



Better Product Data Enhances the Digital Shopping Experience

Challenge + Opportunity

A grocery chain in a competitive local market needed a mobile app to modernize the in-store shopping experience with a focus on its retail media and product information.

Solution Highlights

We implemented Syndigo Marketplace's national brand data into an attractive and easy-to-use app that enhances the customer's shopping experience.

Key Benefits

The application elevated the customer's digital shopping experience with better product images, inventory, store layouts, and in-store product location services.



Attractive and easy-to-use app

80%

Products with new images at launch

45K+

Active SKUs on the app

