

Overhauling how Shipt does Retailer Loyalty Programs.

A series of thoughtful, incremental updates that come together to drive meaningful impact.

The tl;dr

Introduction

Context

Although Shipt allowed members to connect their retailer loyalty programs to their Shipt account, this feature was hidden and not easy to find. We weren't doing enough to inform members of the feature.

Observation

Data and qualitative feedback showed that when members linked their loyalty accounts, they saved more, ordered more frequently, and expressed higher satisfaction – but the experience to do so wasn't easy or obvious.

Opportunity

This presented a clear opportunity to invest in loyalty – because doing it well could increase retention, AOV, strengthen retailer partnerships, and make Shipt's value proposition stickier for members.

The tl;dr

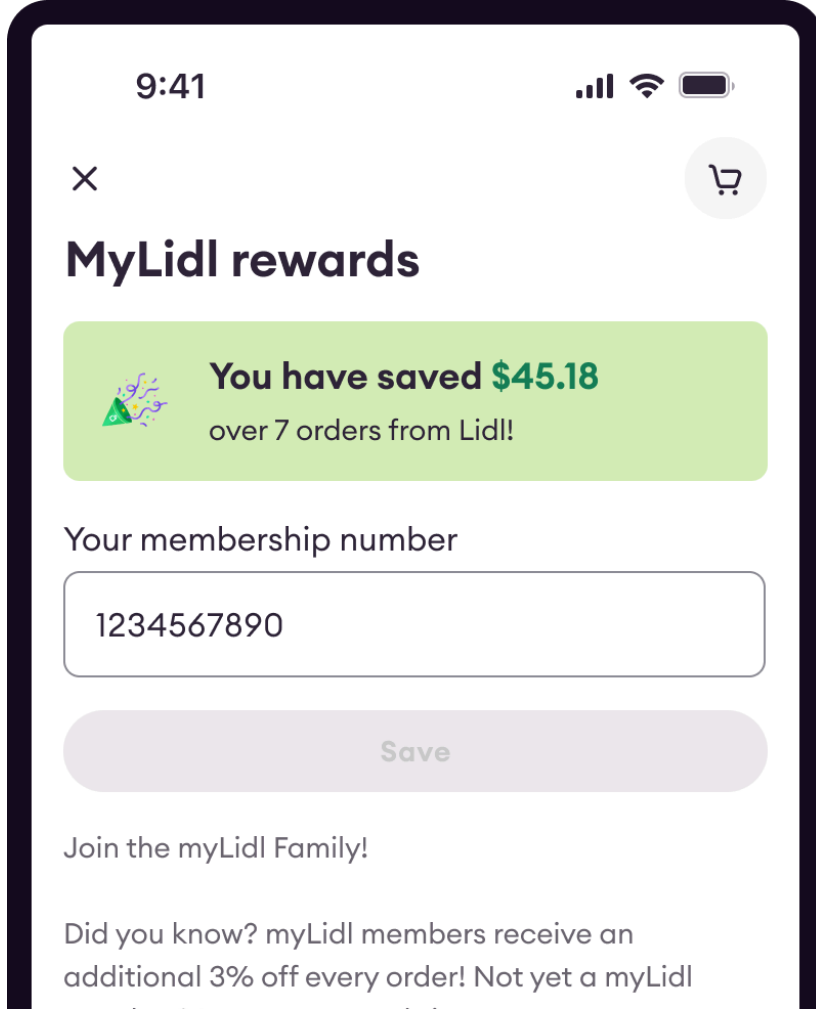
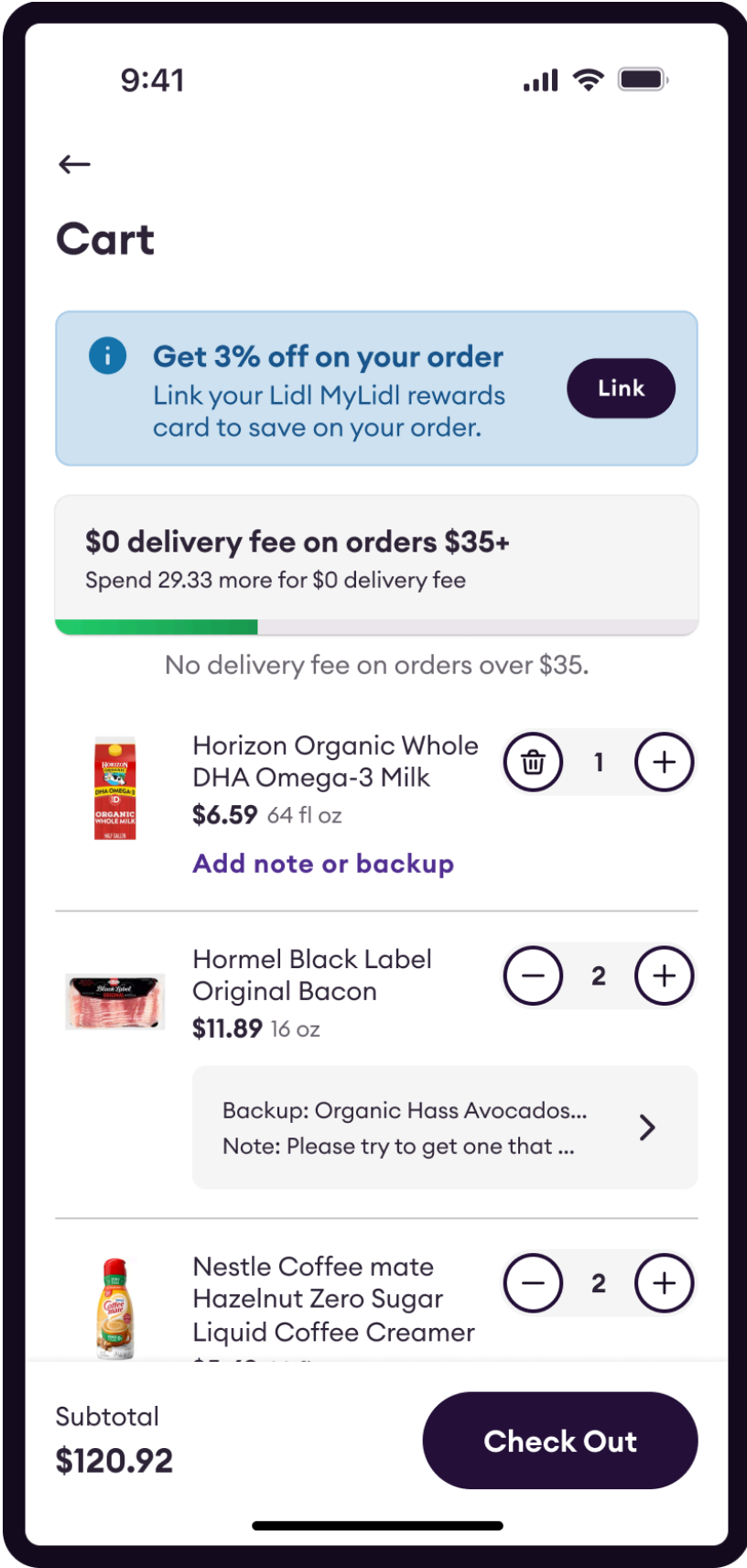
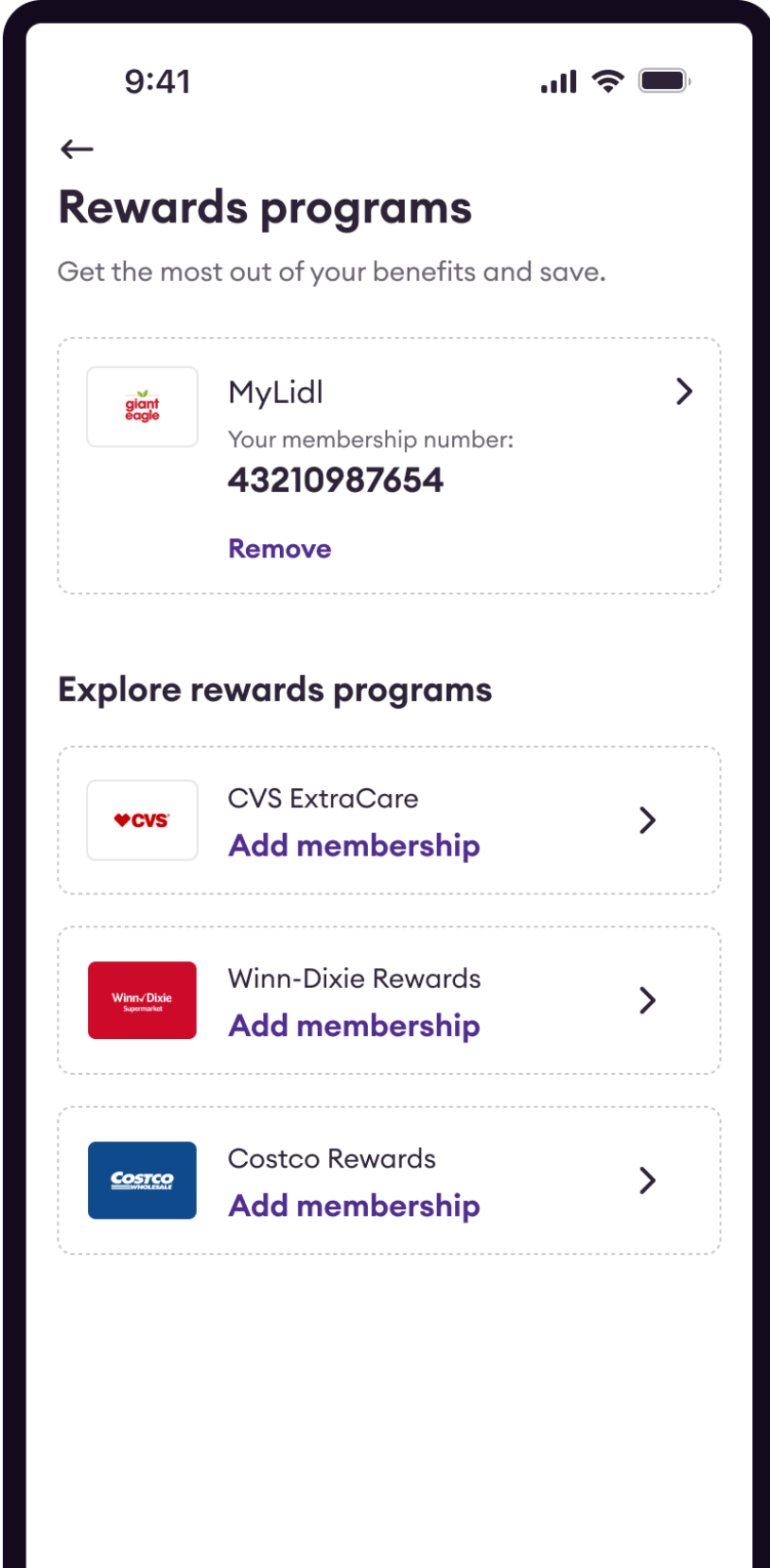
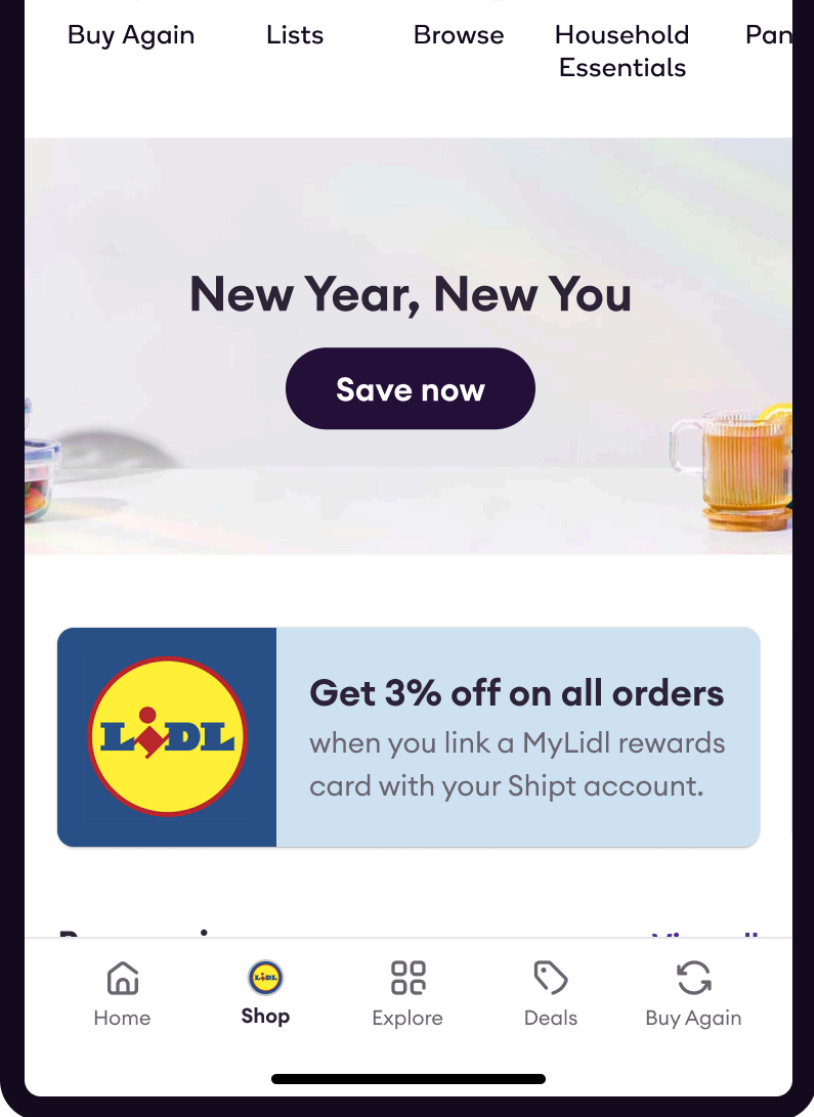
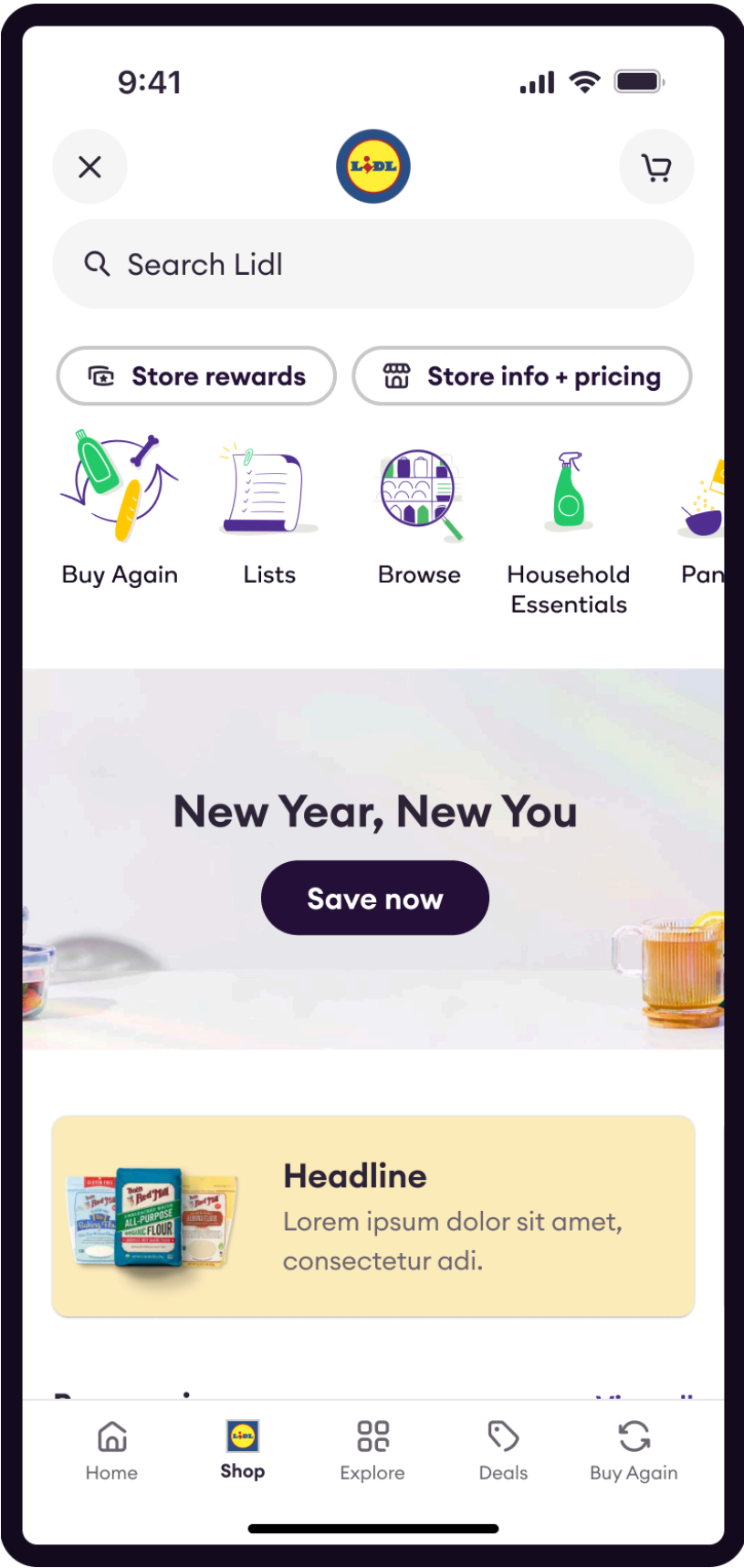
Impact

+137.8%

in Loyalty program enrollment.

