Shopping List Activity
wegmans.com

Cleve Young
Merchandising Support Analyst

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Purpose:

To encourage wegmans.com visitors to sign in the Shopping List was changed to require sign-in for all types of uses. Previously a visitor could build and print a shopping list anonymously.

Goals:

- 25% Visit Sign-in Rate for all site traffic, increased from previous 3.6%.
- Increased number of shopping list builders which can be tied to visitor in-store shopping behaviors.
- Increased frequency of Shopping List usage.

Timeframes:

The date ranges vary by chart according to when the particular data started to become reliably available. The earliest date included is 01/16/2011 and ends 06/04/2011.

Type of Shopping List Adds:

Unless otherwise noted this analysis looks at only the adding of individual items. The 'add ingredients' functionality where multiple items are added simultaneously is not included.

Signed-in Users Profile for the Top 30*

- 78.8% of all Signed-in Users are in the Top 30
- 52.9% are Foodies.
- 36.9% are Families.

- Have slightly more children in the Household which are a little bit older than the average Core Shopper.
- Are 2.5 years younger than average.

*__Top 30__ references the top 3 customer deciles based upon average weekly spend over the previous 52 weeks

Household Size:		Distribution	% of Total	Index	Wegmans Core Shopper
	1	2,891	15%	95	15%
	2	4,272	22%	98	22%
	3	4,286	22%	99	22%
	4	3,575	18%	101	18%
	5	2,433	12%	102	12%
	6+	2,374	12%	110	11%
Average for all	3.35	19,831	100%	102	3.28
% with valid demographic data:			98%		

Children in HH*:		Distribution	% of Total	Index	Wegmans Core Shopper
	0 or Unknown	9,735	48%	93	52%
	1	6,403	32%	101	31%
	2	2,521	12%	117	11%
	3	1,039	5%	122	4%
	4	401	2%	131	2%
	5+	164	1%	148	1%
Avg for ONLY HHs w/Children	1.62	20,263	100%	105	1.54
% with valid demographic data:			100%		

Age of Oldest Child**:		Distribution	% of Total	Index	Wegmans Core Shopper
	0 to 2	393	5%	100	5%
	3 to 5	726	10%	109	9%
	6 to 10	1,382	19%	66	28%
	11 to 15	1,937	26%	66	39%
	16 to 17	3,003	40%	221	18%
Average for all	11.94	7,441	100%	104	11.42
% with valid demographic data:			37%		

Age of Youngest Child***:		Distribution	% of Total	Index	Wegmans Core Shopper
	0 to 2	241	9%	87	10%
	3 to 5	811	30%	116	26%
	6 to 10	855	32%	65	49%
	11 to 15	785	29%	213	14%
	16 to 17	-	0%	-	1%
Average for all	7.62	2,692	100%	107	7.10
% with valid demographic data:			13%		

Income:		Distribution	% of Total	Index	Wegmans Core Shopper
	Under 10K	20	0%	96	0%
	10K - 24999K	856	4%	79	6%
	25K - 49999K	3,579	18%	94	20%
	50K - 74999K	4,961	25%	107	24%
	75K - 99999K	4,065	21%	105	20%
	100K - 149999K	2,473	13%	105	12%
	150K - 199999K	3,579	18%	96	19%
	200K - 249999K	66	0%	156	0%
	250K+		0%	-	0%
Average for all	$85,048	19,599	100%	101	$84,320
% with valid demographic data:			97%		

Age:		Distribution	% of Total	Index	Wegmans Core Shopper
	1 to 18	75	0%	72	1%
	19 to 25	513	3%	114	2%
	26 to 35	3,019	16%	123	13%
	36 to 45	4,725	24%	113	21%
	46 to 55	5,514	28%	107	27%
	56 to 65	3,924	20%	97	21%
	66 to 75	1,273	7%	67	10%
	Over 75	402	2%	34	6%
Average for all	48.2	19,445	100%	95	50.6
% with valid demographic data:			96%		

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Signed-in Users Location for the Top 30

