

Digital, Media & Marketing

Marketing in the modern grocery sector is no longer just about flyers and aisle ends. It is the primary engine for driving customer engagement and lifetime value in a highly competitive environment where traditional methods are rapidly becoming insufficient.

What is Marketing?

Marketing at Retail Express is defined as any activity that is over and above the regular price on shelf. Marketing doesn't operate in a bubble and should be treated as a seamless, collaborative process across Merchandising, Marketing, and Category Management. It is the strategic coordination of price, promotions, supplier incentives, and advertising to ensure the right product reaches the right customer at the right time.

Why is it Important?

In an industry where huge proportions of time is spent on ineffective promotions (with 60% of promotions either losing money or just about breakeven - read more in our Promotions data sheet), the efficiency of promotions and the way they are marketed is essential to performance. Yet so many marketing decisions are made as a compromise at the end of the planning process leading to common problems:

- Last minute changes due to poor planning:
- Items selected based on "gut feel" or "make-do", not fact:
- Inaccurate forecasting leading to gaps on the shelf and customer disappointment:
- Unmeetable deadlines for media assets:

Suboptimal processes and planning tools mean opportunities are missed and money left on the table. Yet, done well, marketing provides the necessary focus to maintain margin health while winning on visibility.



Operational Bottlenecks

Many retailers are held back by fragmented systems that prevent agile decision-making.

Siloed Working

Disconnected teams often work in isolation, leading to duplicative processes and a lack of ownership.

Complex Workflows

Managing internal and external stakeholders, such as category teams and design agencies, for thousands of decisions is a "monumental task" that leads to missed opportunities.

Outdated Tools

Reliance on manual, error-prone spreadsheets (where errors are found in 90% of cases) stifles speed and accuracy.

New Techniques in a Digital Age

There are now more ways to reach the customer than ever before. Processes built around traditional media vehicles such as Flyers, Posters, Radio, and TV have come under strain from Email, Websites, and Apps. With the explosion of social media, loyalty, digital in-store media and personalisation, these long-established ways of working no longer deliver at the speed needed to win customer attention.

Retailers must balance emerging digital trends with the foundational strengths of traditional media.

Technique	Retail Express Implementation examples
Traditional	Seamless management of printed flyers, in-store signage, and physical “ad groups” within a single digital ecosystem.
Digital	Integration of retail media CPG ads into mobile apps, digital circulars, and e-commerce platforms.
Loyalty	Flexible tiered programs with bonus multipliers, points expiry, and exclusive member-only price groups.

Effective Marketing

Retail Express delivers centralised planning and automation that shifts the focus from time consuming manual admin tasks to delivering customer acquisition strategies.



Drives Revenue

Efficient centralised planning processes put marketing at the heart of decisions. Optimised processes align decision making with the “go-to-market” strategy delivering high quality footfall across all media channels.



Opportunities gained

Right first time execution, clear demand plans and communication reduces risk of gaps on shelf. Leading to increased sales and supplier funding.



Builds Trust

Synchronised “Till and Shelf and Media” pricing prevents loss of customer trust and regulatory violations.

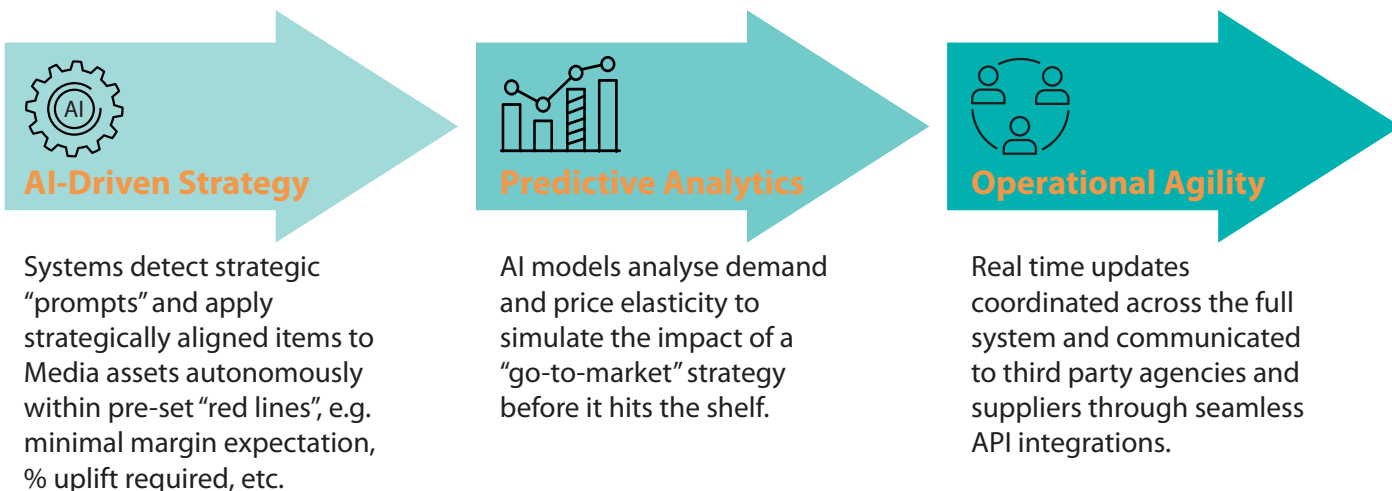


Generates Cash

Retail Express solutions have delivered a proven 20:1 Return on Investment through focusing on activities that drive performance.

Future ready with Retail Express

Changing processes can be hard, Retail Express has the necessary tools to support that journey. Starting with Foundational Asset and Workflow capabilities with AI optimisation to manage and improve immediate needs. Through to full Autonomous Marketing, where AI does more than just assist—it predicts and executes.



Strategic Impact: “AI is the enabler. By predicting the impact of a strategy before it hits the shelf, Retail Express allows you to be agile, aggressive, and—most importantly—profitable.”