+0.9%

in Average Order Value.



What data told us this was worth investing in?

Retailer Loyalty Benefits provide actual and perceived value that customers expect; however adoption is low.

76%

of non-Shipt users cite cost as the one of the top two reasons they do not use delivery services.

Source - Barriers to Grocery Delivery, Jan 2025

41%

of Habituated Shipt members call out Loyalty Rewards as a key driver of value.

Source - Habituation Survey, Feb 2024

55%

of orders from retailers with loyalty linking include a loyalty profile, leaving a large portion untapped.

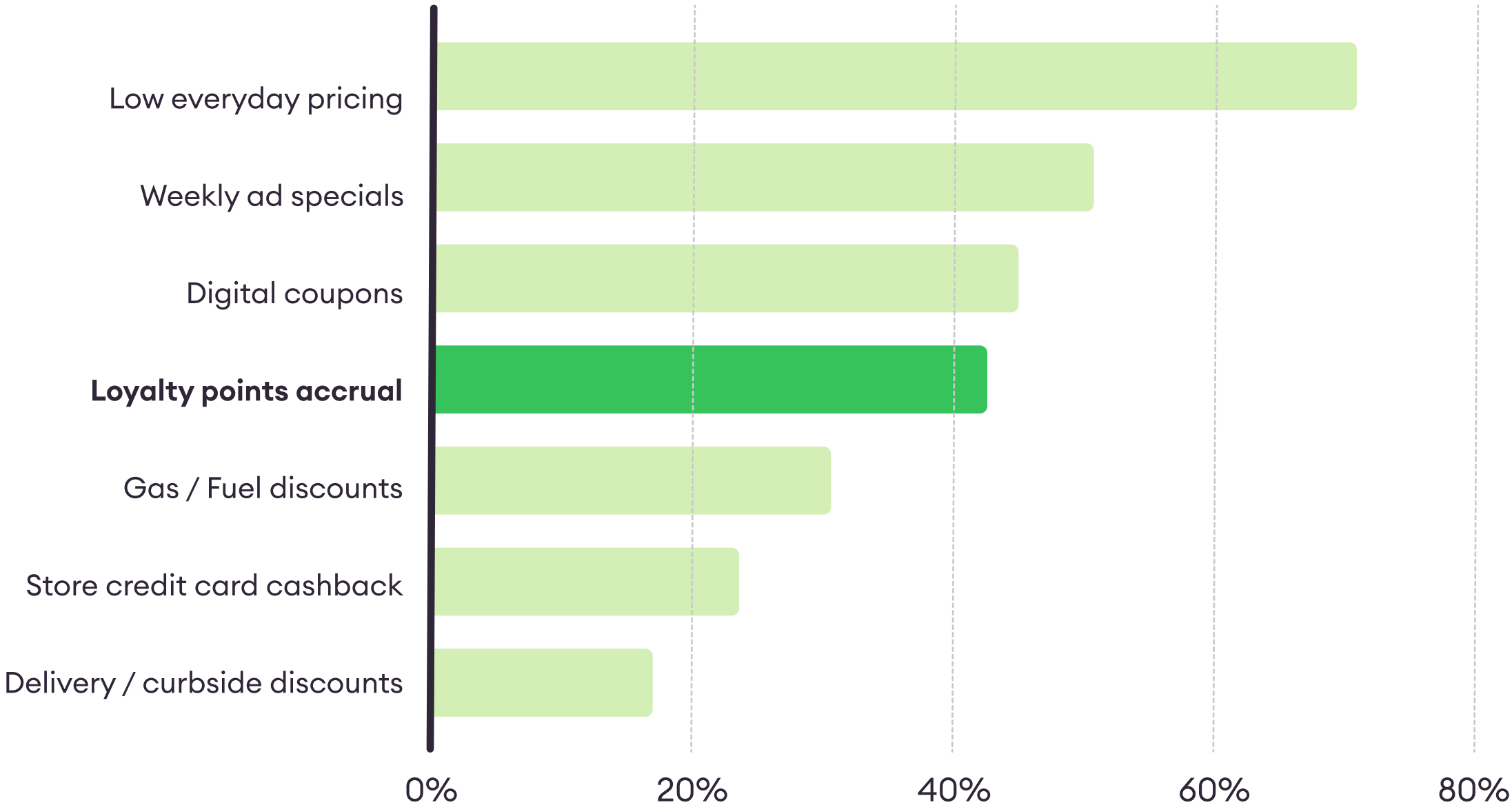
Source - Loyalty Stats as of 3/14/24

33%

of customers placed an order with a linked loyalty profile.

Source - Loyalty Stats as of 3/14/24

Among all grocery customers, loyalty programs remain a key differentiator when choosing where to shop.



Editing a rewards program in their account was the second most powerful driver of habituation.

