Existing email placement
 - Weekly Sale/Themed
- Off-Platform Media Opportunities:
 - Advertorials supplementing editorial/long-form content
 - Display Ad
- Paid Social Opportunities:
 - facebook, Instagram & Pinterest
- eCoupon Opportunities:
 - Execute via Quotient
- Omni-Channel Package Opportunities:
 - New Item & Seasonal
 - New Item information available via separate deck
 - Seasonal information published per season timeframe

**Video opportunities discussed on ad hoc basis*

Digital Landscape at Giant Eagle

- eCommerce sales and digital engagement recently have reached record numbers not only at Giant Eagle but in the total marketplace
- Giant Eagle is fulfilling **over 45,000** weekly Curbside orders, which is **more than 2x** the pre-COVID order volume
- The average Curbside basket is **almost 4x** the size of the average in-store basket
- Curbside dollar sales account for **more than 7%** of Curbside store sales
- There are **over 250,000 weekly visitors** on shop.gianteagle.com, which equates to **over 400,000 visits per week**.



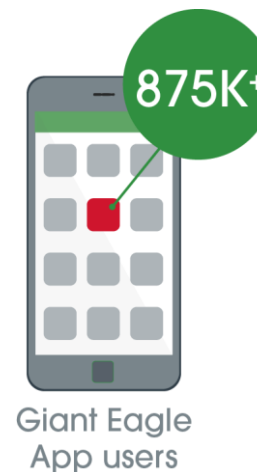
Average Curbside basket
versus in-store basket



curbside
pickup
& delivery

Digital Landscape at Giant Eagle

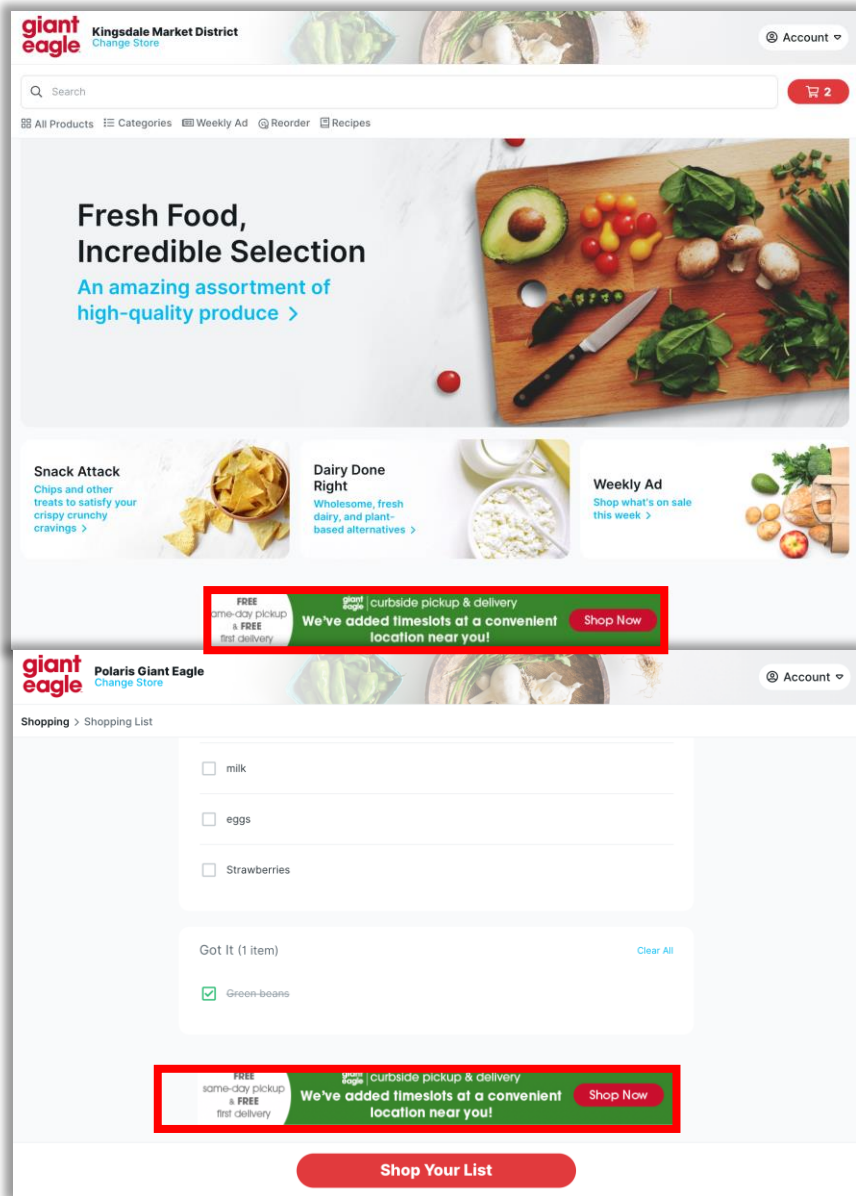
- More than **875,000** Giant Eagle App users
- Giant Eagle now has **1.2 million** active email subscribers
- Average time on shop.gianteagle.com is **over 15 minutes**
- There is a **strong need to meet increased customer demands** across the entire digital eco-system through providing the right products and information at the right time
- **Strategic** and **ROI driving** digital activation is a priority to not only drive business results but to also provide customer centric solutions



