



Connecting SEG customers with your brand

**We can help you constantly improve
engagement and revenue by creating
personalized customer experiences.**



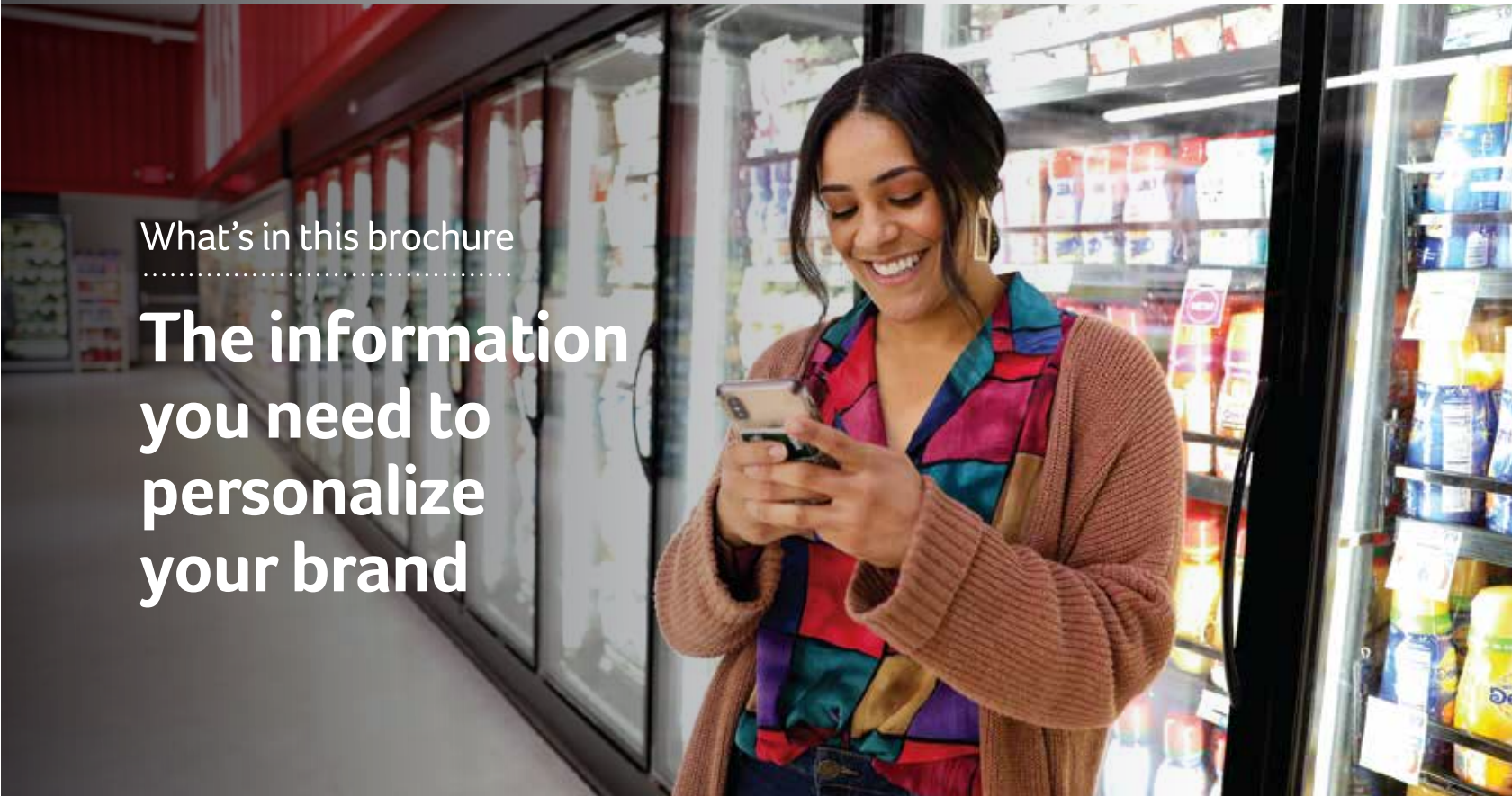
Welcome

**SEG Connects is ready
to help your brand
personalize at scale**

**We're delivering
relevant content &
offers to customers.**

At Southeastern Grocers (SEG), we're delivering relevant, timely and targeted content and offers to customers through the channels they respond to most.

