

Safeway / Albertsons Cos.

145%

Increase in Revenue Growth

By successfully navigating the organization, decreased affiliate costs 76% and then grew total revenue from \$790K to \$12M over the next 3 years.



Brand(s)



The Situation

Safeway/ABSCO was going through a digital transformation wherein, for example, its nascent ecommerce business unit realized six leadership changes over three years. Additionally, Nic's team was responsible for the unit's revenue-growth targets, yet it didn't own the budget to spend on digital media.

The Strategy & Results

- Navigated the larger organization to establish relationships in key functional areas that enabled speed to market for launching new initiatives in those channels that the ecommerce team still fully owned.
- Partnered with Finance team to develop an unconstrained budget for affiliate, while developing key relationships with developers from Product Management org to fast-track IT projects for new initiatives.
- By 2021, grew total annual affiliate spend and revenue to \$16M and \$56M, respectively.
- Also in 2021, increased programmatic display YoY traffic and revenue 65% and 16%, respectively, managing to a \$17M budget, including launching personalized digital ads to replace a costly print circular.