Please contact Jamie Ennis (Jamie.ennis@gianteagle.com) to discuss planning & execution details.



shop.gianteagle.com House Ads



Benefits/Objectives:

Increase eComm sales by driving awareness and encouraging purchases on the site.

650,000 impressions/week.

Target customers based on City, State, DMA Region, or Zip Code.

Targeting specific stores, categories, and keywords is also available.

Link to specific category, brand, or product detail pages.

Performance/Reporting:

Benchmark CTR: .06%

Reporting done weekly. A final report will be provided. Includes impressions, clicks, and CTR.

Implementation Details:

5 business days lead-time after creative is received or approved.

Image sizes: 728x90, 320x50, 300x250

Giant Eagle works with CPGs closely to ensure campaign is optimized based on delivery and CTR. Able to run A/B tests and run multiple versions of creative.

Timing:

2-week minimum run time.

Investment:

CPM Model: exact rates based on customized plans.

eCommerce Exclusive Promotions: bonus perks

standalone email

curbside express

Buy Two, Get BIG Bonus Perks

Want to reach your 20% off grocery reward faster?
Buy two select select Charmin and Bounty products to earn 150 bonus perks, exclusively with Curbside Express.

ORDER NOW
*Valid 6/27 - 7/17

150 BONUS PERKS

72 MEGA

Bounty

Charmin ULTRA STRONG

fuelperks Earn 150 Bonus Perks!
That's like earning \$0.30 off/gallon or 6% off groceries!

GiantEagle.com house ad

Buy Two, Get BIG Bonus Perks

Earn 150 perks when you take home two select Charmin and Bounty products.

150 BONUS PERKS

72 MEGA

Bounty

Charmin

curbside express

ORDER NOW

*Valid 6/27 - 7/17

email block within weekly sale email

curbside express

Buy Two, Get BIG Bonus Perks

Earn 150 perks when you take home two select Charmin and Bounty products.

ORDER ON CURBSIDE EXPRESS

150 BONUS PERKS

72 MEGA

Bounty

Charmin ULTRA STRONG

*Valid 6/27 - 7/17

Benefits/Objectives: Drive eComm sales & basket size through executing a compelling bonus perk eCommerce specific offer.

Implementation Details:

Minimum 6 week lead time.
Tactics Include: (specs to be provided)

- Standalone email
- shop.gianteagle.com banner media
- gianteagle.com banner media
- Weekly Sale block/banner

Timing: 2-3 week run time.

Investment: \$8,000 + bonus perk redemption.

gianteagle.com House Ads

The screenshot shows the Giant Eagle website homepage. At the top, there is a navigation bar with the Giant Eagle logo, a search bar, and links for Menu, Pickup/Delivery, Pharmacy, Gift Cards, Weekly Specials, eCoupons, and Recipes. Below the navigation bar, there is a "Grocery" section with a headline "Ready to conquer your shopping list?" and a "Shop Now" button. To the right of the text is an image of various grocery items. Below the "Grocery" section is a banner for "cook up memories" featuring a woman and a "Watch Now" button. Below that is a "We've Added Timeslots!" section with a "curbside express PICK-UP" sign and a car. At the bottom is a "shop weekly specials" section with a "Shop Now" button and an image of a smartphone displaying the website.

Benefits/Objectives:

Placements on the Giant Eagle website direct customers to awareness pages or the shopping experience.

300,000 impressions/week.

Target customers based on City, State, DMA Region, or Zip Code.

Link to specific category, brand, content or product detail pages.

Performance/Reporting:

Benchmark CTR: .06%

Reporting done weekly, can also be provided upon request. A final report will be provided that includes impressions, clicks, and CTR.

Implementation Details:

5 business days lead-time after creative is received or approved.

