

Carat

Consumer Engagement

No. 1 Solution for hyperlocal experiences, delivering 30 million unique experiences daily.

Drive revenue lift and loyalty with targeted digital experiences

Carat enables grocers to accelerate revenue growth and transform customer experiences through a seamless web integration that powers frictionless, hyperlocalized connections to consumers based on location, proximity and digital fingerprint.

Utilize Carat to reach customers online, where they engage you the most, as your first line of consumer communication to support new services that you have implemented.

Merchant Benefits

Out-of-the-box, easy-to-configure, real-time content helps drive business outcomes

Expand and strengthen customer engagement

Drive click compression and incremental orders

Easily manage and deploy targeted local offers

Increase customer awareness of new services

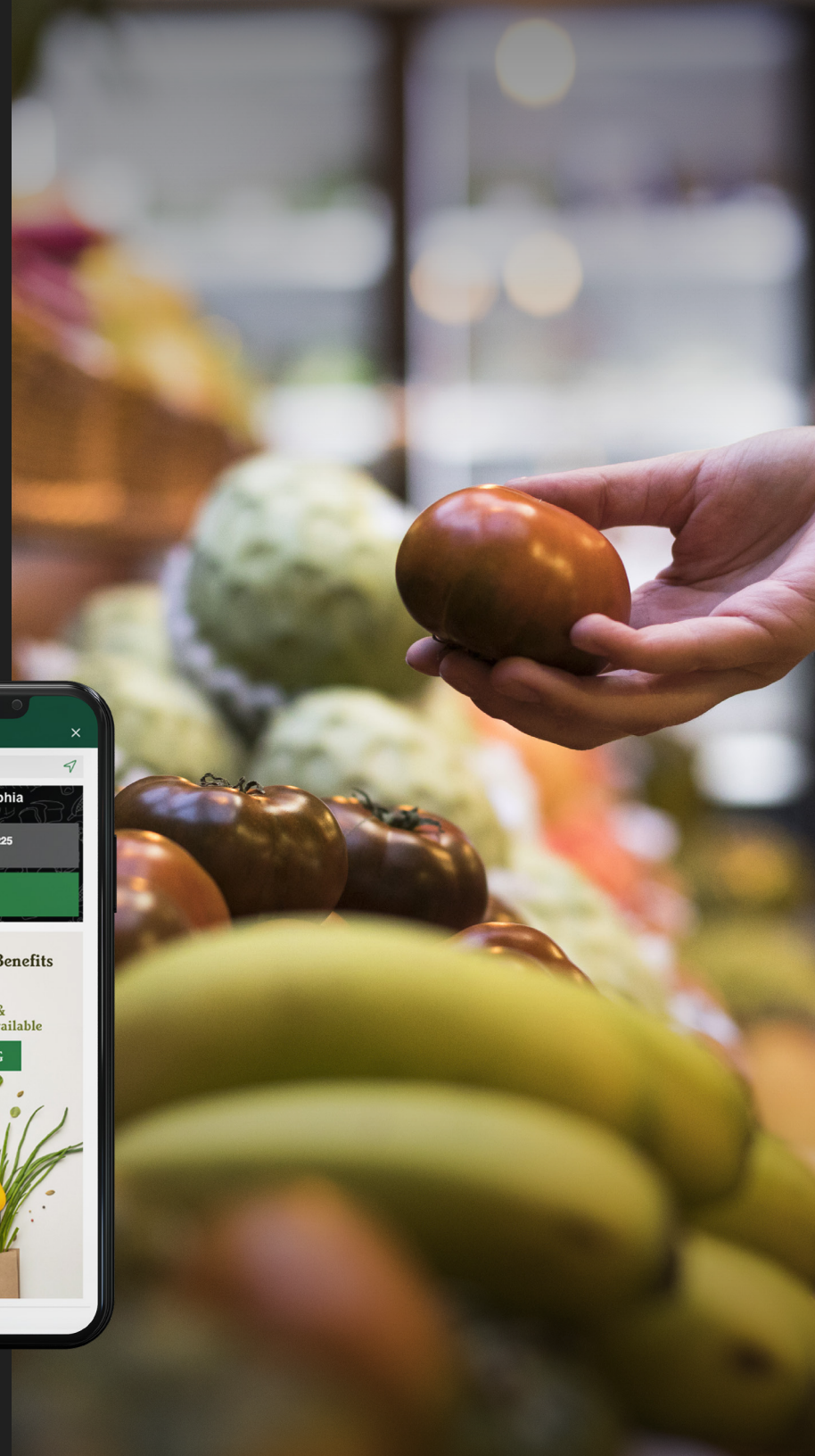
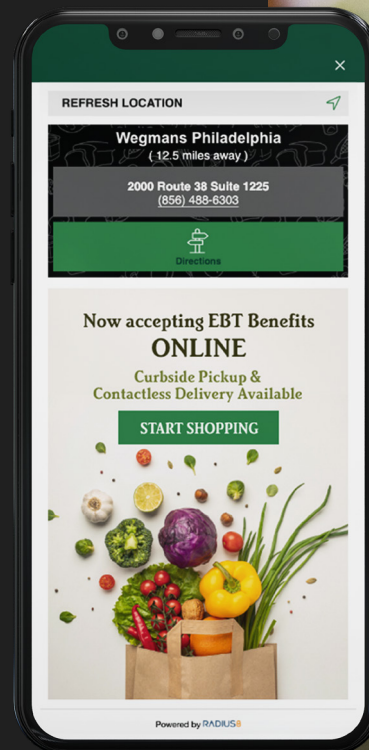
Consumers Benefits

Easily order grocery online for delivery or curbside

Access information about online EBT availability

Learn about promotions and services available

No need to download native App





Optimize online conversion and foot traffic with our hyperlocalized solution for grocers

Deliver location-relevant journeys that help drive ROI with a quick-to-market solution that requires no technical integration. With Carat, you can easily make your digital properties geo-aware, automatically surfacing targeted content that creates more sales opportunities.

Localization Technology Simplified

Simple and quick go-live – no IT required

Agnostic of any web platform

Easy connectivity to third-party APIs

Real-time customer engagement analytics

Enhanced Customer Journeys



Promotional

- Locally-targeted promotions
- Digitally-targeted incentives
- Locally-targeted offers



Purchasing

- Local inventory availability
- Local delivery and pick up availability
- Local order delivery



Customer Service

- Get order status
- Loyalty sign-up
- Start a chat



Informational

- Local Store Information
- COVID-19
- Events

Key Value Drivers



Increase utilization of online EBT



Enhance awareness of pick-up and new services



Increase loyalty engagement and gift card sales