



General Mills Partners with *Skupos* for Summer Traffic Jam Program

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Summertime sales have always been a boon to the convenience store's yearly profits.

But after the pandemic's onset, preparing for a successful summer was crucial as ever: After a year of fluctuating demand and consumer habits, summer 2021 ushered in a relative return to normalcy for commuting routines, as well as an uptick in road-tripping shoppers stopping in to fuel up.

With the promise of greater foot traffic, retailers were looking to offer high-value promotions on a variety of top products, and top CPG brands were looking to drive revenue at scale in independent stores during the high-traffic months to come. Thus,

Skupos designed the 2021 Summer Traffic Jam—a national, multi-brand campaign marketed towards retailers and consumers alike, powered by Skupos' Engage platform and hosted during peak traffic months.

PROMOTIONS THAT DELIVER

General Mills was one CPG brand to participate after searching for a strategy to support business at smaller retailers.

“The end goal is to better engage with our independent store base,” said Jonathan Guyer, business development manager at General Mills.

“Our sales team works with distributors and chains, and we are always looking for opportunities to expand our store level coverage. Skupos represents an opportunity to work differently to support our business at those locations.”

As part of the Summer Traffic Jam program, brands received end-to-end signage management through Skupos; Skupos designed, printed and distributed point-of-purchase stickers and window clings for promoted products to all participating retailers. Skupos also promoted the program to retailers nationwide through Skupos’ media channels and industry publications.

The program zeroed in on the products consumers love most with discounts designed to boost basket totals, including:

- **Buy two Chex Mix™ and/or Bugles™, get \$1 off**
- **Buy two 16oz and/or 15oz Rockstar® Energy Drinks, get \$1 off**
- **Buy one CLIF BUILDERS® Protein Bar, get one 50% off**
- **Buy two 5-hour ENERGY® Shots, get \$1 off**

These brands saw a 30.6%

rate for repeat customers who redeemed the discount at least twice across the promotional period, and participating stores, on average, sold 35% more units per week compared to stores that were not participating in the program. And compared to the four weeks before the promotion, retailers that participated in all four promotions saw an average of \$49 in incremental revenue per week, or about \$196 per month.

DATA-DRIVEN STRATEGIES

Skupos’ Engage platform allows retailers to run promotions directly through their point of sale and provides participating brands access to real-time data on how their promotions are performing across the independent c-store market—capabilities that ultimately drove General Mills to partner with Skupos for the program.

[Skupos has] been progressive and shown a growth mindset with getting more stores enrolled and expanding their network” says Guyer.

For General Mills, the outcomes were promising. “We can show in our data the first six weeks of the program had an increase in shipments to the independent stores,” said Guyer. “We were generally able to show the same kind of initial lift Skupos scan data had.”

With summer 2021 in the rearview, brands and retailers alike look forward to more opportunities to innovate and amplify sales—and Skupos brings agility and precision to the process.

30.6%

Percentage of customers who returned to purchase a discounted item again

35%

Compared to stores that did not participate in the program, participating stores sold 35% more units per week

+ \$49 + \$196
WEEKLY MONTHLY

Compared to the four weeks before the promotion, retailers that participated in all four promotions saw an average of \$49 in incremental revenue per week or about \$196 per month

Skupos drives revenue growth across all segments of the convenience retail industry through technology that connects both retailers and brands to their shoppers. Skupos focuses on independent stores and small chains—which make up nearly 80% of the national market—to afford both retailers and brands a competitive advantage through a deep understanding of their consumer base. Founded in 2016, a growing network of 14,000+ customers across all 50 states rely on Skupos to boost sales volume and increase their customer base.

To learn more about upcoming programs on Skupos Engage, [**CLICK HERE**](#)