Image sizes: 728x90, 320x50, 970x250, 160x600

Giant Eagle works with CPGs closely to ensure campaign is optimized based on delivery and CTR. Able to run A/B tests and run multiple versions of creative.

Timing:

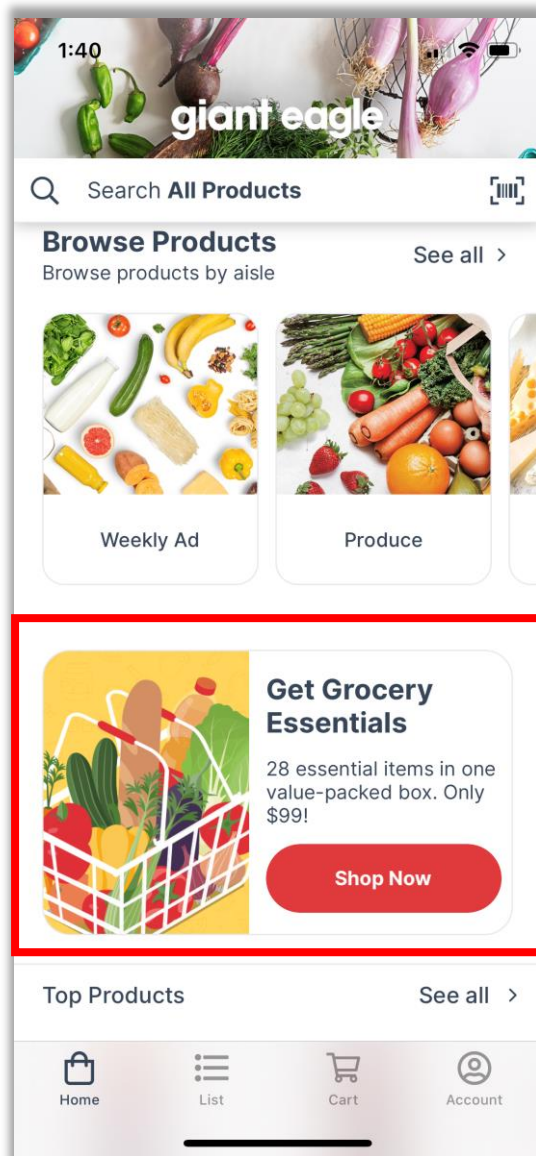
Minimum of 2-week run time.

Investment:

CPM Model: exact rates based on customized plans.



Grocery App: Homepage Native Ad



Benefits/Objectives:

Native ad seamlessly fits in the app's home page, providing customers an immersive experience.

370,000 impressions/week.

Targeting based on City, State, DMA Region, or Zip Code.

Device-based targeting available.

Direct customers to individual products, categories, and brand search pages.

Performance/Reporting:

Benchmark CTR: .57%

Reporting done weekly. A final report will be provided.

Includes impressions, clicks, and CTR.

Implementation Details:

5 business days lead-time after creative is received or approved.

Image Size: 500x500

Copy Requirements: Title Text- 20 characters. Body Text- 56 characters max. CTA- 15 characters.

Giant Eagle works with CPGs closely to ensure campaign is optimized based on delivery and CTR. Able to run A/B tests and run multiple versions of creative.

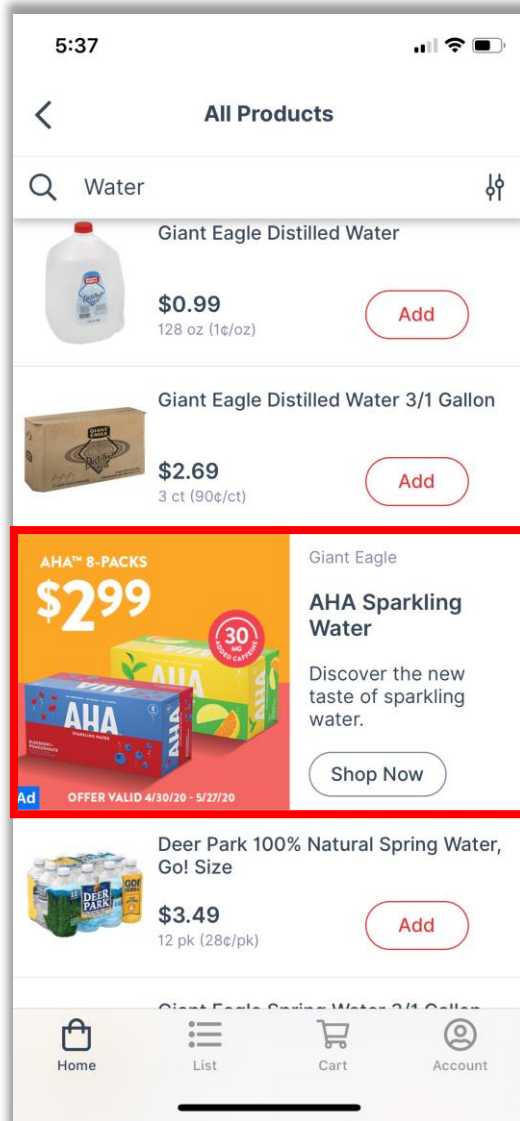
Timing:

2-week minimum run time.