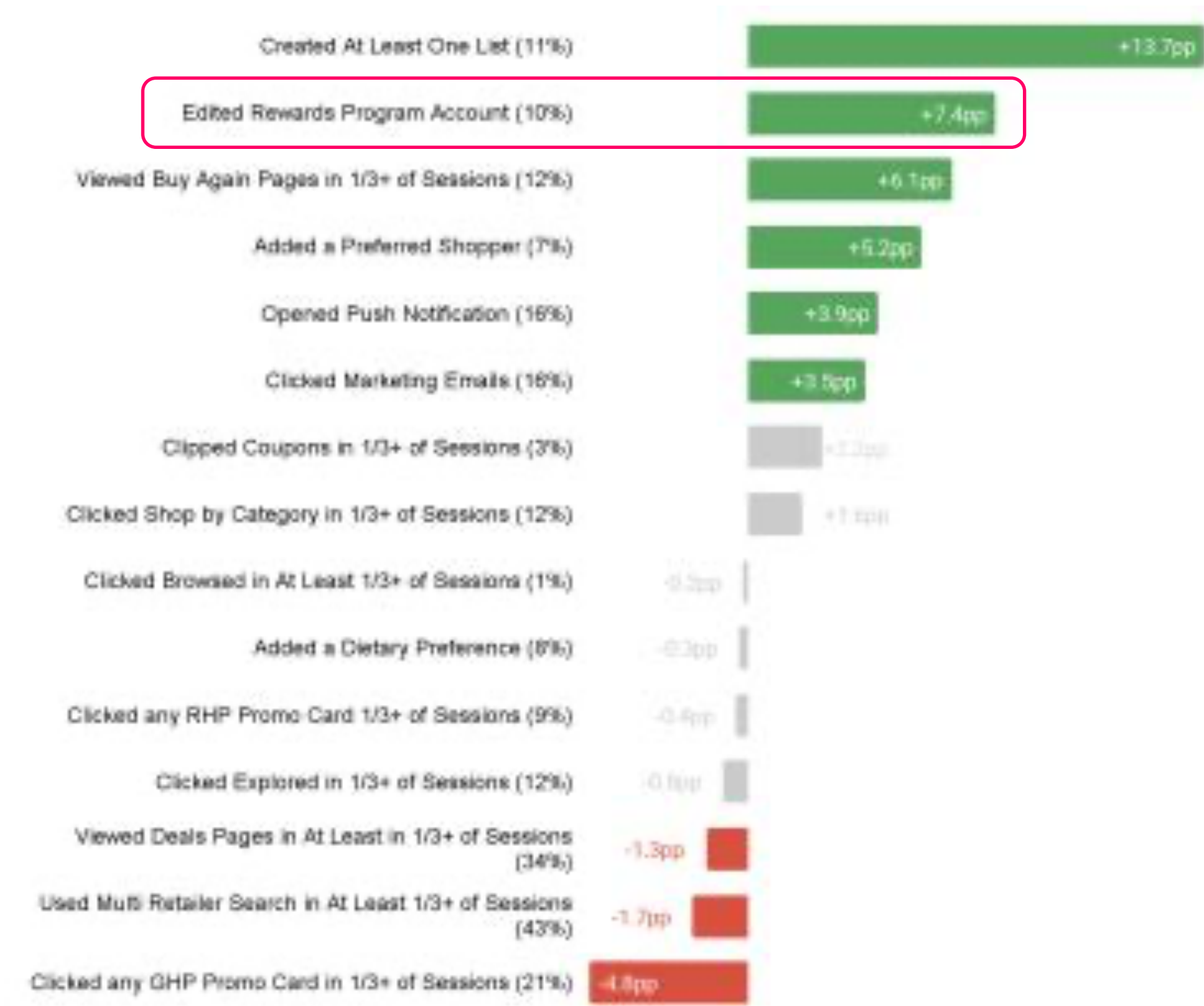
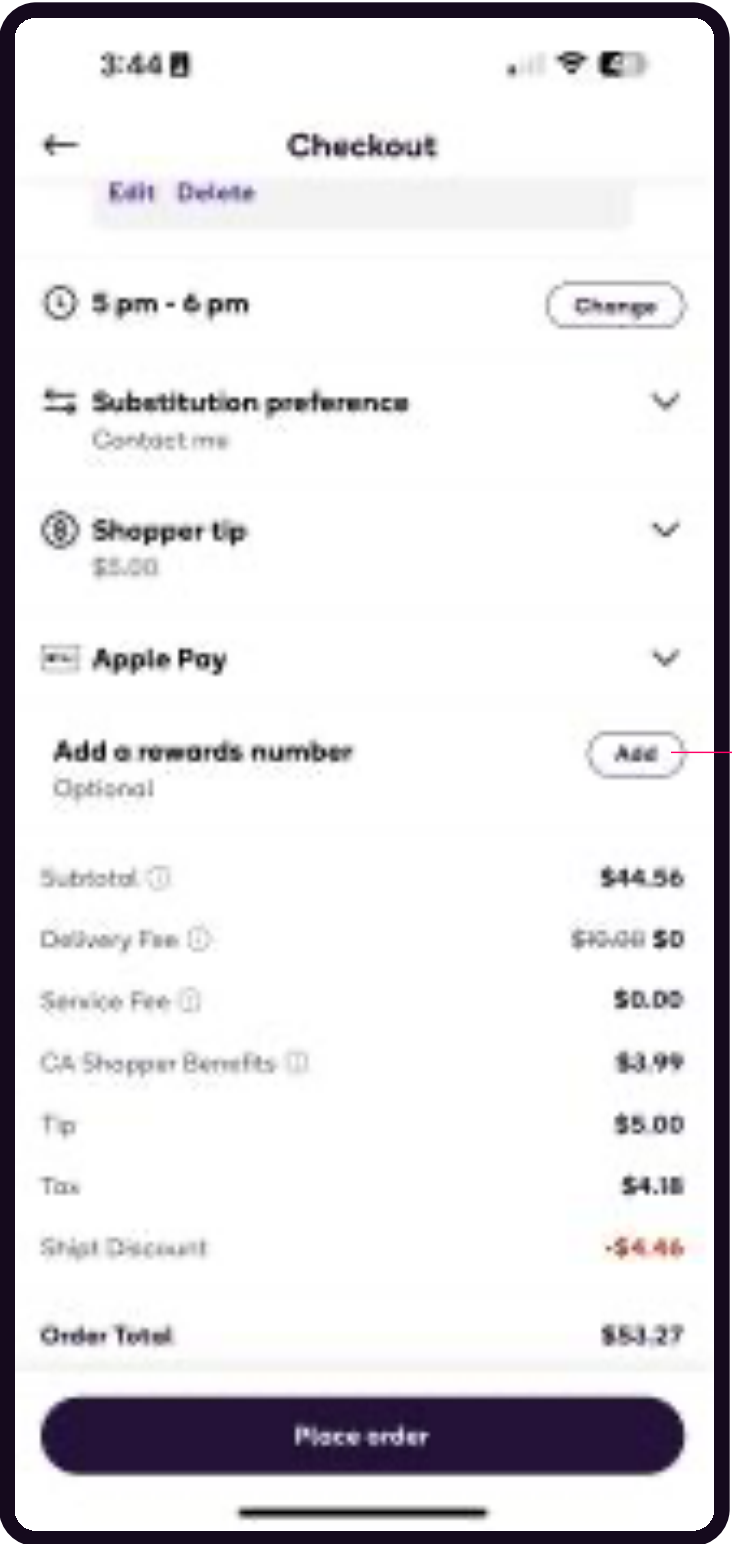
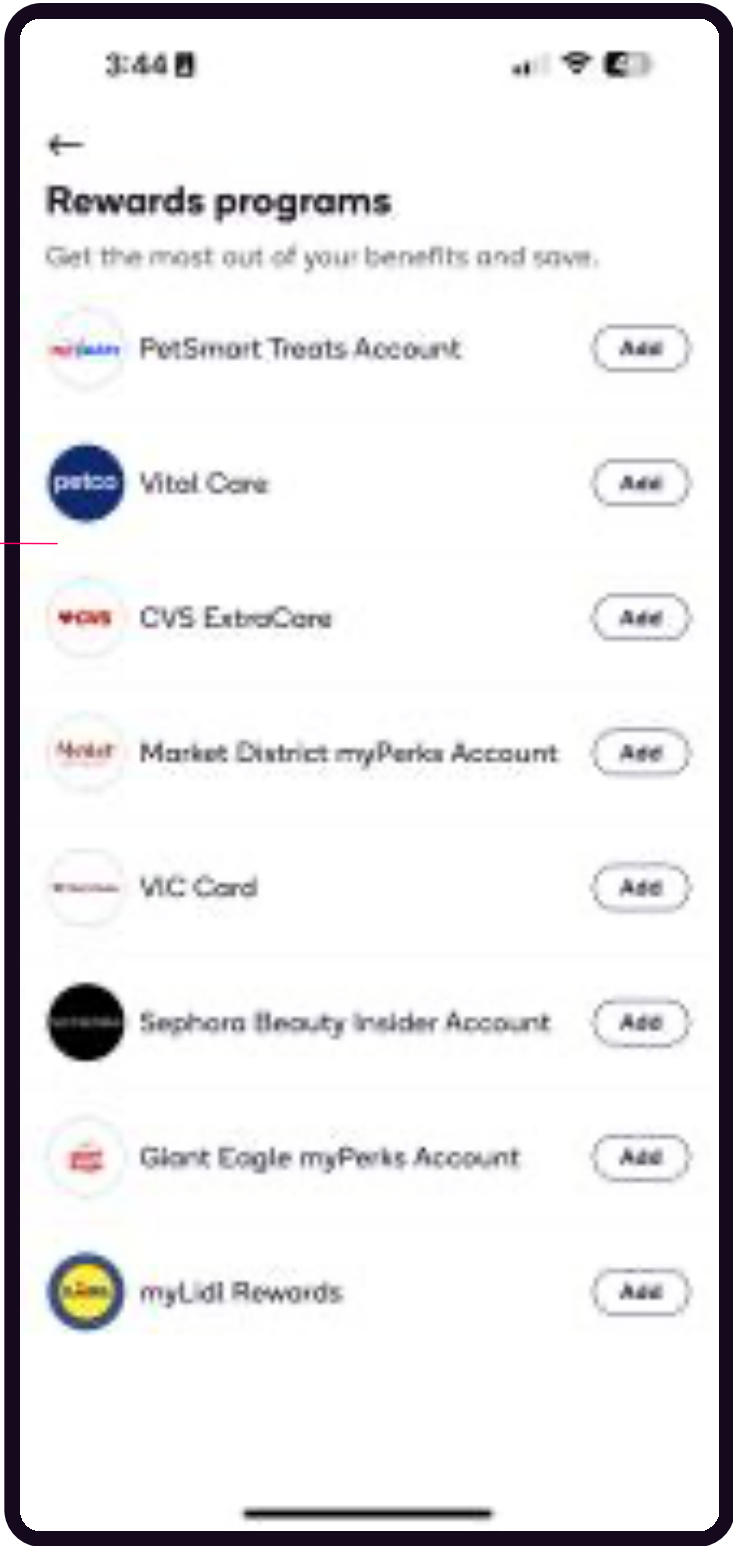


Chart: What digital engagement behaviors drive habituation?

Status Quo

Members could access this page from their 'Account'

- This page is hidden in account.
- Users are not able to find out more about these rewards programs.



Members see this callout to add a rewards number during checkout

- Again, members don't know why they should add a rewards number.

A holistic loyalty program ecosystem lets members do three things...