- NY only has 42.7% of list builders but 61.5% of stores.
- Maryland has a very high penetration rate of 11.4% of list builders while it only has 2.6% of stores. Part of this may be explained by the high traffic for the new store which opened in Frederick, MD on June 5.
- Massachusetts doesn't open its first store until Fall 2011, yet already has customers trying to build lists.
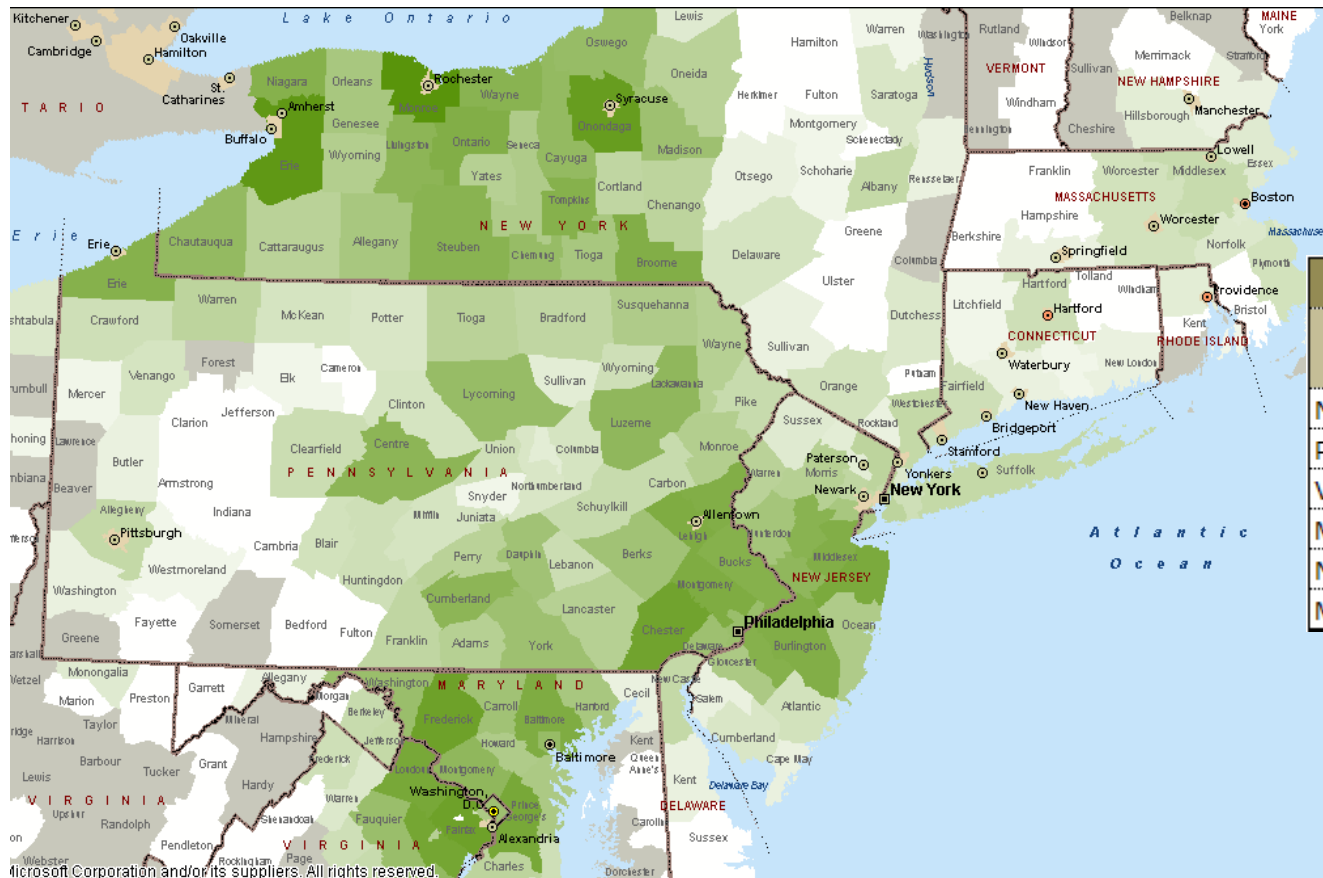
List Builders by State

State	% of List Builders	% of Stores
NY	42.7%	61.5%
PA	19.0%	17.9%
VA	13.9%	7.7%
MD	11.4%	2.6%
NJ	9.8%	9.0%
MA	0.2%	0.0%

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Signed-in Users of Shopping List – 01/16 thru 06/04

- **35,926** – Total count of Signed-in Users who added at least one individual item to a Shopping List.