Investment:

CPM Model: exact rates based on customized plans.

Grocery App: Search Page Native Ad



Benefits/Objectives:

Native ad seamlessly fits in the app's search results, providing customers an immersive experience.

170,000 impressions/week.

Targeting based on City, State, DMA Region, or Zip Code.

Device-based targeting available.

Direct customers to individual products, categories, and brand search pages.

Performance/Reporting:

Benchmark CTR: .57%

Reporting done weekly. A final report will be provided.

Includes impressions, clicks, and CTR.

Implementation Details:

5 business days lead-time after creative is received or approved.

Image Size: 500x500

Copy Requirements: Brand Text- 20 characters.

Title Text- 28 characters.

Body Text- 40 characters.

CTA- 15 characters.

Giant Eagle works with CPGs closely to ensure campaign is optimized based on delivery and CTR. Able to run A/B tests and run multiple versions of creative.

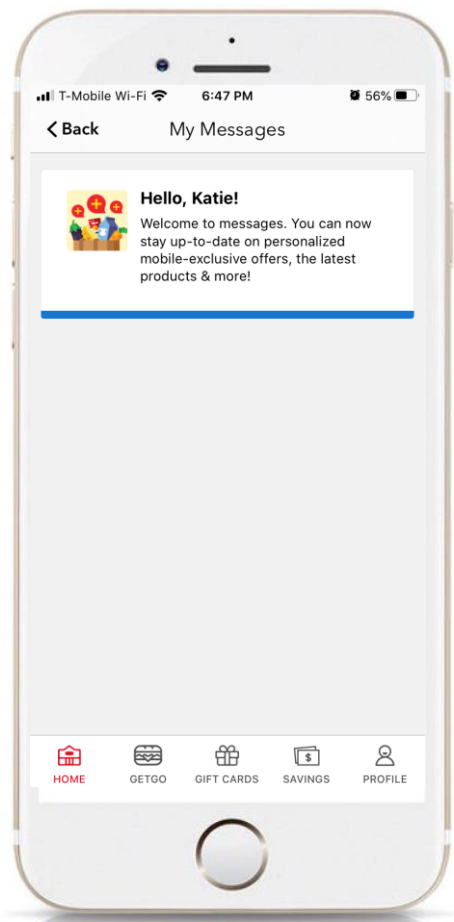
Timing:

Minimum of 2-week runtime.

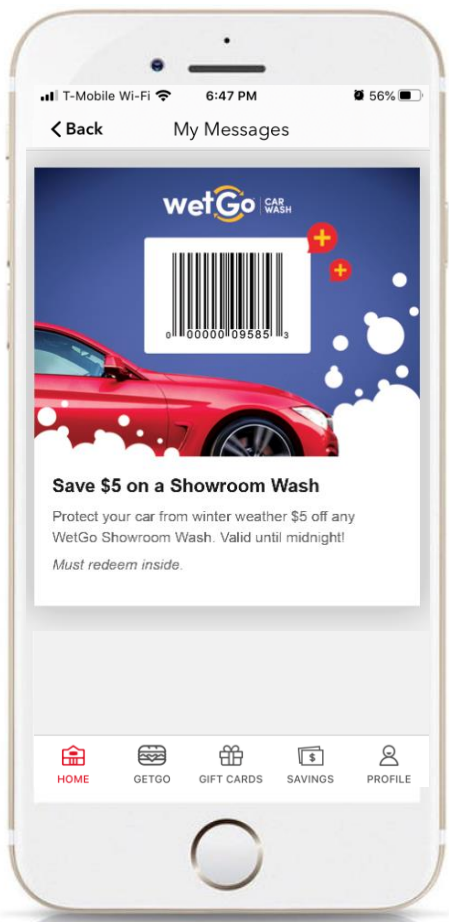
Investment:

CPM Model: exact rates based on customized plans.