Loyalty benefit accrual

Letting members link their loyalty cards with their Shipt account, and let them accrue these benefits

Immediate savings

Provide real-time markdowns and order discounts to members who have their rewards card linked

Loyalty benefit redemption

Let members use the benefits they have accrued towards their order

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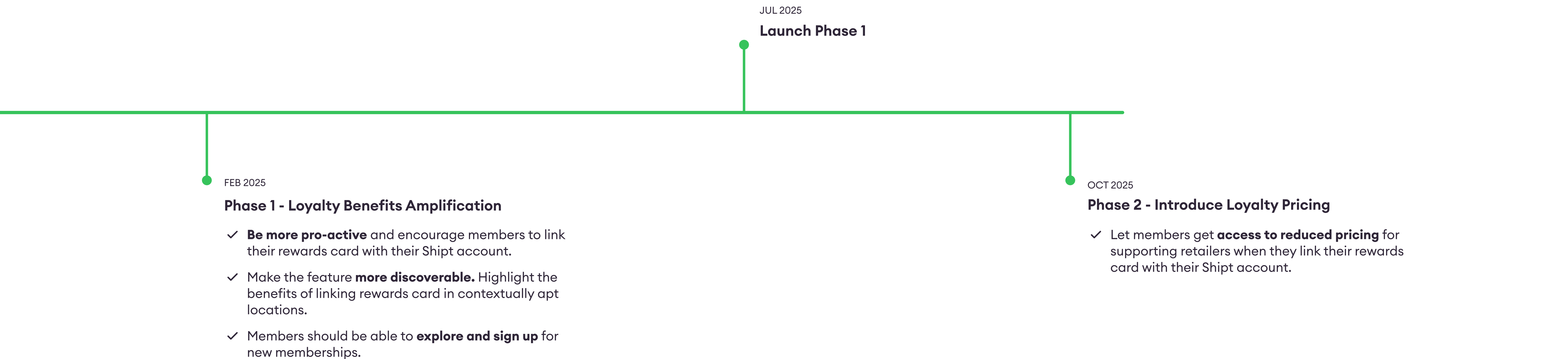
Competitive Analysis

			
Loyalty benefit accrual Letting members link their loyalty cards with their Shipt account, and lets them accrue these benefits	✓	✓	✓
Immediate savings Provide real-time markdowns and order discounts to members who have their rewards card linked	✓	✓	✗
Loyalty benefit redemption Let members use the benefits they have accrued towards their order	✗	✗	✗

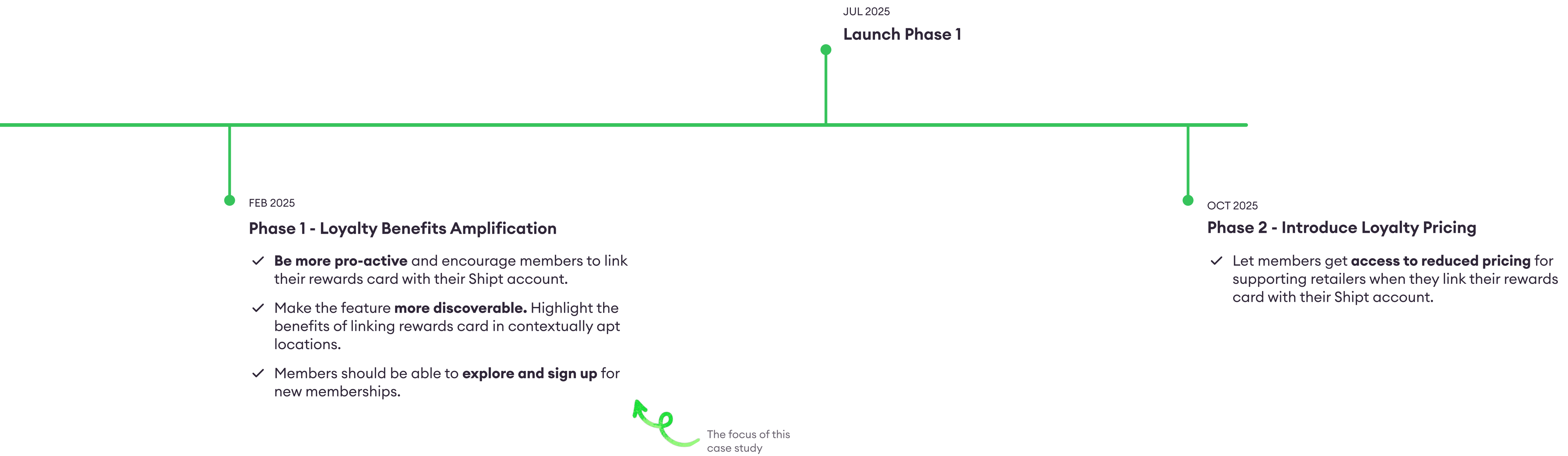
Desired position in 18 - 24 months



We split this work into three phases.



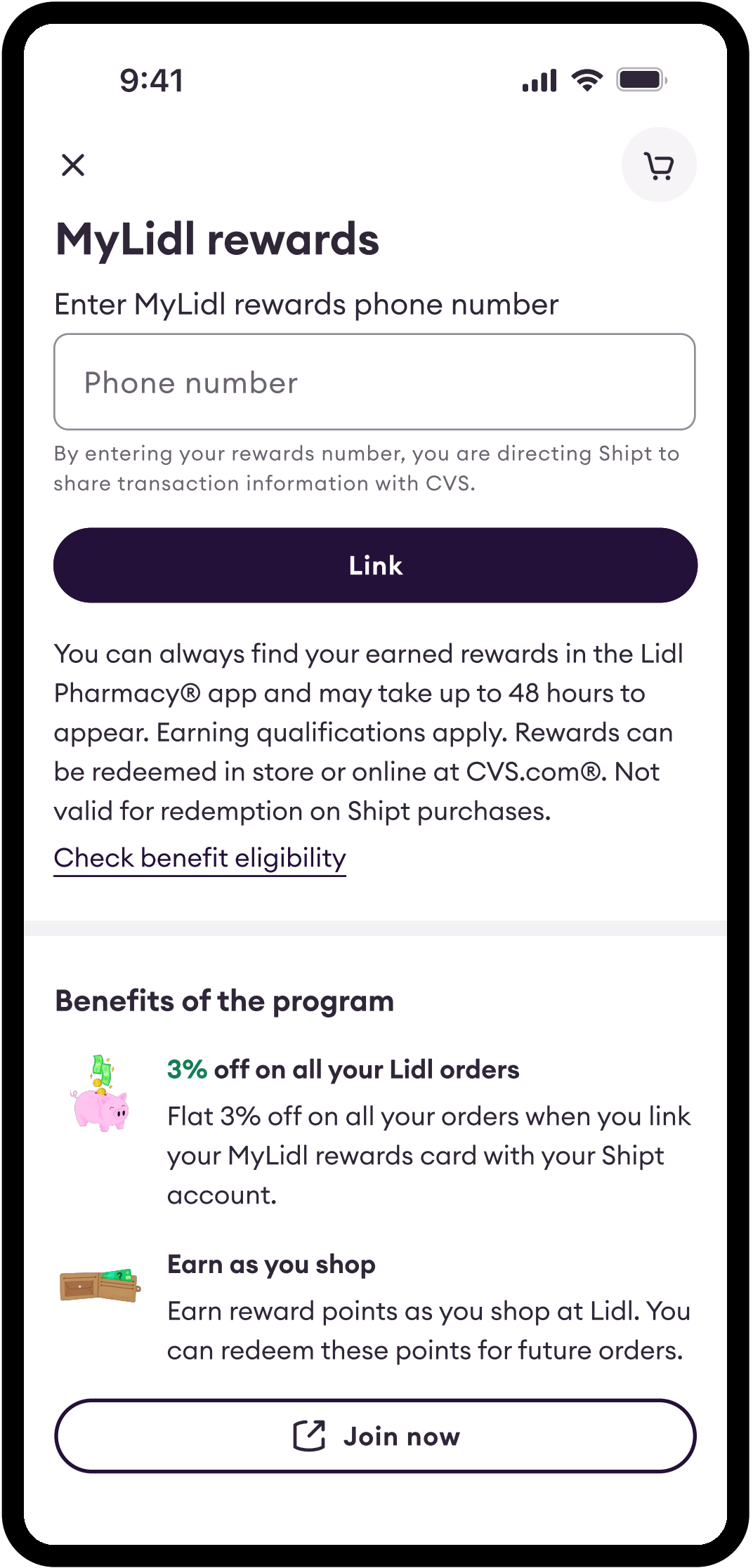
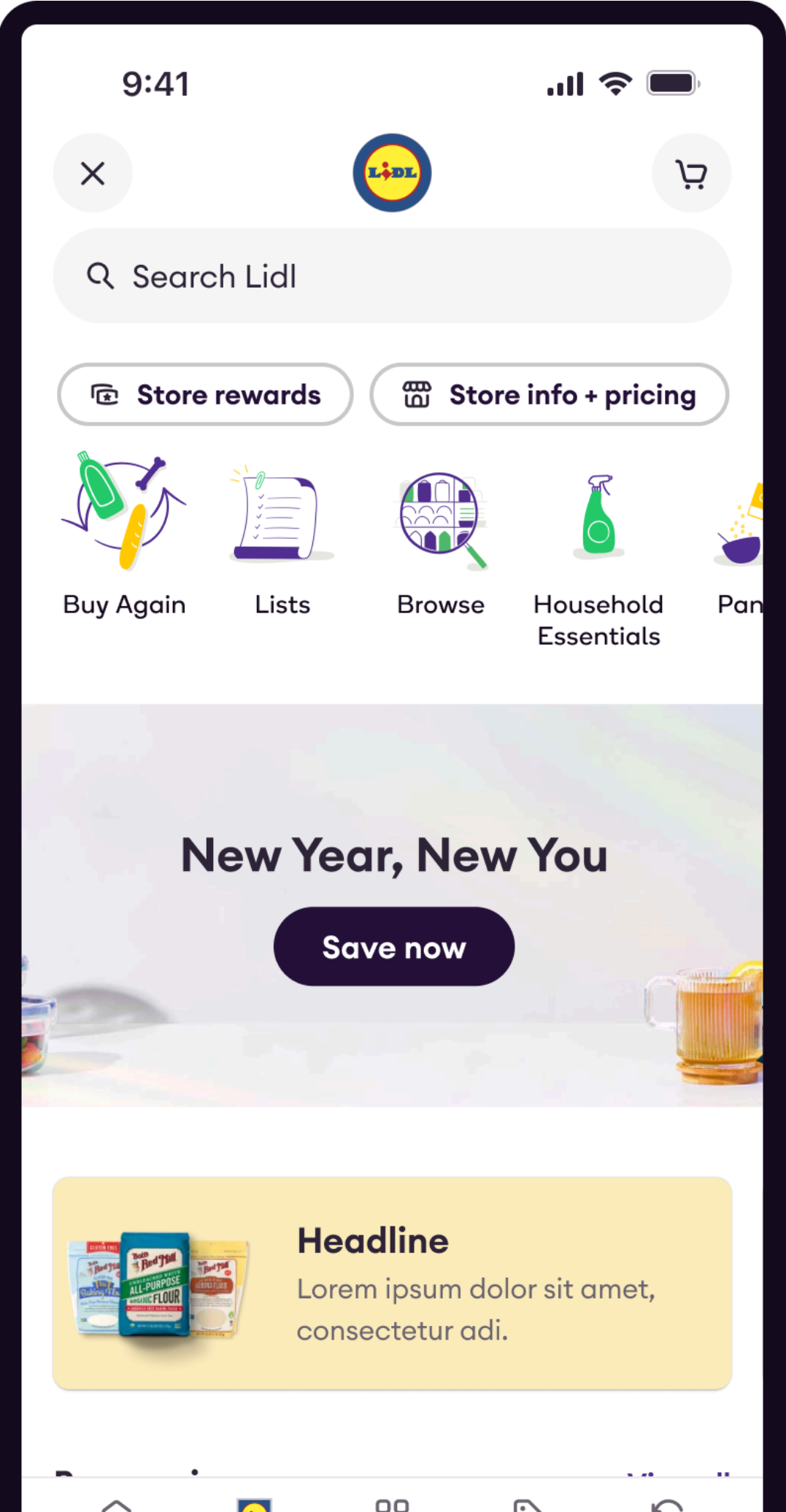
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Designs

