For new users, what is Promo Insider?

- It is an **Excel-based tool** (outside of Shop).
- In the tool, you can find **past promotions** that happened in your categories across all 4 Metro Inc. Food banners.
- It provides **key evaluation metrics** to help you assess the performance of your promotions.
- Each file covers the **last 2 years of promotions**.

For past users, what has been added?

1) You now have **visibility on more promotions**:

➔ **2 years of All Flyer promotions** as usual

➔ **NEW! 2 years of Non flyer promotions with loyalty points**

You can now see **how your non-personalised loyalty points are being** used throughout the year.

2) We have also added **loyalty-specific KPIs**:

✓ **Total Points Issued**

✓ **Participating Customers**

✓ **Swipe Rate**

3) And we have created a **training video** to help you navigate and use the tool:

✓ **Training videos** are available in French and English

How will you get the Promo Insider files?

On a quarterly basis, all Shop users from your company will get an email with a **Sharefile link** (in the upcoming 3 business days following the corresponding communication sent by Shop Canada). By clicking on the link, users will be able to download:

✓ **4 files**, 1 file per banner (with 2 years of promo history)

✓ The **training videos**

Additional information

If in the next 3 business days you have not received a Sharefile notification, please contact shopcanada@dunnhumby.com.

If you have any **interpretation questions** on the Promo Insider files, you can reach out to the Metro Customer Intelligence Team: supportCI@metro.ca

dunnhumby