Perks & Grocery App: Content Cards



Classic Content Card



Captioned Image Content Card

Benefits/Objectives:

Increase eComm or in-store sales by providing persistent personalized messages in the mobile app.

Targeting is available based on location, shopper behavior, demographics.

Can Link to other sections on the app or a landing page including brand search pages, eCoupons, category and product pages.

Link not required (ex. in-store coupon distribution).

Can be coupled with push notifications* for increased awareness.

Performance/Reporting:

A final report will be provided. Includes impressions, clicks, and CTR.

Implementation Details:

5 business days lead-time after creative is received or approved.

Classic Image Size: 60x60

Captioned Image Size: Suggested 4:3 ratio. 600px wide min.

Title Text-18px; Bolded. One line of text is ideal.

Body Text- 13px; Regular Weight. Two to four lines of text is ideal.

CTA- 13px

Giant Eagle works with CPGs closely to ensure campaign is optimized based on targeting, delivery and CTR. Able to run A/B tests, run multiple versions of creative, personalize targeting or messaging.

Timing:

1 Week Minimum Run Time

Investment:

\$5,000

Push-notification also available.

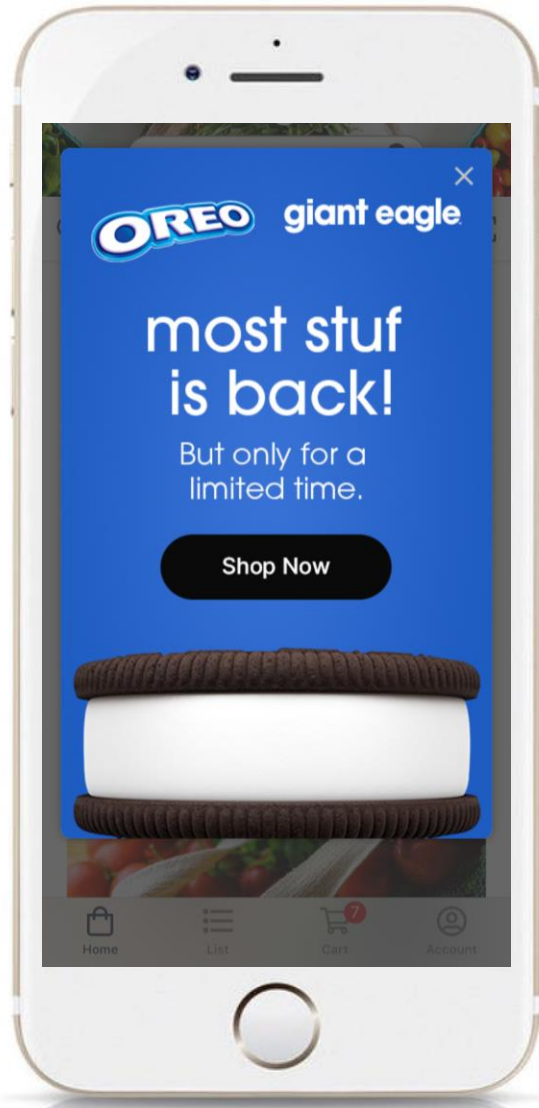
Creative Options:

Text-based or Image and Text-based



*Can be geofenced for in-store specific campaigns

Perks & Grocery App: In-App Message



Benefits/Objectives:

Increase eComm sales by driving awareness within the mobile app for a full app takeover

Targeting is available based on location, shopper behavior, demographics.

Links to other sections within the app including brand search pages, eCoupons, category and product pages.

Can be coupled with push notifications* for increased awareness.

Performance/Reporting:

A final report will be provided. Includes impressions, clicks, and CTR.

Implementation Details:

5 business days lead-time after creative is received or approved.

Image Size: 3:5 aspect ratio. Hi-Res 1200 x 2000px. Min. 600 x 1000px. Must be less than 5MB.

Copy Requirements: Title Text-18px; Bolded
Giant Eagle works with CPGs closely to ensure campaign is optimized based on targeting, delivery and CTR. Able to run A/B tests, run multiple versions of creative, personalize targeting or messaging.