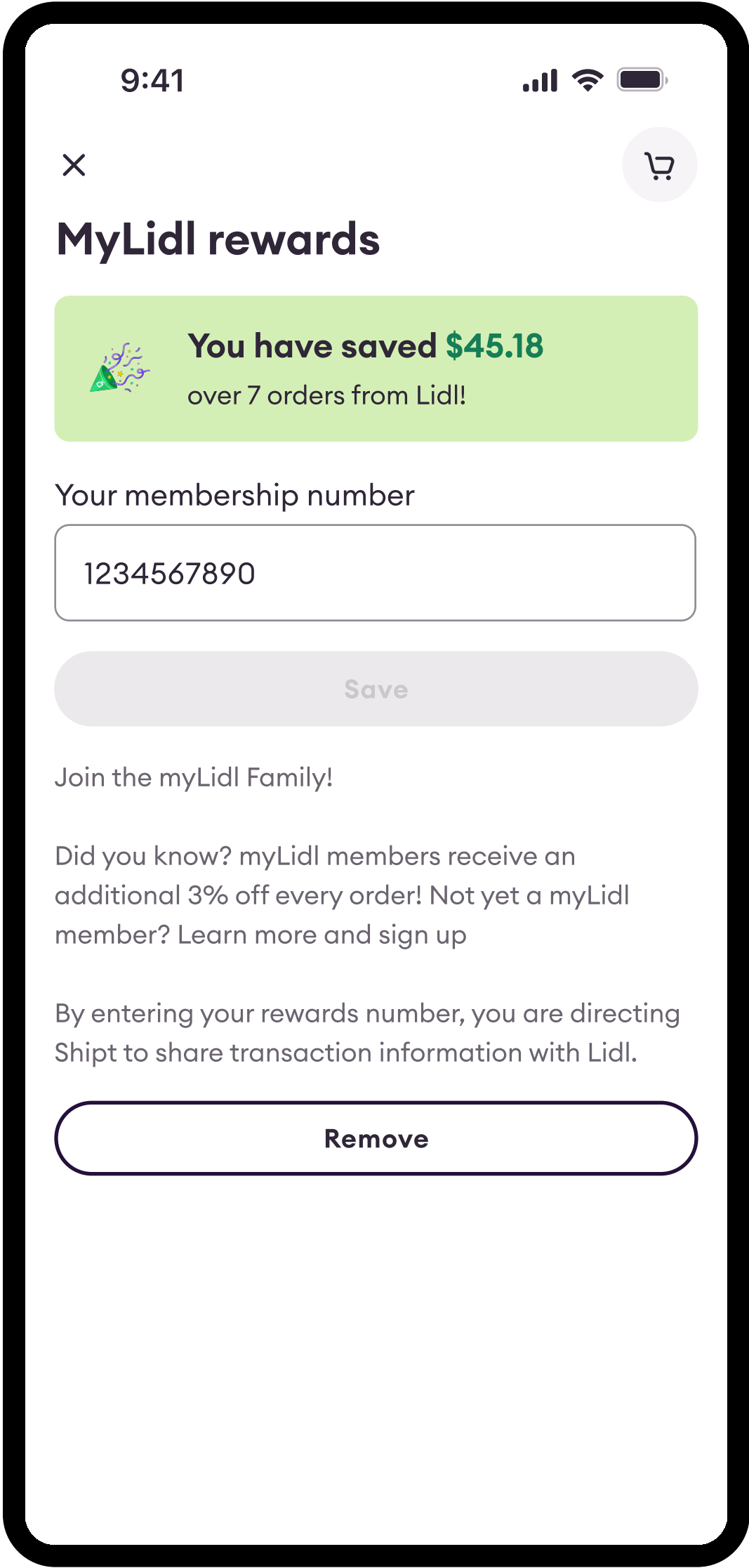
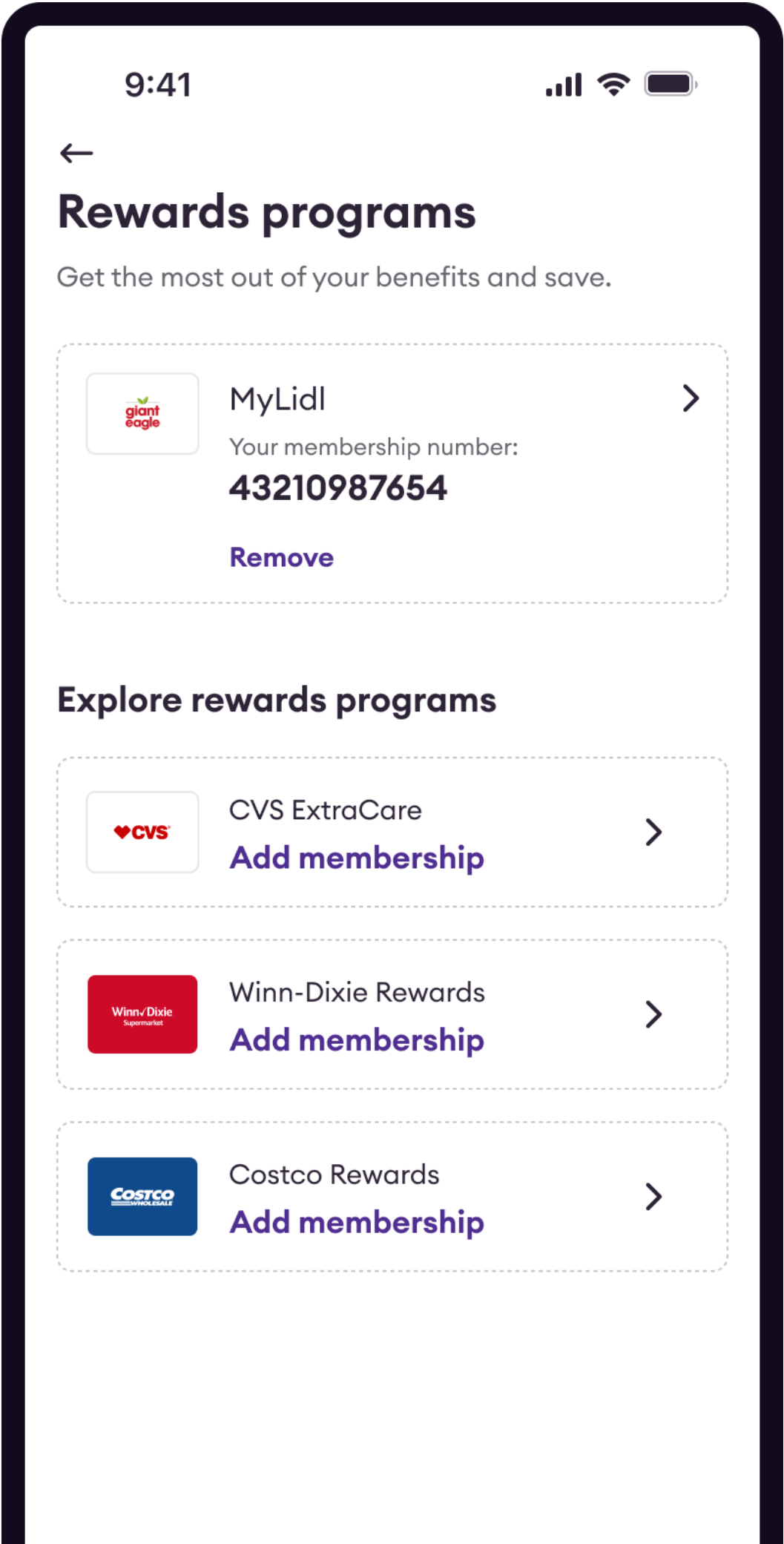
A new entry point