- **28,336** – Total count of Signed-in Users who added at least three individual items.

- **22%** – Percent of all Users who used the shopping list more than one week.

- Signed-in users who used the builder only one week **increased 5 points** post update.

Number of Weeks Signed-In Visitors Used the Shopping List					
	Pre-Change		Post-Change		
WEEKS	HH's	% of All	HH's	% of All	Variance
1	11,184	72.8%	27,960	77.8%	5.0%
2	2,582	16.8%	4,304	12.0%	-4.8%
3	571	3.7%	1,428	4.0%	0.3%
4	279	1.8%	697	1.9%	0.1%
5	155	1.0%	388	1.1%	0.1%
6	120	0.8%	239	0.7%	-0.1%
7	80	0.5%	159	0.4%	-0.1%
8	45	0.3%	113	0.3%	0.0%
9	38	0.2%	75	0.2%	0.0%
10	31	0.2%	78	0.2%	0.0%
11	28	0.2%	71	0.2%	0.0%
12	46	0.3%	66	0.2%	-0.1%
13	20	0.1%	50	0.1%	0.0%
14	36	0.2%	51	0.1%	-0.1%
15	33	0.2%	47	0.1%	-0.1%
16	16	0.1%	41	0.1%	0.0%
17	25	0.2%	35	0.1%	-0.1%
18	30	0.2%	43	0.1%	-0.1%
19	13	0.1%	32	0.1%	0.0%
20	34	0.2%	49	0.1%	-0.1%

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Signed-in Users of Shopping List

This is a weekly count of Signed-in users who added at least one item

- There was a large spike starting during the last half of week ending 4/30.

- The Frederick opening created a small additional bump for the three weeks prior to opening, but by week ending 6/4 Frederick counts were down to 154 users.
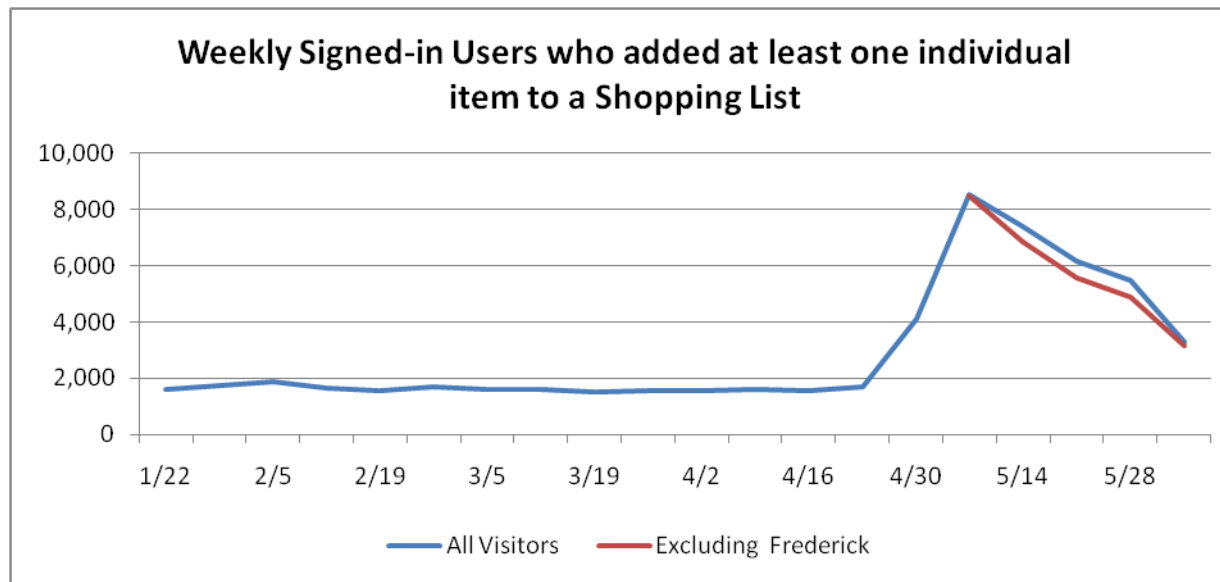
Weekly Signed-in Users who added at least one individual item to a Shopping List

Signed-in Users of Shopping List

This is a weekly count of Signed-in users who added at least 3 items compared to the total count of users

- There was a large spike starting during the last half of week ending 4/30, corresponding to the start of the Shopping List contest announcement and update to the site.