We use the data from our Rewards program combined with the unique platforms of our partners to reach customers based on your brand's objectives.



What's in this brochure

The information you need to personalize your brand

Our Approach	4
Our Solutions	6
Customer Data	10
Media Planning Process	13
Media Opportunities	14
Let's Connect	16
About SEG	17



Our Approach

The best way to reach our customers is through Retail Media

We interpret customer behavior to drive growth & loyalty.

Our Retail Media solutions are powered by customer science and relevancy, reaching the right customer through the right channels with closed-loop measurement to support long-term optimization.

Working with our partners, combined with data from our Rewards program where 88% of our sales are made, we can further understand, interpret and predict customer behavior, helping to meet your brand objectives to drive growth and loyalty.

Introducing our partners



Neptune Retail Solutions works across all types of media to deliver the touchpoints that drive sales for your brand, from the moment customers start their shopping journey to when they make a purchase. With a comprehensive range of media solutions, Neptune Retail Solutions helps guide shoppers seamlessly from browsing to buying, making the shopping experience easier for everyone.




Grocery TV

By launching customized campaigns that target audiences based on geography, demographics, and proximity to different locations, Grocery TV enables you to reach large-scale audiences with highly relevant, localized messaging - engaging customers right at the point of sale.



Eagle Eye provides a platform that aggregates all customer data into one universal ID. Eagle Eye AIR is a unique digital marketing platform that seamlessly integrates with all your existing business management systems, from POS to e-commerce and CRM, to deliver personalized offers and promotions in real time.

A woman with dark, curly hair and a pink sweater is smiling and looking to her right. She is in a grocery store aisle, with shelves of products visible in the background. The image is partially obscured by a dark overlay on the left side where the text is located.

Our Solutions

Browse through our list of media channels

**Using the latest
Customer Data Science,
we build retail media
plans that place the
customer first in their
online and
offline experiences.**

Brands will have access to a seamless and connected media portfolio that reaches customers at every point throughout the shopper journey.

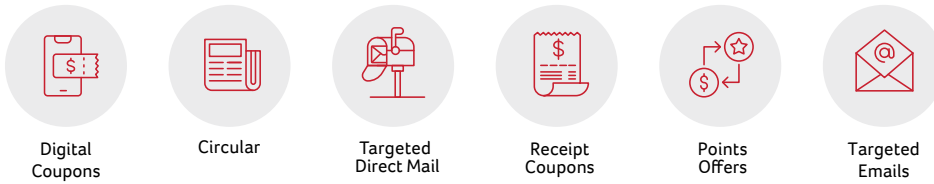
SEG Connects technology enables targeting and measurement at a customer level on an incredible scale by using online and offline data. We're able to manage who sees what, when and where to ensure every cent of your media spend is maximized.

Key Channels we offer

We have an extensive range of media opportunities that enable us to activate across the entire customer journey

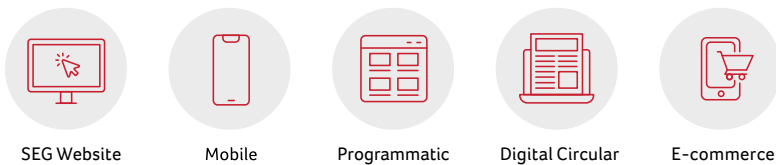
Direct-to-customer

Send highly targeted communications to your most important customers through trusted and impactful media inventory.



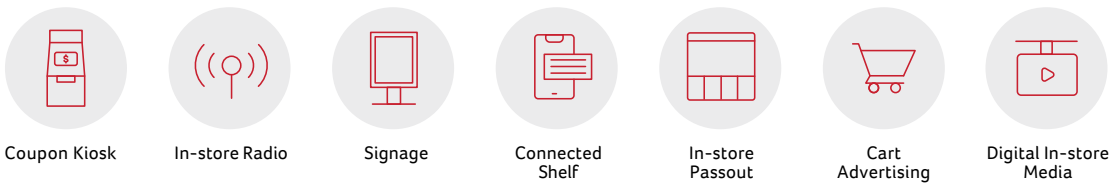
Digital onsite and offsite

Engage customers with relevant content across SEG's web properties or wherever they go around the web.