We want to make this feature more discoverable, right now it's hidden in account. For all retailers, we can consider adding a way for members to find out, and link their rewards card on the RHP.



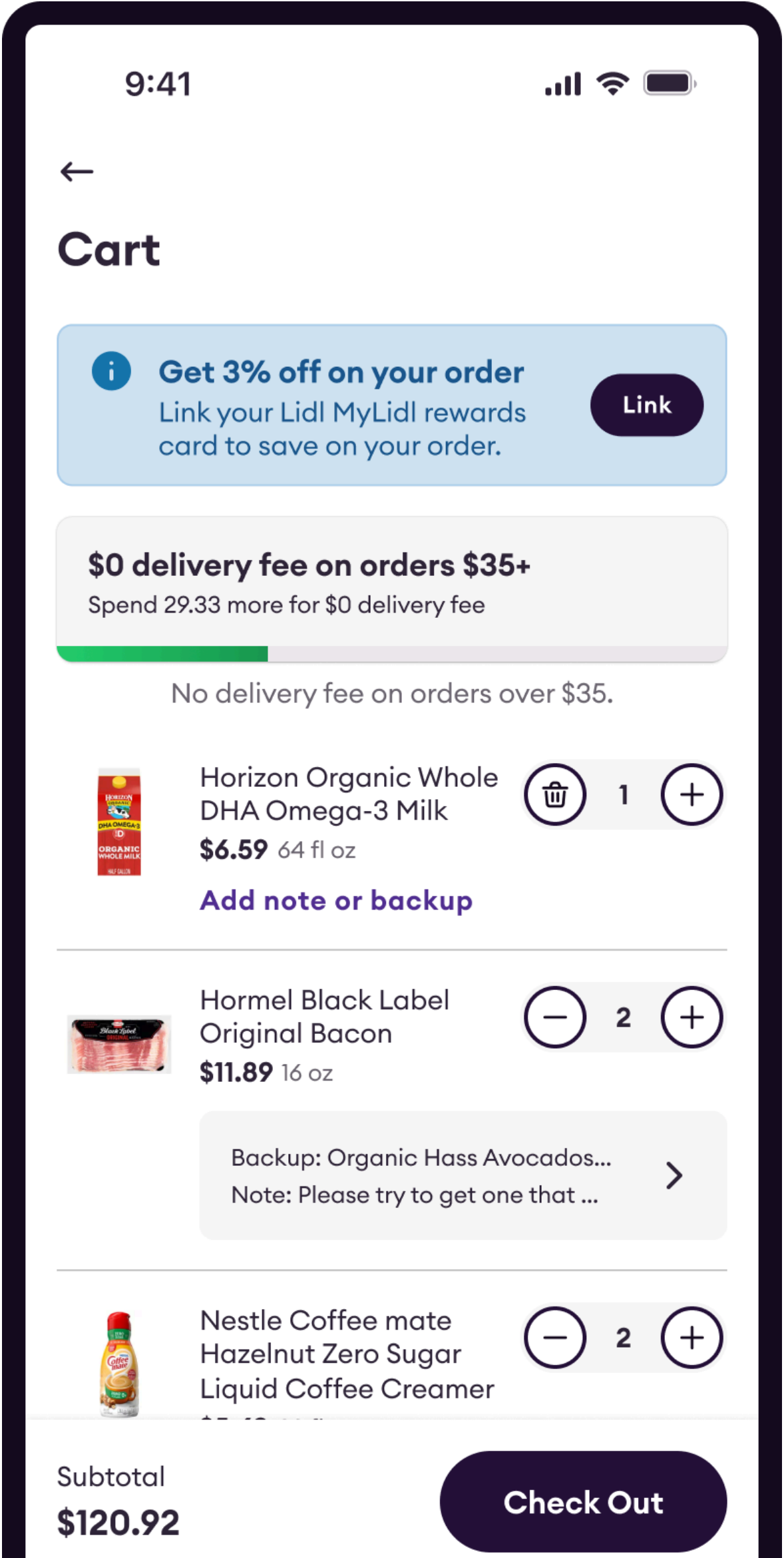
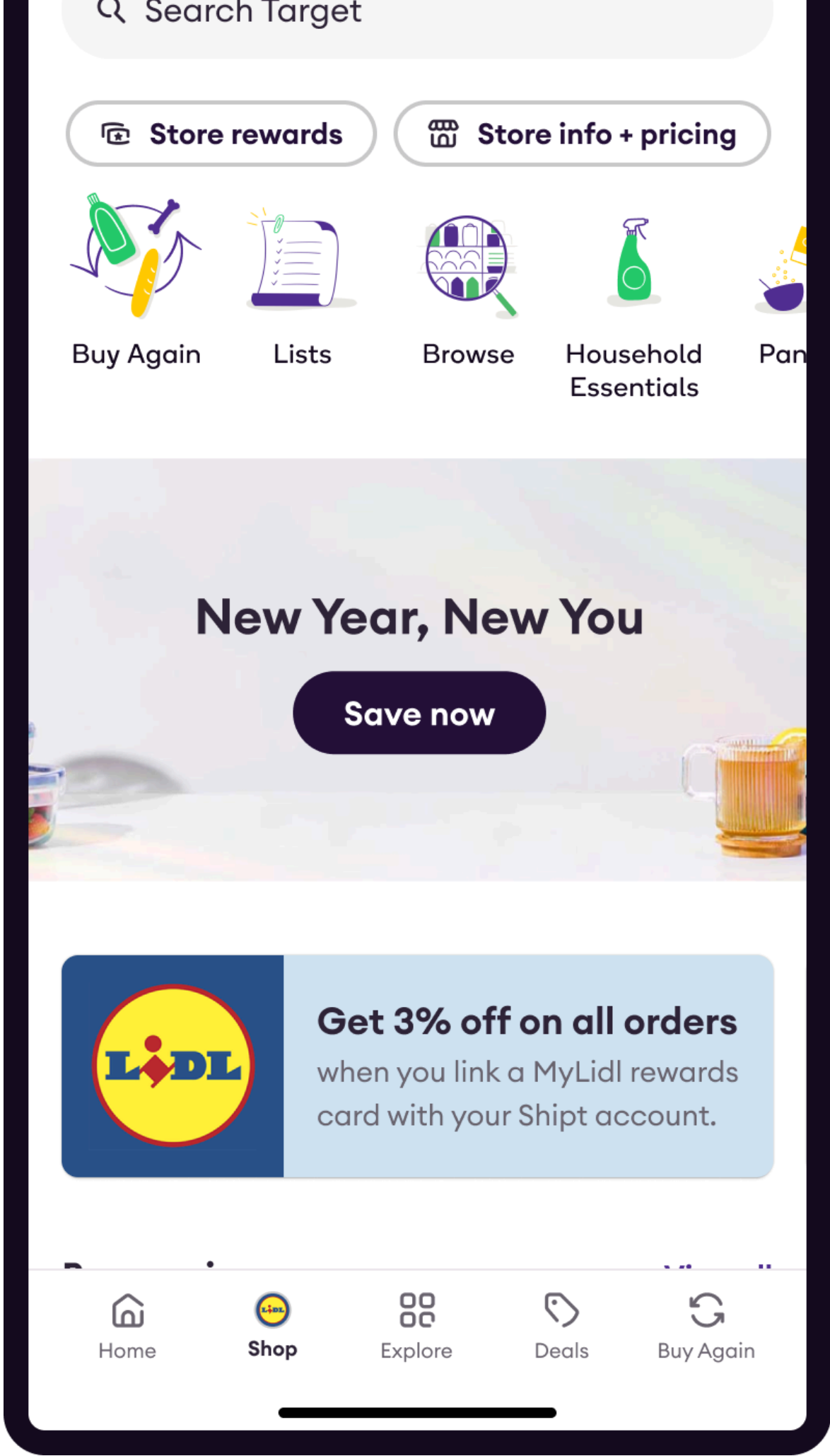
A home renovation

