

DIGITAL MARKETING

2024



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Presented by



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Context

Founded in 1947, Metro Inc. has been a staple of the grocery industry in Quebec throughout the years. Through its growth and development in the pharmacy, bakery, and specialty grocery markets, they have solidified their position as a leader in the Montreal and Quebec areas. Their purpose has always been to nourish the health and well-being of the communities they serve. In an effort to further realise this goal and grow customer loyalty, Metro Inc. launched metro&moi in 2010 to reward consumers on their purchases with the company. After seeing great success, the metro&moi program evolved to become Moi.

The Moi Program

So many points, so many rewards, and so much easier - welcome to the Moi Program, a rewards system that encompasses Jean Coutu, Metro, Première Moisson, Super C and Brunet under the Metro family (see Appendix 1). Simply by purchasing items at any of these stores and scanning their Moi card, members can accumulate points to use towards dollar rewards and savings. Members also receive personalized coupons and savings based on their previous purchases, further personalizing the Moi experience.

a program that rewards my everyday purchases

- I earn points quickly (\$1 = 1 point)*.
- I get instant rewards starting at 500 points (500 points = \$4).
- I enjoy personalized coupons and weekly offers to earn even more points.
- I keep all my coupons, offers, and exclusive benefits on hand in my favourite banner apps.
- I can treat myself and my loved ones easily!

*Upon presentation of the moi card, points are calculated on the total amount, before taxes, and exclude products stipulated in the program's terms and conditions.

sign me up now

The logo for the 'moi' program, featuring the word 'moi' in a bold, red, lowercase sans-serif font. A small purple circle is positioned above the letter 'i'.

Moi now has over 2.2 million active members, and has recently teamed up with RBC to offer a Moi RBC Visa credit card, offering 3,000 points upon applying and extending rewards to RBC partners. It also allows members to double their points, which can only be redeemed at participating Moi Program stores. Participating stores will often feature limited-time Moi offers or events, such as double the points, chances to win special prizes, and more.

The main benefits of the Moi Program are not only to reward customers on their purchases from participating stores and to encourage them to buy more at these stores, but also to enhance customer experience, build loyalty, and build a stronger customer lifetime value for the brand.

The Onboarding Process

Currently, there are three ways to sign up for the Moi Program: directly on the Moi Program website, with a cashier at any participating store, or at a self-checkout at any participating store. The Moi Program is a digital-first program, so they aim to have most members sign up online. However, not to miss an opportunity, potential members can also initiate a "pre-subscribe" process at the checkout when shopping at any of the participating stores.

The Pre-Subscribe Process

Both with the cashier or at the self-checkout, customers are asked if they have a Moi card, and if not, if they would like one. If the customer says yes, they are asked to provide their e-mail address and/or telephone number to receive a confirmation to finalize their account. Then, they receive their Moi card (a digital card at the self-checkout). With cashiers, they immediately receive their physical card without having to confirm their information themselves.

Once they receive their card, a confirmation text or email is sent asking the customer to finalise their registration on the Moi Program website or on an application from a participating store. On the website, they confirm their email, enter their Moi card number, and officially become a Moi member. If they have already used the metro&moi program before becoming a Moi member and got an extra Moi card, they must enter both their metro&moi card and their new Moi card into the account to link their points from previous purchases.

If a user forgets to confirm their Moi account after the first day, they will receive up to six emails or text follow-ups over a six-month period after initial registration,

inviting them to finalize their Moi account. These messages are sent on the 4th, 8th, 14th, 21st, 90th and 170th day (ten days before the end of the six months). Once the six months have elapsed (180 days), the Moi Program is no longer authorized to contact the user, and the relationship ends. Each follow-up e-mail or text contains a similar prompt, reminding the user to finalize their account in order to start using their points (see Appendix 2 for more details). If they wish, users can request to stop receiving communications from the Moi Program by pressing Unsubscribe, or by texting STOP.