- Prior to the April change 3+ items adders averaged 83% of total, post change they averaged 78%.


Weekly Signed-in Users who added items to a Shopping List
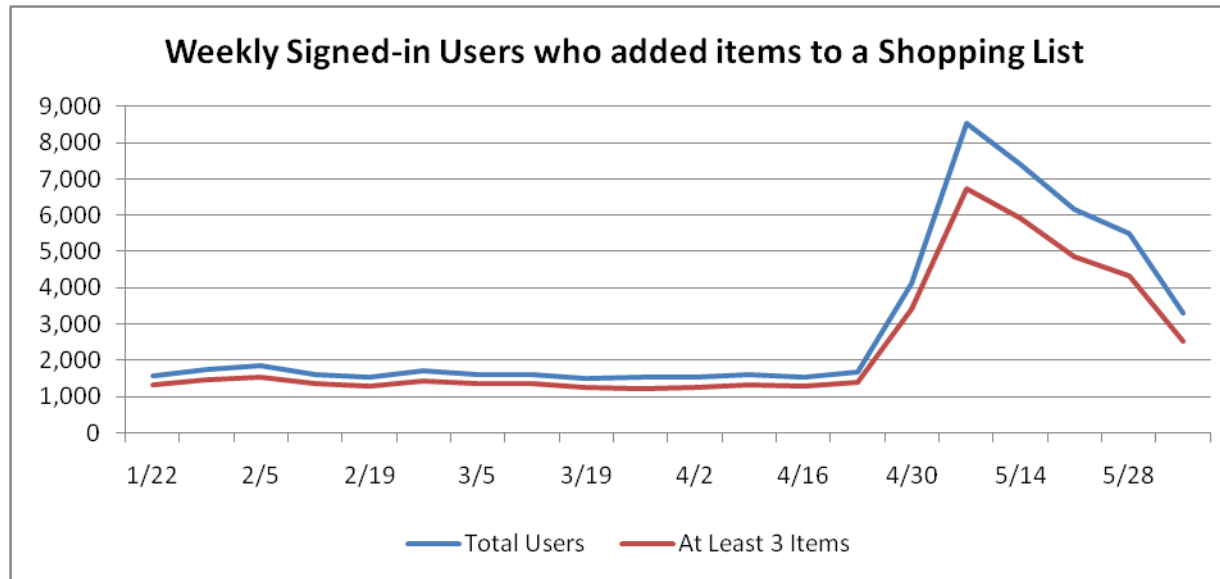
Trial-Repeat of Signed-in Users

The first week a customer uses the shopping list while signed-in is considered a Trial, any subsequent visits are considered a Repeat.

- There was a large spike starting week ending 4/30 in the number of Trial users. A small portion of these are likely attributed to some customers who had used the shopping list previously but had never signed in.

- Post change there was a 100% increase in Repeat users for several weeks, but that started to drop during the last week.


Weekly Signed-in Users Shopping List Users Trial - Repeat
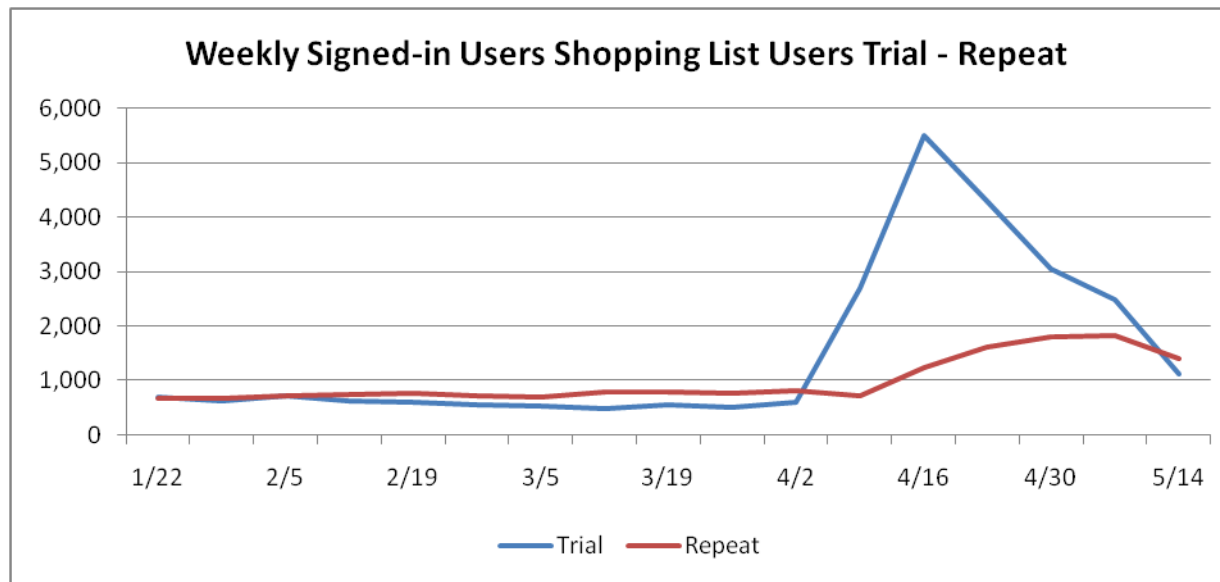
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Count of Items Added