Timing:

2 Week Maximum Run Time

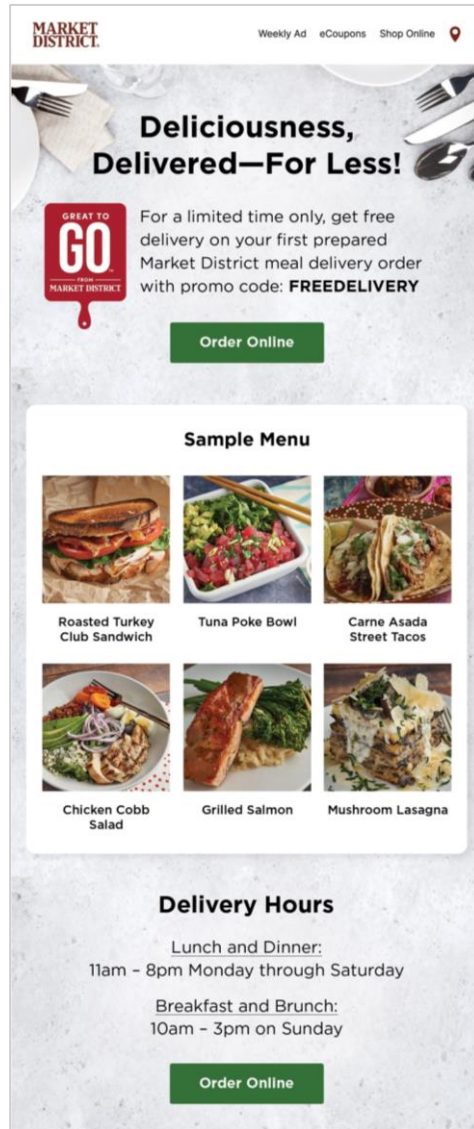
Investment:

\$5,000

Push notification also available.

*Can be geofenced for in-store specific campaigns

Email: Dedicated / Solo Emails



Benefits/Objectives:

Increase eComm or store sales by driving awareness of promotions or products available to our digitally engaged customers

Targeting is available based on location, shopper behavior, demographics, past purchases, etc...

Links to brand search, category and product pages, or content/recipe pages.

For products, can link into the app for customers with the grocery shopping app.

Performance/Reporting:

A final report will be provided. Includes impressions, clicks, and CTR.

Implementation Details:

2 weeks business days lead-time after creative is received or approved.

Top Banner provided by Giant Eagle: Either "Limited Time Only Extra Special Savings" banner OR a banner that fits into the Seasonal Theme

One Hero Image: 760x760

Banner Images (no more than two images): 760x400

Copy: Can be live text under the images or incorporated into the images.

CTA: Direct and actionable. Recommend 3 words or less per CTA.

Timing:

Dependent on placements purchased

Investment:

\$9,000

Content development/landing page also available.



Weekly Sale & Themed Email Placements

giant eagle Weekly Sale eCoupons Shop Online

celebrate summer

Have a 4th of July That's Second to None

Get ready for your backyard barbecue with recipe ideas hot of the grill, party plans, and plenty of food for everyone.

Get Ideas

Sky-High Flavor

Take your burgers, dogs, and sides to another level with our Firecracker Cole Slaw recipe.

Watch Video

Firecracker Cole Slaw

The Hottest Hot Dog Ideas

Pair your dogs with Firecracker Cole Slaw or choose from a slew of exciting recipes.

Learn More

Check Out Our Locally Inspired Recipes

Say Jell-O to a Festive Treat

For a sweet and cool Fourth of July Dessert that truly shines, try this easy recipe.

Get the Recipe

Stained Glass Stars

Benefits/Objectives:

Increase eComm or store sales by driving awareness of promotions or products available to our digitally engaged customers

Targeting is available based on location, shopper behavior, demographics, past purchases, etc...

Links to brand search, category and product pages, or content/recipe page.

For products, can link into the app for customers with the grocery shopping app.

Performance/Reporting:

A final report will be provided. Includes impressions, clicks, and CTR.

Implementation Details:

3 weeks business days lead-time after creative is received or approved.

Image: 414x300

Headline: 1 line

Text: 2-3 Lines

CTA: 2-3 words

Giant Eagle works with CPGs closely to ensure campaign is optimized based on targeting, delivery and CTR.

Timing:

Dependent on placements purchased

Investment:

\$5,000

Content development/landing page also available.

Long Form Content: Sponsored Advertorials

entertainment Stars Screen Binge Culture Media LIVE

Andrea Bocelli gives moving Easter concert in an empty Milan cathedral

By Toyin Owoseje, CNN

Andrea Bocelli performs outside Milan's Duomo cathedral on Sunday evening, in a broadcast to millions around the world with the cathedral empty.

On Sunday, the 61-year-old tenor performed arias from Verdi's "La Traviata" and "Il Trovatore" to millions around the world with the cathedral empty.

Wearing a three-piece suit and a white shirt, Bocelli performed arias from Verdi's "La Traviata" and "Il Trovatore" to millions around the world with the cathedral empty.

