

Grocery & Food Retail

Protect thin margins by connecting value strategy, promotional operations, loyalty and execution.

 **ARiSTiD**



INDEPENDENT INDUSTRY SIGNALS



1.7%

average U.S. food-retailer net profit in 2024 — leaving little tolerance for avoidable cost or leakage. [1]



35% → 55%

share of fully personalized promotions grocers report today versus what they expect in two to three years. [2]



88–94%

of grocers plan to prioritize targeted offers, loyalty integration, digital/app promotions and stronger promo ROI. [2]

THE BUSINESS PROBLEM

When average net profit is 1.7%, every inefficient workflow, broad discount and inaccurate local offer competes directly with earnings.



Weekly operational volatility:

Vendor funding, thousands of SKUs, price zones, local assortments, substitutions and approvals collide inside short production windows.



Disconnected value delivery:

Pricing, promotions, loyalty, inventory and customer engagement often operate as separate initiatives instead of one measurable system.

OUTCOME POTENTIAL | Munvo retail promotion opportunity ranges



30–75%

potential reduction in production costs



40–60%

potentially faster campaign deployment



25–40%

potential reduction in manual workflows

Screening benchmarks, not guaranteed results. Munvo validates the addressable range against current spend, cycle time, workflow, technology and adoption readiness.

HOW MUNVO CREATES VALUE



01 DIAGNOSE

Baseline cost, cycle time, pain points, maturity and value.



02 REDESIGN

Define the operating model, workflows, governance and KPIs.



03 ENABLE

Select, implement and integrate the right technology.



04 SCALE

Pilot, adopt, roll out, operate and continuously optimize.

PRIORITY MUNVO ENGAGEMENTS



Value and promotion strategy: identify which offers change behavior, reduce blanket discounting and define an ROI framework across promotions and loyalty.



End-to-end workflow redesign: establish ownership, decision rights, offer governance, exception handling and a single data path from commercial planning to activation.



Technology enablement at grocery speed: automate localized content, connect price and inventory, activate personalized offers and establish closed-loop measurement.



TECHNOLOGY FOLLOWS THE CHALLENGE

ARiSTiD can support governed offer, flyer and localized content operations. Adobe, Salesforce, SAS, HCL Unica, Redpoint, Braze or Pega capabilities may support customer data, decisioning and activation. Munvo selects and integrates the combination that fits the use case — without forcing a rip-and-replace of POS, PIM, DAM, loyalty, campaign or analytics investments.

MEASURE FROM DAY ONE | promo ROI • production cost • cycle time • offer accuracy • personalized-promo share • margin impact

SOURCES: [1] FMI Food Industry Facts | [2] McKinsey Grocery North America 2026 | [3] Munvo Retail Benchmarks