It is not uncommon for a customer to add the same item multiple times during a week, so this chart was filtered down to unique items to account for that. It also only looks at 'engaged' users defined as those who added 3 or more items that week.

- There was about a 25% drop in the average number of added items starting week ending 4/30. By the last week that had risen back to the previous normal.

- Customers who are engaged with the shopping list are generally building rather large lists.
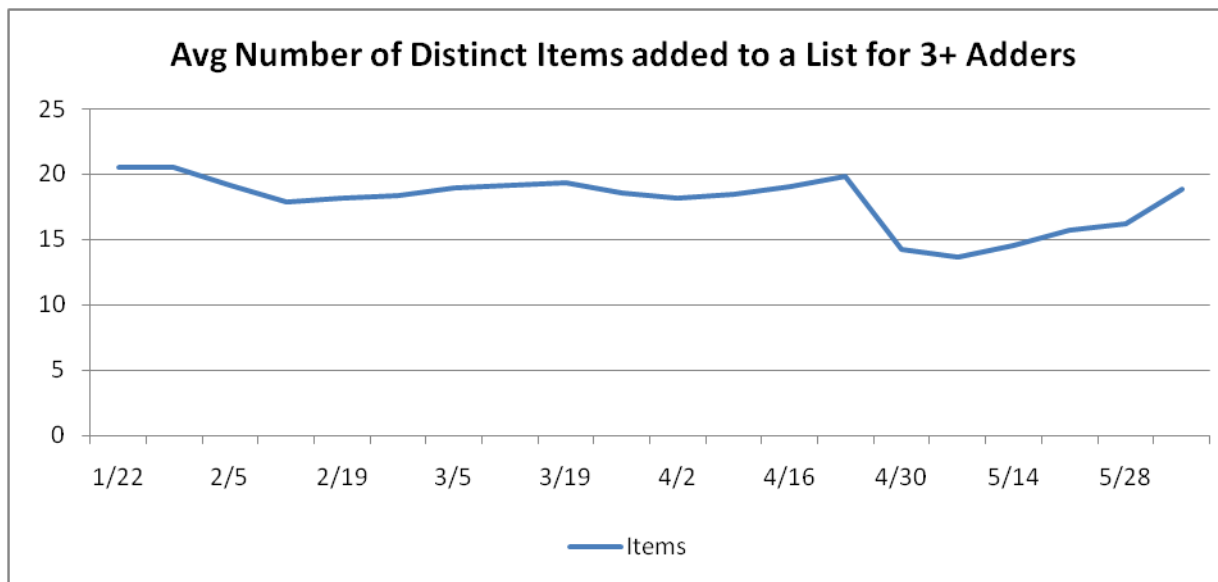
Avg Number of Distinct Items added to a List for 3+ Adders

Report by: Cleve Young

Types of Items being Added

This is the average percentage of 'engaged' Users who added at least one item from a Department to their weekly list.

- 83.5% of Weekly Lists contain Grocery Dept items.

- Health & Beauty Care has the highest non-food penetration at 25.5%.