PAID CONTENT



Take Your Easter Ham to Higher Places with these Easy Tips
Giant Eagle Grocery

Take Your Easter Ham to Higher Places with these Easy Tips
Giant Eagle Grocery

Read This Before You Renew Amazon Prime Again
Sponsored: Wikibuy

Couple Are Confused Why Their Pic Is Going Viral but Then They Notice Why [Photos]
Sponsored: Ice Pop

Benefits/Objectives:

Increase eComm sales and brand awareness by driving educational or aspirational content with digital sponsored ad editorials (advertorials)

Targeting is available based on location, shopper demographics and interests.

Links brand search, category and product pages, or content/recipe page (dependent on campaign).

Performance/Reporting:

Benchmark CTR: 0.13%

A final report will be provided. Includes impressions, clicks, and CTR.

Implementation Details:

5 business days lead-time after creative is received or approved.

Image Size: 1200x800

Copy Requirements: Headline- Up to 150 characters
Giant Eagle works with CPGs closely to ensure campaign is optimized based on targeting, delivery and CTR. Able to run A/B tests, run multiple versions of creative, personalize targeting or messaging.

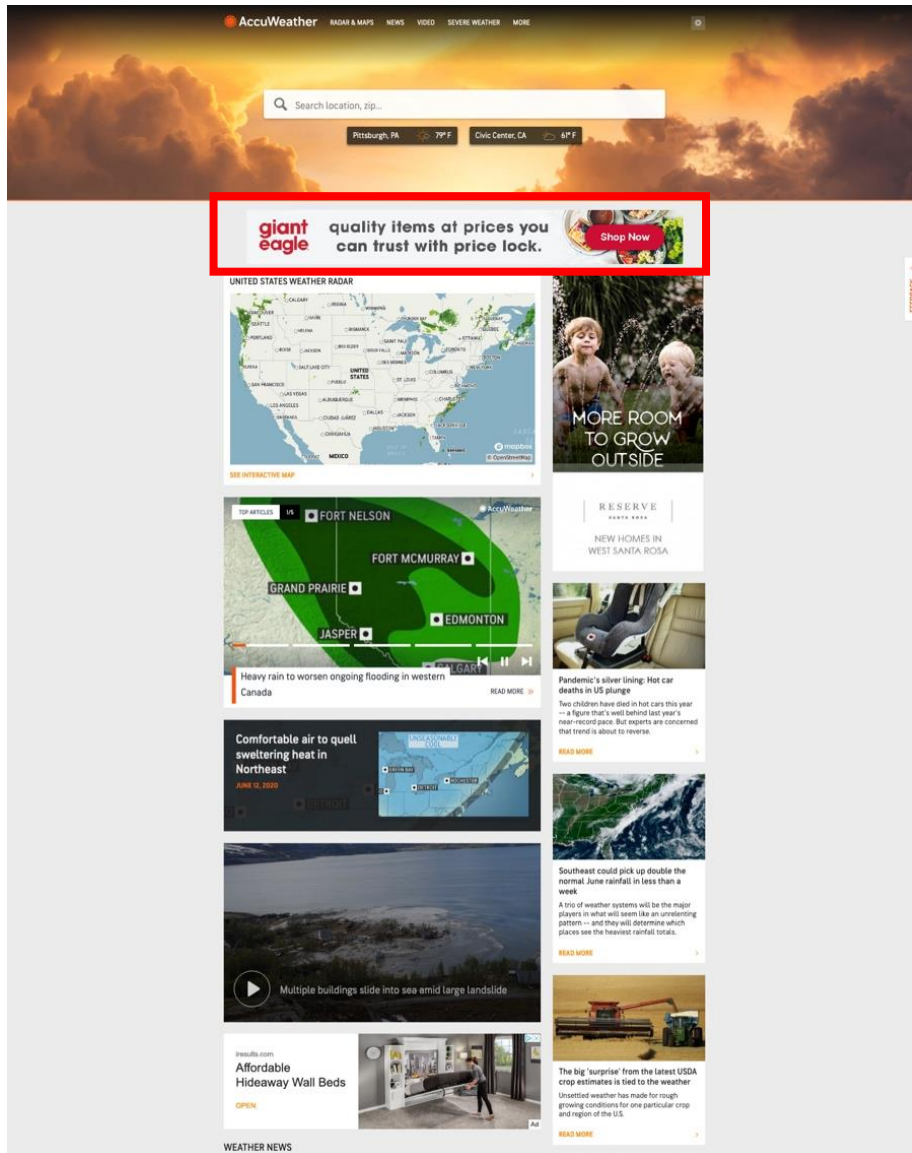
Timing:

2 Week Minimum Run Time

Investment:

CPM Model: exact rates based on customized plans.
Content development/landing page also available.

