



BUILDING A SUPERIOR RETAIL EXPERIENCE WITH OMNICHANNEL SOLUTIONS

How Swiftly Helped HAC, Inc. Improve the Digital Shopping Journey Across All Five Retail Banners

THE CHALLENGE

The modern grocery shopper is well-versed in technology, with evolving digital needs that retailers must meet. To address these concerns, Homeland tapped Swiftly to build retail technology solutions that provide a seamless omnichannel shopping experience, leading to greater customer engagement, more in-store trips, and increased basket size.

To connect with customers at every touchpoint of their digital journey, Homeland required retail solutions capable of personalizing content and improving engagement beyond a brick-and-mortar setting. Additionally, the company recognized the value of a robust Retail Media program which, when integrated into their customer-facing strategy, could increase ad revenue, deliver valuable consumer insights and strengthen brand relationships.

THE STRATEGY

HAC elected to take a two-pronged approach with Swiftly:

- Launching an updated mobile app and website for Homeland and new ones for their remaining HAC banners to create personalized experiences for shoppers, from the pre-trip planning steps through checkout in the physical store.
- Launching an omnichannel Audience Optimizer campaign to drive app acquisition upon launch.

With an intuitive interface and data-driven, targeted content, the refreshed apps and websites would help HAC attract and retain loyal customers while generating a valuable new retail media revenue stream.

ABOUT HAC, INC.

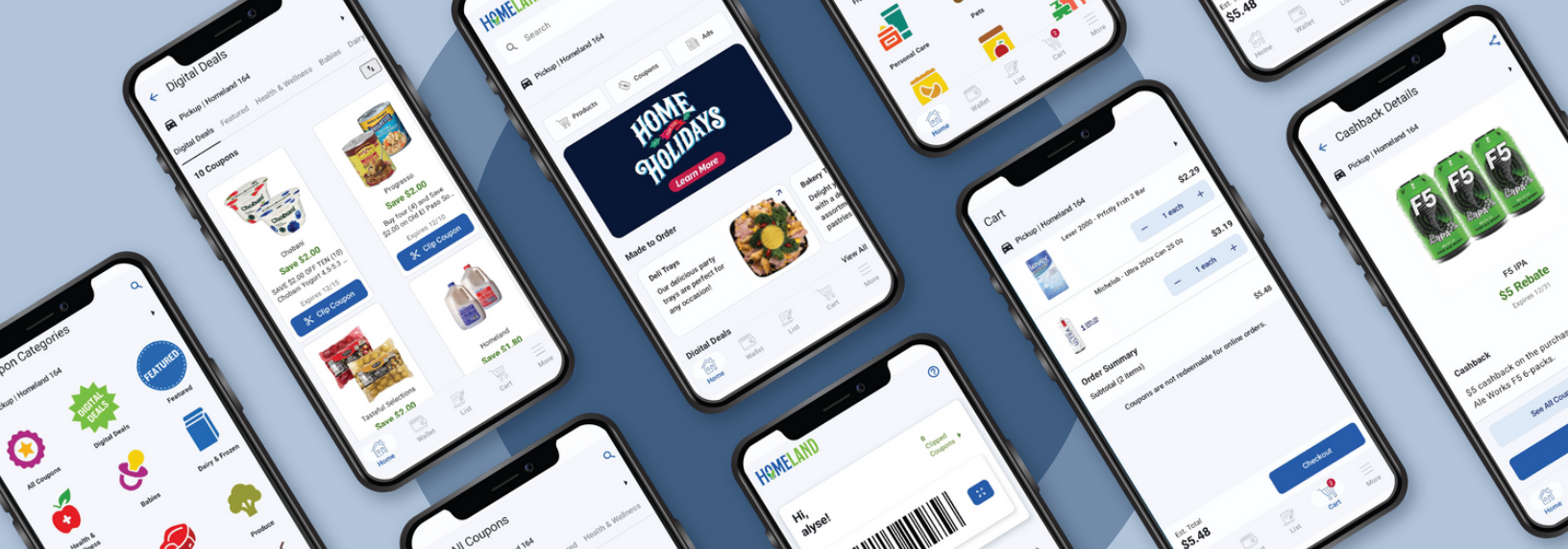
HAC, Inc., headquartered in Oklahoma City, Oklahoma, is a prominent grocery chain with a significant presence in Oklahoma, Texas, and Georgia. As of 2024, HAC operates 79 grocery stores under several well-known banners, including Food World, Piggly Wiggly, United, CashSaver, and Homeland. Among these, Homeland stands out as HAC's largest banner and is recognized as the largest locally owned grocery store chain in Oklahoma, boasting 36 locations statewide. Notably, HAC has been entirely employee-owned since 2011, reflecting its commitment to its workforce and community.



Swiftly has transformed our approach to customer engagement. By helping us refresh our app and website presence, and leveraging their innovative Audience Optimizer™ solution, we have been able to connect with new audiences in ways we couldn't before... resulting in a 10X increase in app installs and higher spending per basket.

CHRISTIN KING
MARKETING DIRECTOR, HOMELAND





ENGAGEMENT RESULTS WITHIN FIRST 6 MONTHS



22X
increase in
MAUs



5X
increase in
app user
revenue

THE RESULTS

Utilizing Swiftly's technology, HAC released both new and updated apps and websites for each of their banners while tapping Audience Optimizer to strategically target new shoppers and increase app downloads. The results have been exemplary.

On its apps, HAC saw large increases in user engagement, including a 22X increase in monthly active users and a 5X increase in app user revenue, all within the first 6 months of the campaign.

When looking at shoppers who had recently downloaded apps, it became clear that this audience had also had visited HAC stores 9% more often than other loyalty shoppers, and spent 11% more per basket than other loyalty shoppers, further illustrating the value that HAC's efforts had brought them in this initiative.

Thanks to the solutions Swiftly has been able to provide, HAC has improved the digital customer experience with more personalized and relevant content for its customers while garnering new digital audiences and increasing ad revenue.

MONTHLY SHOPPER RESULTS



visited stores
9%
more often



spent
11%
more than
other loyalty
shoppers

THE CONCLUSION

To create an unrivaled shopper experience while growing its digital footprint and acquiring new customers, HAC partnered with Swiftly to build robust retail technology solutions that will connect with customers on a deeper level across its 79 stores.

By refreshing its app and website experience, and pairing that with Retail Media, they were able to see improved customer engagement, increased store visits, and greater basket size.