Average Weekly List Penetration by Department	
Department	**Penetration**
Grocery	83.5%
Produce	64.4%
Dairy	60.4%
Meat	38.4%
Frozen Food	37.7%
Cultured Dairy	31.7%
Bakeshop	29.8%
Health & Beauty Care	25.5%
Eggs	20.6%
Cold Cuts & Cheese	16.6%
In-Store Bakery Product	13.4%
Olde World Cheese	11.8%
Dairy Pre-Pack	10.9%
Bulk Foods	9.2%
Ice Cream	8.0%
Prepared Service-Hot	7.9%
Gm Basic Products Department	7.8%
Fresh Seafood	6.2%
Frozen Seafood	6.2%
Frozen Meat	3.4%
Nature'S Marketplace	2.2%
Beer & Wine Coolers	2.1%
Cosmetics	2.0%
Gm For Food (Housewares)	2.0%
Pizza	1.9%

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Report by: Cleve Young

Types of Items being Added

This is the average percentage of 'engaged' Users who added at least one item from a Category to their weekly list, compared to All Top 30 Shoppers in-store purchase penetration.

- These are items added to a list during the week being averaged. It's curious that 'staple' items such as Milk and Bananas are added weekly at a much lower rate than customer buy them. This is most likely because of a combination of two things:
  1. Many customers don't add things they normally buy anyways.
  2. Some customers are re-using lists which have many of their staples already on them.

Average Weekly List Penetration by Category

Category	List Penetration	All Top 30 Weekly Penetration
Convenience Items	30.9%	44.8%
Milk	29.3%	51.8%
Cooking Vegetables	28.6%	39.2%
Salad Vegetables	25.9%	41.3%
Salad Leaf	24.6%	28.1%
Yogurt	22.4%	37.1%
Bananas	22.3%	43.8%
Eggs	20.6%	23.9%
Potatoes & Onions	20.0%	27.4%
Chips & Snacks	17.8%	40.3%
Cold Cereal	17.7%	30.0%
Chicken	17.6%	17.9%
Soups	17.4%	10.7%
Vegetables	17.1%	12.8%
Pasta	15.3%	18.9%
Vegetables - Shelf Stable	14.2%	13.1%
Berries	13.7%	38.4%
Shredded Cheese	13.5%	11.9%
Carbonated Soda Pop	13.2%	32.1%
Citrus	13.0%	15.5%
Juices - Shelf Stable	12.4%	23.1%
Ground Beef	12.1%	16.1%
Juices & Drinks	11.9%	24.8%
Creams & Toppings	11.7%	18.6%
Tomato Products	11.5%	6.8%

Average Weekly List Penetration by Category

Category	List Penetration	All Top 30 Weekly Penetration
Spices & Seasonings	11.4%	7.2%
Sauces & Condiments	11.4%	15.7%
Butter	11.3%	12.0%
Pasta Sauce	11.2%	12.4%
Crackers	10.5%	20.5%
Bars & Fruit Snacks	10.3%	18.1%
Prepared Foods	9.6%	11.3%
Wegmans Variety Breads	9.5%	16.9%
Apples & Pears	9.2%	19.5%
Mexican Foods	8.8%	8.9%
Rice	8.7%	8.2%
Shortening & Oil	8.4%	7.5%
Beef	8.3%	15.0%
Bath Tissue	8.2%	14.1%
Peanut Butter & Marsh Creme	8.0%	9.1%
Sugar	7.9%	6.5%
Sliced Cheese	7.7%	11.4%
Canned Seafood	7.7%	10.5%
Grapes	7.6%	11.7%
Tropical	7.6%	10.5%
Fruit - Shelf Stable	7.5%	10.7%
Sour Cream	7.4%	6.6%
Bottled Waters	7.3%	21.8%
Turkey	6.8%	15.4%
Wegmans Rolls	6.3%	17.1%

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Pages/Sections being Added From

This shows a percentage of total item adds for different pages/sections. For areas where there are a large number of individual pages these have been grouped into 'sections', i.e. all Product Detail pages are listed under 'product details'.

- These was a definite shift in where products were being added from. The most popular page, 'shopping:products' *(product search page),* increased 10 points to 90%+.