Off Platform Media: Display Ads



Benefits/Objectives:

Increase eComm sales by driving awareness / staying top of mind off-platform

Targeting is available based on location, shopper demographics and interests, past purchasers (retargeting).

Links to brand search, category and product pages, or content/recipe page (dependent on campaign).

Performance/Reporting:

Benchmark CTR: 0.25%

Reporting done weekly. A final report will be provided. Includes impressions, clicks, and CTR.

Implementation Details:

5 business days lead-time after creative is received or approved.

Image Size: 160x600, 300x250, 320x50, 728x90

Giant Eagle works with CPGs closely to ensure campaign is optimized based on targeting, delivery and CTR.

Timing:

2 Week Minimum Run Time

Investment:

CPM Model: exact rates based on customized plans. Content development/landing page also available.

Paid Social: Facebook & Instagram



Giant Eagle

Sponsored

Find the perfect partner for your burgers and hot dogs this summer with fresh, fluffy Pepperidge Farm buns.



SHOP.GIANTEAGLE.COM
Better Baked Buns

SHOP NOW

Benefits/Objectives:

Increase eComm sales and brand awareness by driving promotional or aspirational content

Targeting is available based on location, shopper demographics and interests.

Links to brand search, category and product pages, or content/recipe pages (dependent on campaign).

Performance/Reporting:

Benchmark CTR: 0.12%

Reporting done weekly. A final report will be provided. Includes impressions, clicks, and CTR.

Implementation Details:

5 business days lead-time after creative is received or approved.

Image Size: 1080x1080

Copy Requirements: Text- 125 characters. Headline- 25 characters. Link Description- 30 characters

Giant Eagle works with CPGs closely to ensure campaign is optimized based on targeting, delivery and CTR. Able to run A/B tests, run multiple versions of creative, personalize targeting or messaging.

Timing:

2 Week Maximum Run Time

Investment:

CPM Model: exact rates based on customized plans. Content development/landing page also available.



Paid Social: Pinterest*



Benefits/Objectives:

Increase eComm sales and brand awareness by driving educational or aspirational content

Targeting is available based on location, shopper demographics and interests.

Links to brand search, category and product pages, or content/recipe pages (dependent on campaign).

Recommend coupling with advertorials.

Performance/Reporting:

Benchmark CTR: 0.12%

A final report will be provided. Includes impressions, clicks, and CTR.

Implementation Details:

5 business days lead-time after creative is received or approved.

Image Size: 600x900

Copy Requirements: Title- Up to 100 characters.

Description (optional)- Up to 500 characters.

Giant Eagle works with CPGs closely to ensure campaign is optimized based on targeting, delivery and CTR.

Timing:

2 Week Minimum Run Time

Investment:

CPM Model: exact rates based on customized plans.

Content development/landing page also available.

*Would recommend coupling with Advertorials (sponsored articles)

eCoupons

Move Incremental Volume Efficiently

eCoupon promotions have grown in popularity among Giant Eagle shoppers while helping CPG's build brand loyalty, drive trial, increase buy rate, and address merchandising support. Customized strategies can be built based on your objectives, leveraging Giant Eagle purchase behavior data.

\$3.66

Avg Return on
Promotion Spending¹

138%

More Sales from
eCoupon Redemptions
vs Prior Year²

STEP 1: Shoppers 'Clip' eCoupon(s) on Giant Eagle offer gallery using mobile or desktop device

STEP 2: Savings automatically get applied at checkout as shopper buys associated item(s) while scanning their loyalty card

OBJECTIVE	TACTIC	OFFER	KPI's
Scale & Merch Support	eCoupons available to all Giant Eagle shoppers	\$0.75 Off (1)	Return On Promotional Spend OR Sales from Activations
Trial & Buy Rate	User-Targeted available to pre-determined targets based on Giant Eagle purchase data	\$1.00 Off (1) \$2.00 Off (2)	% Trial OR Units Moved
Stock-Up	Redeem Up To 5x in a single transaction	\$0.50 Off (1) up to 5 times	Return On Promotional Spend OR Avg Basket Size

eCoupons

Standard eCoupon
\$0.10 Per Activation
+ Redemptions

User-Targeted eCoupon
\$1,000 Setup
\$0.13 Per Activation
+ Redemptions

Minimum Commitment: \$2,500

Avg Redemption Rate: 11%