



To All Suppliers
From Corporate Purchasing
Date 09/05/2023
Subject **Publix Digital Coupon Program**

Purpose To communicate information about our Publix Digital Coupon program and encourage suppliers to participate.

Basic program Customers sign up for Digital Coupons on Publix.com with their 10-digit phone number as their account number. Then they clip coupons into their account, purchase at Publix, enter 10-digit phone number at check-out and receive savings on their receipt. Unused coupons remain in their account until they are redeemed or expired.

Weekly email We email our customers on a weekly basis and present to them coupons from the site that are most relevant based on their purchase history and include exclusive targeted coupons up to a maximum of three. (Customers can see all their exclusive coupons in their coupon gallery.)

Supplier participation We are asking that suppliers work with Inmar to provide high value coupons on a regular basis for posting on the website. We want to significantly increase the number of coupons available at any one time on the site. Please make sure that all GTINs applicable for a brand (including bonus packs and discontinued items) are added to the offer to not disappoint Publix customers when trying to redeem a coupon.

Your Inmar contact person is Amy LaBier Maynard:

- Mobile – (727) 644-1608
 - Email – Amy.Maynard@inmar.com
-

continued on next page

Logistics

To forecast and order product to support the additional sales, we are asking suppliers to provide a 42-day lead time to Publix before the coupons are effective in our markets. All digital coupons should be submitted on the Publix Business Connection, Resources tab, section titled Submit Manufacturer Coupons.

Exclusive digital coupons

We have recently added the capability for suppliers to target specific groups of customers with coupon offers. These offers must be implemented through Inmar. The process for implementing an exclusive digital coupon is listed below:

Who	Action
Supplier	Complete and submit Publix Exclusive Offer Submission Form* to Inmar which includes offer details and targeting logic. Examples of offers: <ul style="list-style-type: none">• Loyalty Reward – Customers who regularly purchase a product group• Affinity – Customers who have purchased in one product group, but not in a related product group• Leakage – Customers who purchase products at a frequency well below the norm• Lapsed Customer – Customers who have purchased a product group at one time, but have not purchased recently
Inmar	Generate targeting profile results for supplier review and approval. (This can be an iterative process to ensure the campaign is within budget)
Supplier	<ul style="list-style-type: none">• Email final approved Exclusive Offer Form to appropriate Publix Buyer.• Complete and submit insertion order (Excel form* & signed PDF) and product image to Inmar.
Publix	Publix Buyer: <ul style="list-style-type: none">• Review and approve final Exclusive Offer Form.• Email approved form to supplier and Inmar for processing.

* To receive forms and user guide, please email PublixOffers@inmar.com or contact Amy LaBier Maynard.

Publix will not approve any predatory offers. Example: Supplier wants to target purchasers of competing brand within the same category with an offer.

Conclusion

Thank you for your cooperation and efforts to ensure Publix has a great selection of Digital Coupons on our website.