Page/Section Items Added From Pre vs Post Upgrade - All Users		
Page/Section	**% of All Pre**	**% of All Post**
shopping:products	79.2%	90.9%
product details	6.1%	3.3%
shopping:shopping lists	5.1%	1.6%
search results	4.9%	2.2%
entertaining section	2.5%	1.0%
my account:my receipts:receipt detail	1.1%	0.6%
recipe details	0.8%	0.1%
cooking section	0.2%	0.1%

Page/Section Items Added From Pre vs Post Upgrade - Signed-in Users		
Page/Section	**% of All Pre**	**% of All Post**
shopping:products	82.5%	92.0%
search results	5.4%	2.1%
shopping:shopping lists	5.2%	1.4%
product details	3.8%	2.9%
my account:my receipts:receipt detail	1.7%	0.7%
recipe details	0.7%	0.1%
entertaining section	0.6%	0.6%
cooking section	0.1%	0.1%

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Shopping List Prints
This is NOT filtered by Sign-In only.

- There was a dip just prior to the Shopping List upgrade.

- After the initial spike in Prints by week of 6/4 the print count returned to the pre-upgrade weekly average.


Total Shopping List Prints

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Shopping List Prints - Options

This is NOT filtered by Sign-In only. These metrics only started to be measured after the shopping list update in April.

- 33% of List Prints have Images turned Off.

- Only 3% of List Prints have Recipes turned On.

- 18% of List Prints have the Store Map turned On.

Shopping List Prints With Images

Shopping List Prints With Recipes

Shopping List Prints With Maps
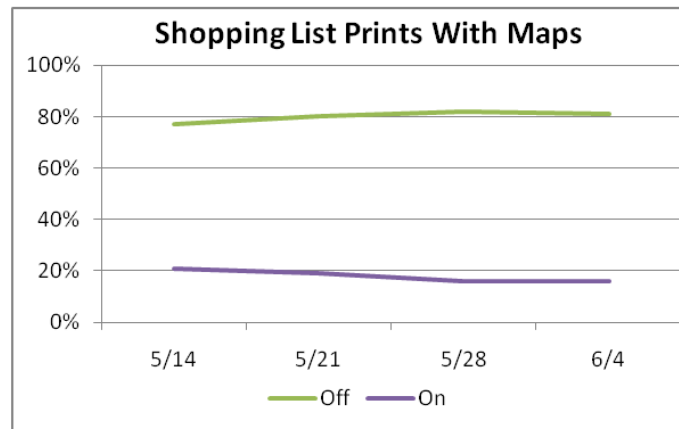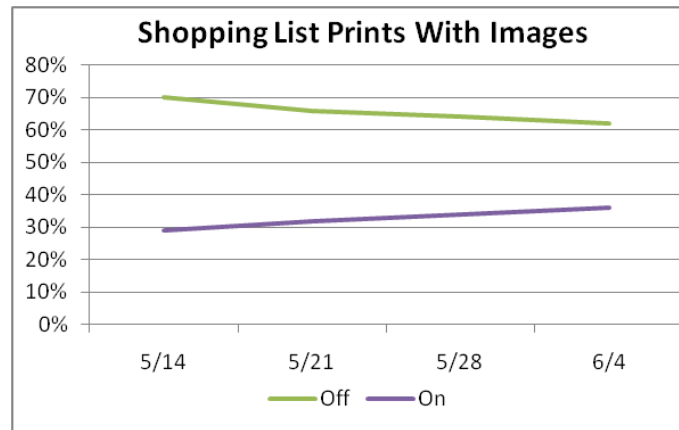
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Add Ingredients to Shopping List

This is NOT filtered by Unique Users, but rather a raw number of times the Add-Ingredients button was pressed.

• After the upgrade the count of Add-Ingredients by signed-in users **increased 100%**, but the overall weekly count **decreased 57%**.