If the user does not finalize their account online, they can accumulate points through their purchases but can never redeem them for rewards, nor receive personalized offers. They cannot participate in member-only events and contests either. After 6 months, it is now up to the user to go to the Moi Program website to complete their account. If they do not complete their membership, they never become real Moi members, which is why it is so important for them to finalize their account.

Your Mandate

One of the largest pain points for the Moi Program is that users do not confirm their account online to complete the membership process. While many members complete the final steps, many never go beyond acquiring their card at the initial point of contact, because they may think their membership is already complete. This affects both the consumer, who cannot redeem the points they accumulated, and the Moi Program, who loses on out potential members who want to be a part of the program, but never went to the end of the membership process.

Another pain point is the risk of human error involved in the collection of information at the checkout. Whether it is the customer themselves or the cashier, a simple error in the spelling of their e-mail address or telephone number prevents the customer from completing their account - and they will never receive reminders to complete their account - which amounts to the same thing as a customer who did not remember to finalize their account. Although this situation is less frequent than that of customers who don't complete their account, it is still a point to address for the Moi Program.

With these points in mind, Metro Inc. has asked your team to **propose a strategy that optimizes the Moi pre-registration process, both by improving the customer experience and by increasing the conversion rate of pre-subscribers to**

members. This strategy should encompass the communication strategy with pre-subscribed users (both at the time of initial checkout and in follow-up messages), as well as a method for contacting the customer if their contact details are incorrect. Given that this is a digital-first program, what other points of contact can be used to incentivize users to finalize their account?

Your strategy can include other tactics that benefit the program, such as ways to maximise the customer lifetime value and experience in-app, so long as the initial mandate of communication and conversion to subscribers is answered.

Constraints

It is important to remember that the Moi Program is only allowed up until 6 months past the initial registration to contact the client. Afterwards, they are no longer allowed to reach out to them - therefore your strategy must fit within this 6-month window, or before.

It is also very important to note that the information collected (phone and e-mail) cannot be used to send marketing e-mails to the customer, including an offer to complete the profile - it can only be used to prompt them to complete their account. It's important for the program to be able to launch this strategy as soon as possible, as many points are waiting to be redeemed.

It's your time to shine! Good Luck!

Appendix 1

Participating stores/banners under the Metro family

- Metro
- Jean Coutu
- Brunet
- Super C
- Première Moisson

Appendix 2

Physical membership kit – received at the checkout

Front

Back



Reminder sticker on front of card

[illegible]

Action requise :
Je complète mon adhésion
sur programmemoi.ca
pour échanger mes points.[†]

Appendix 3

Email examples (in French)

Day 1

Subject line:

Important: Complete your membership to the Moi program

TI: Welcome to the Moi Program!

Digital card

moi

je complète mon adhésion à

moi

Super, j'ai demandé ma carte Moi!

Action requise :

Maintenant, je complète mon adhésion sur programmemoi.ca.
Pourquoi devrais-je le faire? Pour échanger mes points et économiser.
C'est bon pour Moi!

ma carte moi à Moi

Voici le numéro de ma carte Moi que j'ai demandée chez **metro**.
Je le garde précieusement!

moi

606171 XXXXX XXXXXXXXXX

Mon numéro de carte Moi me permet de compléter mon adhésion :

- 1 Je visite programmemoi.ca.
- 2 Je confirme mon adresse courriel.
- 3 J'entre le numéro de ma carte Moi et je finalise mon adhésion.

IMPORTANT : Je suis déjà membre metro/moi? Je m'assure d'entrer mon numéro de carte metro/moi avant celui de ma carte Moi afin de fusionner mes comptes.

[je complète mon adhésion ici](#)

I want to complete my enrollment in English.

moi mes goûts, mes récompenses, mon bien-être.

/utilise ma carte Moi chez

metro Jean Coutu Super Brunet P. P. P. P.

[A VENIR](#) [A VENIR](#) [A VENIR](#) [A VENIR](#)

Des questions pour moi? Je visite programmemoi.ca/centre-aide

Barrez ce code-barres depuis votre appli pour y ajouter facilement votre carte Moi

Vous recevrez ce courriel car vous avez demandé une carte Moi chez une enseigne participante.

