Case Study:
How Metcash Transformed Promotional Strategy with Retail Express

Leading the Charge in Independent Retail Excellence

As the powerhouse behind Australia's largest network of independent supermarkets, Metcash supports more than 1,200 stores, including IGA, across the country.

With rising consumer expectations, a large network of banners and store formats, and intense competition from major chains, Metcash recognised the need to modernise its promotional operations and empower its commercial teams with smarter, faster, and more data-driven systems.

Partnering with Retail Express, Metcash embarked on a bold transformation, one that would replace manual promotional processes with an automated, AI-enabled solution designed to unlock value for retailers, suppliers, and shoppers alike.

The Opportunity: Scaling Smarter, Not Harder

In a dynamic retail environment, efficient promotional planning can be the difference between growth and stagnation. As Metcash scaled its operations and aimed to deliver ever-more targeted, impactful promotions.

Manual campaign planning consumed valuable time and resources.

It was about reimagining what promotional planning could be with the right technology.

The Transformation: Building a Smarter Promotional Engine

Metcash launched "Metproms"—a next-generation promotional planning platform powered by Retail Express. The goal? To standardise and automate promotional planning, streamline supplier engagement, and provide AI-led insights to drive more effective decisions at scale.

Retail Express delivered a comprehensive merchandising suite that empowered Metcash to:

• Plan with Precision: Real-time forecasting and analytics tools helped teams forecast sales and optimise promotions for profitability and impact.

• Automate at Scale: Workflow automation replaced time consuming manual tasks, freeing up teams to focus on strategy rather than administration.

• Partner Smarter: With integrated supplier collaboration tools,

Metcash could now demonstrate campaign execution with clarity, building trust and the potential for new trade investment opportunities.

• Execute Seamlessly: Media and catalogue production became smarter too, managing more than 26 promotional catalogues through automated versioning workflows, without additional resourcing.

• Flexibility: The Retail Express platform is designed to scale effortlessly across businesses of all sizes. For Metcash, this allowed the team to manage promotional programs for banners ranging from Supa Valu to Local Grocer, and IGA all within a single, unified system.

The Results: A New Standard in Independent Retail Promotions

Within months of launch, the results were clear:

• Time Savings in promotional planning processes, giving teams more time to focus on strategic growth.

• Gains in Planning Efficiency for the teams using promotional forecasting and last year's comparisons.

• Stronger Supplier Partnerships, with data-backed collaboration leading to increased engagement.

One supplier summed it up best:

"A task that once took a week now takes an hour and we're working more collaboratively than ever before. The transparency, responsiveness, and ongoing improvements from the Metproms team have made Metcash an exceptional partner."

A Vision for the Future As Denise Bennett, Metcash Head of Promotions, shares:

"Retail Express has shifted us from transactional campaigns to outcome-driven partnerships. With the platform, we've unlocked efficiency and competitive edge while building deeper trust with our suppliers and delivering more compelling promotions to our shoppers."

In an era of rapid transformation and rising expectations, Metcash has set a new standard for what's possible in independent retail.

Let's Transform Together

Retail Express is proud to support retailers like Metcash on their journey toward data-driven, future-ready promotional excellence.

Discover how our AI-powered platform can help you transform promotional planning and unlock smarter results across your business.