Shopping List Add Ingredients Clicks
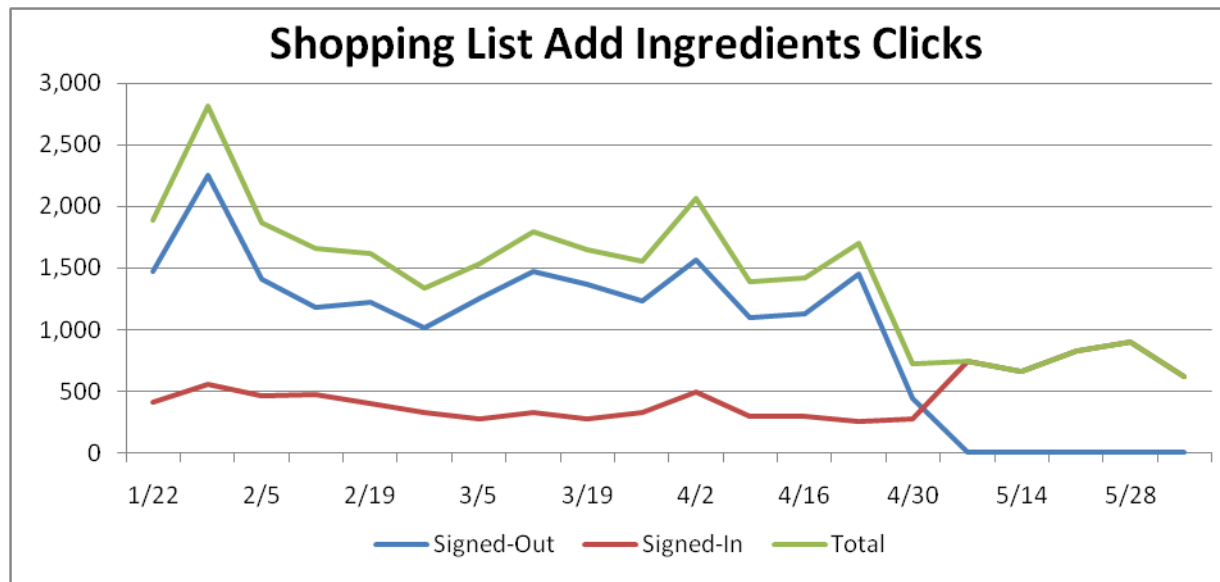
Recommendations:

1. **Increase Focus on Foodies** and their preferences. The users of the list skew towards this group, and will certainly increase this percentage when recipe ingredients activity is eventually included in the data feed.
   - **Increase presence/focus of Recipes** recommendations within Shopping List areas.
   - **Tie in recommendations** to current shopping list entries and also past purchase behaviors (which the system has access to).
   - **Increase of Recipes for Regional Tastes**. As Wegmans enters more geographically and ethnically diverse areas the regionality of recipes and their ingredients is increasing. Match recommendations and suggestions to match accordingly.
   - **Recommend Natural and Organic versions** of products in list. Foodies show a strong preference for these types of options, which have a higher profit margin.

2. **Highlight/Recommend Seasonal Fresh Produce** which fits the visitors profile and past purchase behavior. Customers are buying produce at a much higher rate than they add them to their online lists. Letting them know what seasonal produce is currently available will help them better prepare for their shopping trip and broaden their purchase variety. This categories quality is a major differentiator for Wegmans, especially the emphasis put on Local Farms, so increasing exposure and sales ultimately increases loyalty.

3. **Recommend Wegmans Brand Alternatives**. Customers show a strong willingness to switch to the store brand even after adding a national brand to their lists. Store brands have a much higher profit margin while saving the customer money.
   - The recommendation should include the cost savings. If a customer makes the decision to switch before they go into the store it increases the likelihood that they will stay with the store brand.
   - Wegmans Brand Alternatives should be highlighted on Search results as well as PDP pages.

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Recommendations:

4. **Add Past Purchase list recommendations.** Most customers have a fairly limited number of items they buy consistently over time.
   - Having a quick and easy way to access their 'favorites' and 'usuals' will make list building vastly easier and quicker.
   - For 'staples' and 'pantry items' put in logic which looks at a customers frequency of purchase and have a selection of items which appear to be coming due for restocking.

5. **Add Price Calculator for list**. For people who like to budget this will be very useful and increase their repeat usage of the tool. For weight based items (Produce, Meat, Deli, etc) provide a new field for weight desired. This will by necessity have a 'total estimated' disclaimer, but customers understand that when they are buying weight variable items.

6. **Standardize design of Shopping List functionalities** between the website, mobile site, and Wegmans App. Currently they all have a different flow, look, and functionality quirks. This is confusing to consumers. They should all work as similar as is technically possible.

7. **Add Barcode scanning to Mobile App** so customers can add or switch items while in the store.
   - Paired with the Price Calculator this can serve as a very easy and quick order tally.
   - Have the option to add an item as 'for future'. Customers often see a product while shopping which they would like to buy, but for various reasons do not want to purchase it during the current trip. Many of these may be impulse purchase desires, which are important incremental sales. Having this option increases the likelihood of remembering that product for the next trip. This option would remove the item from the current tally.

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