

Gaining Loyal Shoppers:

How Hannaford Acquired 26,000+ New Customers with a Targeted New Mover Strategy

About Hannaford



Industry	Grocery
Business Model	B2C
Website	www.hannaford.com
Location	Northeast U.S.
Year Founded	1883

Hannaford, a leader in the Northeast supermarket industry with over 180 locations, has built its reputation on delivering exceptional convenience, value, and quality to customers. With a commitment to providing fresh, affordable food and a personalized shopping experience, Hannaford has become a trusted name for families across the region.

As part of its ongoing efforts to enhance customer loyalty and drive growth, Hannaford partnered with Strata to leverage a data-driven direct mail strategy targeting new movers at the optimal time, ensuring a seamless transition from first-time visitors to loyal, long-term shoppers.

The Challenge

In a competitive grocery market, Hannaford sought to reach new movers early—before they formed loyalty with other stores. Understanding that the first few weeks after a move are crucial for establishing shopping habits, Hannaford needed an effective way to capture the attention of this niche audience and encourage them to choose Hannaford as their go-to grocery store.

However, existing outreach efforts lacked precision and scalability. Without a targeted strategy, it was challenging to stand out in the mailbox, track redemptions, or measure the effectiveness of various tactics. Hannaford needed a more efficient, data-driven approach that could not only reach the right audience but also drive measurable results.

That's where Strata stepped in.

The Goals

- **Engage new movers quickly** with a compelling, time-relevant offer.
- **Create a memorable first impression** that encourages repeat shopping.
- **Leverage direct mail to stand out** in a competitive landscape.
- **Gain actionable insights** through tracking and data analysis.
- **Deliver measurable ROI** on new mover acquisition efforts.
- **Continuously optimize strategies** to enhance effectiveness and boost engagement.

The Solution

Strata designed a highly personalized, data-driven direct mail strategy to engage new movers at a critical point in their shopping journey. The campaign focused on creating a memorable first impression that would convert these recipients into loyal Hannaford shoppers. Key components of the campaign included:

- **Targeted Direct Mail Piece:** An oversized 6"x11" postcard, designed to stand out and immediately capture the attention of new movers.
- **Irresistible Offer:** A "\$5 off your first \$30 purchase" coupon with a 12-month redemption period, crafted to drive immediate foot traffic.
- **Personalized Engagement:** QR codes and PURLs were included to track individual responses and provide valuable data on customer behavior, enabling tailored follow-up communications.
- **Data-Driven Optimization:** Strata conducted in-house trend analysis and engagement tracking, allowing for continuous adjustments to messaging and offers to maximize campaign effectiveness.

This data-driven approach not only captured attention but also laid the groundwork for fostering long-term loyalty.

The Future

Building on this success, Hannaford is poised to scale its new mover outreach, refine targeting, and explore new growth opportunities, ensuring sustained success in a competitive market.

The Results

Hannaford's direct mail campaign delivered impactful, measurable results:

26,159

Shoppers Redeemed Offers

Engaging thousands of new customers from 158,470 postcards, resulting in a strong initial response.

16.5%

Response Rate

Significantly outperforming typical direct mail averages, proving the effectiveness of the personalized offer.

161.6%

Return on Investment

Generating \$784,770 in revenue from a \$300,000 investment, delivering substantial ROI and confirming the campaign's profitability.

These results go beyond numbers—this campaign provided Hannaford with a proven strategy to drive growth, build loyalty, and refine engagement.