



Jacksons Food Stores



Executive Overview

HQ: Meridian, Idaho – founded in 1975
Industry: Convenience Retail, Wholesale & Logistics
Size: 260 Locations
Solution: Retail Insights, Supplier Collaboration

Solution Overview

Using unmatched insight automation and guided analytical applications, PDI Retail Insights gives retailers and CPGs precise, real-time, actionable insights to drive ROI and react and refine their merchandising, loyalty, and promotion strategies while improving and growing supplier collaboration.

Business Challenges

- Minimal data sharing with CPG partners
- Lack of accessible data and insights
- Need for deeper category data to understand item/brand/basket performance
- Desire for data-driven loyalty platform

“PDI’s platform helps us turn all that data into valuable insights about what our guests want.”





Integrates loyalty data into Jacksons' customized solution allowing the chain to analyze shopper behavior and satisfy consumer preferences based on various loyalty customer segments.



Customer Results



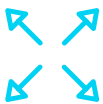
Turned all store data across 6 states in 260 sites into valuable insights about what their guests want and when.



Improved collaboration with their suppliers and gained the insights they need to reach and engage consumers on a deeper level.



Provided access to category data that helps them understand how their products are performing against other brands.



Increased operational efficiency and drive more revenue for their business.



Now, we're able to work closely with our CPG partners to understand our guests' needs and adjust our merchandising strategies for assortment, pricing, and promotion to localize our tactics to best serve our guests in each store.