In-store

Grab customers' attention in-store to increase trial on your brand's products.




Out of store


Continue to be top of mind with your customers outside of SEG.



Our valued partners



In-store Radio
Capture the attention of our customers with simple ads between their favorite tunes.
stingray.com/advertising/audio



Coupon Kiosk
Personalized, targeted coupons quickly printed for customers before they start shopping.



Grocery TV
Targets audiences by geography, demographics, and retail proximity, delivering localized messaging directly at the point of sale.
grocerytv.com/customers/

In-Store Signage

With an extensive range of in-store options to choose from, we can aid in maximizing brand awareness, driving trial and influencing purchasing decisions.



Connected Shelftalk

Digital offers delivered via disruptive shelf signage. Extend the reach of your brand's digital coupons beyond the app and into the aisle for customers to scan a QR code to activate the offer with ease.



Measurement & Attribution

Neptune offers Matched Panel Testing and Trended Sales Analysis on in-store signage to help brands understand program performance.

Average brand sales lift on in-store tools is 4-6%*

Unique Benefits



Quality of Medium
Relevant context to deliver messaging in a brand-safe environment.



Reach & Impressions
Engage customers who shop and decide in brick-and-mortar stores.



Quality of Audience
Target category shoppers in a buy mindset.



Proximity
Place your brand message at the final decision point before purchase.

Coupon Solutions

At Southeastern Grocers, our goal is to help your brand constantly improve engagement and revenue by creating personalized customer experiences.

Reaching the right customer, the way you want to, is made easy with our coupon offerings. With our partners, we offer multiple options to help your customers save on the products they love.

Once you have decided on the best coupon solution for your needs, consider adding media to deliver your coupon to the right customer at the right time.



Set up fee*



Issuance fee



Redemption cost
(manufacture)



Redemption cost
(store/local)



Targeted offers



Mass offers



Digital coupons



Printed coupons



*Set up fee by partner may vary based on type of coupon





Customer Data

SEG Connects is a customer-first media approach that supports your needs

We know the marketing channels our customers respond to and the content and offers they value most.

Mallory is a typical SEG customer, but we know more about her unique behavior because of the data from our Rewards program. We know where, when and how Mallory shops.

From this data we can start to build a profile of Mallory and tailor a personalized, connected and relevant media experience for her. We can learn from her interactions and understand and anticipate her needs and those of customers like her.

Meet Mallory, a typical SEG customer

Rewards

We know where, when and how Mallory shops based on our Rewards program data.

Customization

Eagle Eye gathers information on Mallory and creates a customized virtual wallet.

Personalization

We have the tools to create a personalized marketing experience.

Key Channels

We also know what channels Mallory responds to and the types of offers she values most.



69% Female
30% Male
1% Non-binary



65% White
19% Black
13% Hispanic
3% Other/
Unknown



\$41.35
Average
basket size



6.6M active shoppers within the last year



88% of sales are with a rewards account



18-24	10%
25-34	14%
35-44	15%
45-54	16%
55-64	19%
65+	27%

How the media works



At home

Reach the right customers, wherever they are.

We offer a connected personalized marketing experience that combines first-party data and media to meet the customer where they are during each part of the purchasing journey.



On the move



In-store

Customer insights power every step of the media planning process to ensure you are getting the most from every touchpoint of your campaign



Develop Data-Driven Programs

Custom audiences are built using SEG's first-party, verified purchase, and behavioral data, with weekly store-level updates and advanced media planning that optimize targeting and campaign efficiency through real-time adjustments.



Launch Campaigns Across Online & Offline Channels

Omnichannel solutions engage targeted shoppers across key markets, delivering relevant content at the right time and enabling flexible activation across multiple channels to link the virtual and physical shelves, while building personalized programs at scale based on brand objectives.