Metro inc.
11011, boul. Maurice-Duplessis | Montréal, Québec | H1C 1V6
Moi est une marque de commerce de Metro inc.
© Tous droits réservés. Metro inc. 2023

Physical card

moi

je complète mon adhésion à

moi

Super, j'ai demandé ma carte Moi!

Action requise :

Maintenant, je complète mon adhésion sur programmemoi.ca.
Pourquoi devrais-je le faire? Pour échanger mes points et économiser.
C'est bon pour Moi!

ma carte moi à Moi que j'ai demandée chez metro

moi

Je complète mon adhésion :

- 1 Je visite programmemoi.ca.
- 2 Je confirme mon adresse courriel.
- 3 J'entre le numéro de ma carte Moi et je finalise mon adhésion.

IMPORTANT : Je suis déjà membre metro/moi? Je m'assure d'entrer mon numéro de carte metro/moi avant celui de ma carte Moi afin de fusionner mes comptes.

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Metro inc.
11011, boul. Maurice-Duplessis | Montréal, Québec | H1C 1V6
Moi est une marque de commerce de Metro inc.
© Tous droits réservés. Metro inc. 2023

Days 4 to 90

Subject line:

Complete your Moi membership in just a few easy steps.



Vous recevrez ce courriel car vous avez demandé une carte Moi chez une enseignes participante.
Métro inc.
1101 L. St-Joseph, Montréal, Québec H1C 1P6
Métro est une marque de commerce de Métro inc.
© Tous droits réservés.

Day 170

Subject line:

LAST CALL! There are still a few steps left to finalize your membership.

moi

Action requise

Vous avez déjà votre carte **moi**.

**maintenant,
complétez
votre adhésion
pour pouvoir
échanger vos points!**

complétez votre adhésion

3 étapes faciles

1 Créez votre identifiant moiID

Entrez votre adresse courriel sur programmemoi.ca

Validez votre adresse courriel

Créez votre identifiant

Choisissez votre mot de passe

Créer mon identifiant moiID
Pour créer votre identifiant moiID, entrez d'abord votre courriel.

Mon courriel

Valider mon courriel
Nous avons envoyé un code de sécurité à votre adresse.
Cliquez votre boîte de réception pour récupérer votre code.

Mon code

En cliquant sur « Créer mon identifiant », j'accepte avoir pris connaissance des modalités prévues à la page précédente et des modalités de la Politique sur la protection des renseignements personnels et y consens.

Créer mon identifiant

Lorsque vous accédez à l'un des sites web de Metro Inc. ou de ses filiales, nous aurons accès aux renseignements que vous avez fournis en remplissant ce formulaire.

Mon mot de passe

- Au moins 10 caractères
- Minimum 3 de (lettre et chiffre)
- Une lettre minuscule
- Une lettre majuscule
- Un chiffre
- Un caractère spécial

2 Ajoutez votre carte Moi à votre compte

Entrez le numéro de votre carte Moi

J'ai déjà une carte Moi ou metromoi
Ajoutez votre carte Moi ou metromoi à votre compte pour accumuler plus de points et profiter de récompenses.

3 Créez votre compte et confirmez votre adhésion

Fournissez vos informations supplémentaires

créer mon compte
Avant de vous lancer, on veut mieux vous connaître! Merci de fournir les informations suivantes.

mon adresse

mon numéro d'appartement facultatif

Et voilà!
vous êtes membre du programme Moi

bienvenue chez Moi
Membre du programme Moi, vous pouvez maintenant profiter de toutes les offres et avantages réservés à nos membres.

complétez votre adhésion

vous pouvez maintenant échanger vos points*

I want to complete my enrollment in English.

moi

mes goûts.
mes récompenses.
mon bien-être.

J'utilise ma carte Moi chez

metro **JeanCoutu** **super C** **Brunet** **PRIMEUR**

Des questions pour **moi**? Je visite programmemoi.ca/centre-aide.