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A LOYALTY PROGRAM TO IMPROVE SHOPPING EXPERIENCES

ABOUT LOWE'S CANADA

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Lowe's Canada is one of the largest home improvement retailers in the country with a network of more than 469 stores to meet the needs of home improvement DIYers and contractors alike. Lowe's is one of the retail organizations under the larger Lowe's Canada umbrella, which also includes RONA, Reno-Depot, and Dick's Lumber.



LOWE'S CANADA'S CHALLENGES

Needed to optimize the new loyalty program

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Lowé's was working to become the No. 1 destination for home improvement and construction professionals in Canada. To improve its shopping experience, the company was revamping its loyalty program into the new VIPpro, which gives its professional contractor customers preferred pricing, priority service, and access to a strong retail network.

The company had two goals:

1

UNIFY LOYALTY PROGRAMS

Merge the VIPpro loyalty programs for its Lowe's, Reno-Depot and RONA brands

2

MAXIMIZE LOYALTY PROGRAM ENROLLMENT

Needed customer journeys to maximize enrollment in the new loyalty program

OSF'S SOLUTION

A data-driven, personalized customer communication strategy

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OSF created, aligned and activated a communication strategy built and deployed on Salesforce Marketing Cloud with 3 journeys:

- Migration
- Activation/Onboarding
- Managed Members



PROJECT SCOPE

Email journeys to drive enrollment in the new loyalty program

OSF developed 3 automated email communication journeys in English and French for the onboarding and retention of VIPpro subscribers.

Journey	Audience	Goal	# of Emails
Migration	All pro subscribers of Lowe's Reno-Depot and RONA brands	Encourage the download of the VIPpro loyalty program app	5
Activation/Onboarding	New VIPpro customers/subscribers	Encourage in-store activation and education on program benefits	5
Managed Members	Existing VIPpro members	Manage the onboarding of their employees to the program	4

OSF'S SOLUTION

Targeted email communications based on customer data

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Onboarding Email

VIP PRO
MEMBER BENEFITS RONA

Hi Carl,
We are happy to welcome you to the VIPpro program!

You will have access to all the benefits as soon as your account is activated. Here is your unique activation code.

MJ@3AZXR!~!

Please visit your store's Pro Desk to activate your account using this code.

IMPORTANT

If you already have a Pro account number, please ask a Pro Desk associate to link it to your VIPpro app. This way, your transactions and your projects will be available through the app, enhancing your VIPpro experience.

FIND YOUR NEAREST STORE

Once your account is activated you will get access to

PREFERRED PRICING	PRIORITY SERVICE	STRONG NETWORK
<ul style="list-style-type: none">5% discount on your purchases10% discount on paintBuy in bulkExclusive Pro events, flyers and discountsEveryday low prices on essential products	<ul style="list-style-type: none">Credit availableDedicated and qualified Pro staff in storePriority parkingPro opening from 6 a.m.365-day return policy	<ul style="list-style-type: none">The largest home improvement store network in CanadaEnhanced and accelerated delivery serviceBenefit from the same service and advantages in all of our storesAnd much more!

LOWE'S RENO-DEPOT RONA

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Lowe's Canada | 220 chemin du Tremblay, Boucherville, Québec J4B 8H7

You are receiving this newsletter because you are a business owner or you accepted to be on the LOWE'S, RENO-DEPOT or RONA contractor newsletter mailing list, which authorizes LOWE'S CANADA to contact you by e-mail via oskshabtaguay@videotron.ca. If you wish to unsubscribe from the LOWE'S, RENO-DEPOT or RONA contractor newsletter, please write to support@vip-pro.ca.

Activation Email

VIP PRO
MEMBER BENEFITS RONA

Hi Carl,
Congratulations on your VIPpro membership!

Pros deserve the best pricing and service, and that is why VIPpro provides you with more value through preferred pricing and priority service with every visit.

PROS GET

5% OFF ON THEIR PURCHASES
10% OFF ON PAINT

at LOWE'S, RENO-DEPOT and RONA stores.

Build more every day with exclusive VIPpro perks

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Stay informed!