Measure Campaigns & Optimize Future Opportunities

Post-program measurement and optimization models, including standard reporting, SEG purchase data for incrementality analysis, and brand lift measurement, help maximize future campaign performance, with optional closed-loop, 1:1 measurement available.

Media Opportunities

Choose media to meet overall marketing objectives or build custom campaigns to pinpoint brand objectives.



Reward & Retain

Reach your existing customers and grow loyalty

Optimized to drive loyalty amongst existing customers



New Item Launch

Launch your new product and drive trial by reaching customers with highest propensity to buy

Optimized to drive acquisition into a new product



Acquire New Customers

Reach the customers most likely to start buying your brand to grow penetration

Optimized to drive acquisition to an existing product



Co-Op Themed & Category Events

Support and drive trade during key seasonal and lifestyle events throughout the year, aligned to the SEG customer plan

Packages and Media Opportunities

Co-Op Themed & Category

Support and drive trade during key seasonal and lifecycle events throughout the year, aligned to the SEG customer plan.



A Winn-Dixie advertisement. The top left shows a family (mother, father, and child) smiling. To their right is a red banner with the text "New year, fresh start" and a white leaf icon. Below this is a grid of grocery items on sale: SE Grocers Naturally Better Cage Free Hard Boiled Eggs (2 for \$2.49), SE Grocers Yogurt Cups (5 for \$2), Country Crock Plant Butter Sticks (2 for \$5, kiosk - \$1), and Califia Farms Almond Creamer (2 for \$5, kiosk - \$1). A red banner at the bottom states "All prices valid with rewards" and "Winn-Dixie it's a habit".

Passouts & Trade Programs

Participating in one of SEG's themed passouts or trade programs? Amplify your deals to the customer with additional media elements.

New Items

We aid in the launch of your new products by extending the reach through shared media opportunities, as well as in-store signage support with our partner Neptune Retail Solutions.





Let's Connect

**Our expert
team is ready
to help you**

**Let's create & deliver a
superior, personalized
customer experience
together.**

SEG Connects can build a plan for your brand based on your objectives, budget and audience. By using SEG customer insights during every step of the media planning process we ensure you are getting the most from every touchpoint throughout your campaign.

Our expert team is ready to help create, manage and deliver your Retail Media programs. Ready to learn more? Contact us at **SEGConnects@SEGrocers.com**

A photograph of a Winn-Dixie grocery store exterior. The building has a red facade and a large, white, three-dimensional sign that reads "Winn-Dixie" with a checkmark integrated into the "n". The sky is a clear, light blue.

About SEG

Get to know our stores a little better

Winn-Dixie and Harveys Supermarkets are well-known and well-respected regional brands with deep heritages.

Southeastern Grocers, LLC (SEG), parent company and home of Winn-Dixie grocery stores and Harveys Supermarkets, is one of the largest conventional supermarket companies in the U.S.

SEG grocery stores and liquor stores serve communities throughout the five southeastern states of Alabama, Florida, Georgia, Louisiana and Mississippi.

Winn-Dixie and Harveys Supermarkets are well-known and well-respected regional brands with deep heritages, strong neighborhood ties, proud histories of giving back, talented and caring associates and strong commitments to providing the best possible quality and value to customers.

Just a glimpse of our stores

Winn✓Dixie

Founded in 1925, Winn-Dixie grocery stores and liquor stores serve communities throughout five southeastern states - Alabama, Florida, Georgia, Louisiana and Mississippi. Winn-Dixie Stores, Inc. is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast.

For more information, please visit WinnDixie.com



HARVEYS *supermarket*

Established nearly a century ago by Iris and J.M. Harvey, Harveys Supermarkets grocery stores serve communities throughout two southeastern states — Florida and Georgia. Harveys Supermarket is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast.

For more information, please visit HarveysSupermarkets.com



Southeastern Grocers' latest concept, WDs Wine, Beer & Liquor, serves as a unique destination for fine wine, craft beer and quality liquor, with a wide range of premium products for entertaining and eating at home. WDs Wine, Beer & Liquor is a subsidiary of Southeastern Grocers, which is one of the largest supermarket chains based in the Southeast.

For more information, please visit WinnDixie.com/WDs



