

North State Grocery Improves Customer Value with Margin Minder[®]



Driving Effective Promotional Campaigns

\$100,000 Sales Spike

Fine tuning promotional plans to drive higher sales and create more valuable customers.

Precisely Targeting Customers

\$250,000 Sales Turnaround

Precisely targeted customers with campaign to lift sales after road closure.

Winning Back Lost Customers

Identified the list of specific people buying coffee out of 139,000 total customers, and won back their business through special campaigns.

Turn Loyalty into Royalties



Better understand your products
and who is buying them



Improve customer engagement
and loyalty



Save time and money marketing
to the right customers

“We believe we can see things other grocers can’t see.

Margin Minder is so fast and so easy to use that you’re not afraid to take a chance, because you’ll be able to see what the results of every decision are and make corrections on the fly.”

Richie Morgan, President,
CEO, North State Grocery
NGA Board Member