Enable the VIPpro app's push notifications so you can receive alerts on new Pro offers, app updates and other exclusives.
In the app, go to My profile > Account Settings

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1 Lowe's Canada VIPpro Program: This program is available to LOWE'S, RONA and RENO-DEPOT Canadian customers involved in construction, renovation, maintenance and building renovations who have a Pro account number or are opening a Pro account number. Pro Members benefit from a 10% off discount on the regular price of products in the paint category, as well as a 5% off discount on the regular price of products of all other categories, subject to the exceptions mentioned hereafter. Some product categories may be excluded from time to time at LOWE'S, RONA and RENO-DEPOT sole discretion. The Pro Member special preferred pricing apply before store, on the regular price of applicable products and does not apply to items on sale or non-discriminable items including without limitation the following standard products: Sika Evolution, Sika Mass, Amazon, Caswell, Kowool, Duron, Google Home, Nest, Ecobee, SmartThings, Samsung, Thermostat, Thermostat, Nest, Airt, Samsung Smart Home, Flood, Ring, Lutron Caseta, LOWE'S, RONA and RENO-DEPOT reserves the right to change their non-discriminable assortment at any time. We reserve the right to limit quantities. Cannot be combined with any other offer. Only purchases at regular price paid in cash, debit, credit card are eligible. More specifically, the offer does not apply to prices that exclusively covers not only the product, but also related services (such as hard surface counter-tops prices). Cannot be used in conjunction with any other coupon, discount, instant savings or similar or electronic updates or promotional offer including: LOWE'S, RONA and RENO-DEPOT employee discounts, LOWE'S, RONA and RENO-DEPOT low price guarantee, Build up plan incentives, or any other seasonal pricing program. Cannot be used in conjunction with the following products and/or services: advanced protection plans, installation, shipping, assembly, rentals, curbside service, delivery charges, service packages, labor, tool rentals, etc. or similar sales. Call case, special order or purchase made will require account or purchase made by client with a specific contractual agreement executed with LOWE'S, RONA and RENO-DEPOT and not eligible for this offer. Discounted early to purchase membership and loyalty. Not convertible into cash. Preferred pricing does not apply to quoted or committed or contract quotes items and does not apply to price matched items unless general price guarantee terms and conditions. Eligibility to a preferred pricing under the Program is conditional upon the Pro Member ID being active. If the Pro Member ID is related to a charge account, this account must not be overdue upon the activation of Program benefits. The Pro Member understands that his purchases will be monitored periodically. Additional conditions apply and all applicable terms and conditions regarding the Pro Member Program are available here: www.vip-pro.ca.

Data-Driven Messaging

We collected all customer data from Lowe's Canada's online and in-store channels and automated it in Salesforce Marketing Cloud so Lowe's could send customers relevant communications based on their status (e.g., new/existing subscriber, mobile app user, etc.)

OSF'S SOLUTION

Leveraging the power of Salesforce Marketing Cloud

For this solution, OSF leveraged these Marketing Cloud products:

- ✓ Automation Studio
- ✓ Contact Builder
- ✓ Content Builder
- ✓ Email Studio
- ✓ Journey Builder

We also helped integrate the VIPpro mobile app data via an API to send usage data to Marketing Cloud



RESULTS

Personalized communications to retain and grow its customer base

OSF Digital helped Lowe's create a personalized shopping experience that will help retain and grow its customer base through the VIPpro loyalty program.

SPEED TO MARKET

Customer email journeys launched in just **2 weeks**

BETTER PERFORMANCE

Journey-based performance (84%) was **2X higher** vs. regular base performance (40%)

MORE CUSTOMER ACTIVATIONS

Loyalty program activations through the new journeys **jumped 104%** vs. the existing journeys

BOOST TO REVENUE

More customers to drive an **increase in revenue**

NEXT PHASES OF THE PROJECT

Continuing the digital transformation

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Personalization of
the weekly customer
newsletters

Enable customers to
update their
preferences

Mobile push
notifications

1:1 Personalization



TESTIMONIAL

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Our work through the eyes of our clients

“

By unifying and leveraging our customer data across our banners, OSF set the stage for us to provide relevant messaging to our customers. With the personalized email journeys, we've maximized the impact of our loyalty program with amazing results. This phase in our digital transformation pushes us closer to our goal of becoming the No. 1 destination for home improvement and construction professionals in Canada.

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LOWE'S CANADA



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THANK YOU!