We re-designed the rewards program home within the Shipt experience, allowing members to find and discover the loyalty programs in their area. An added focus was highlighting the perks and benefits of linking a loyalty program.

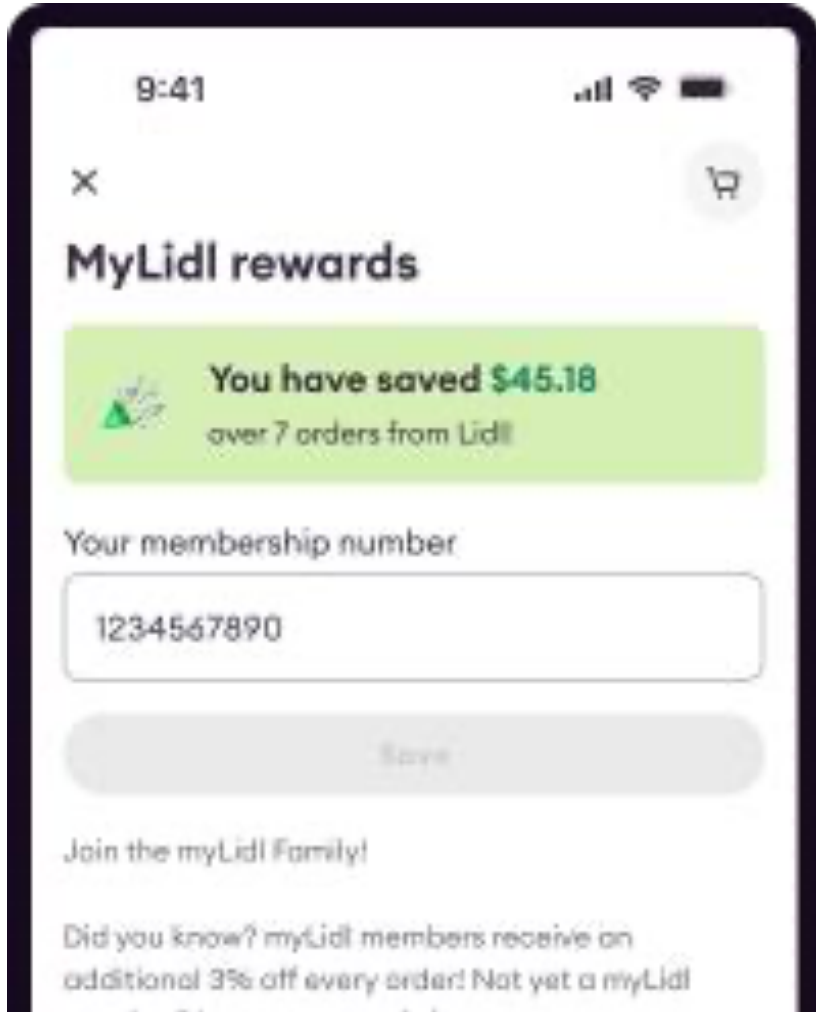
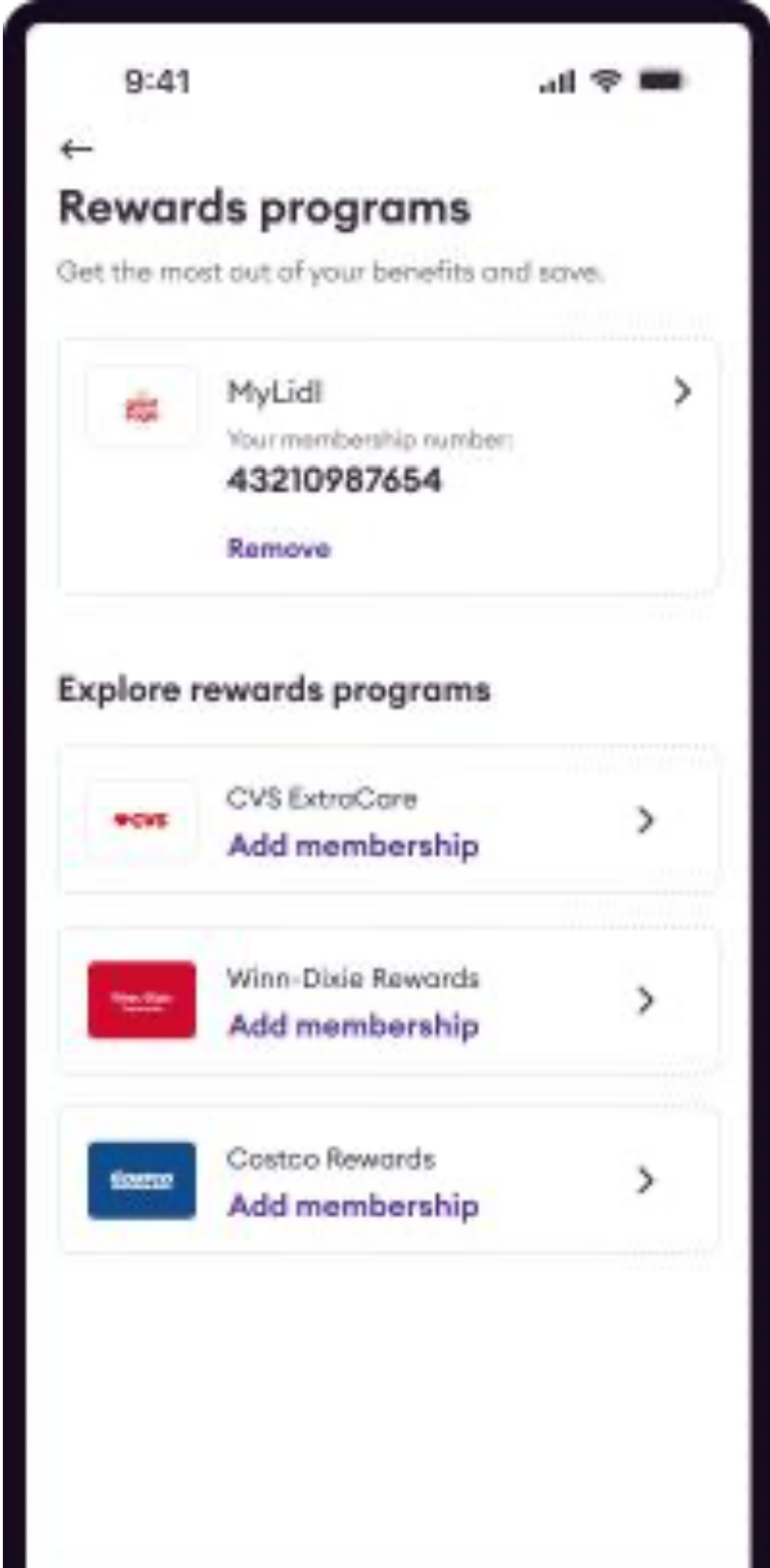
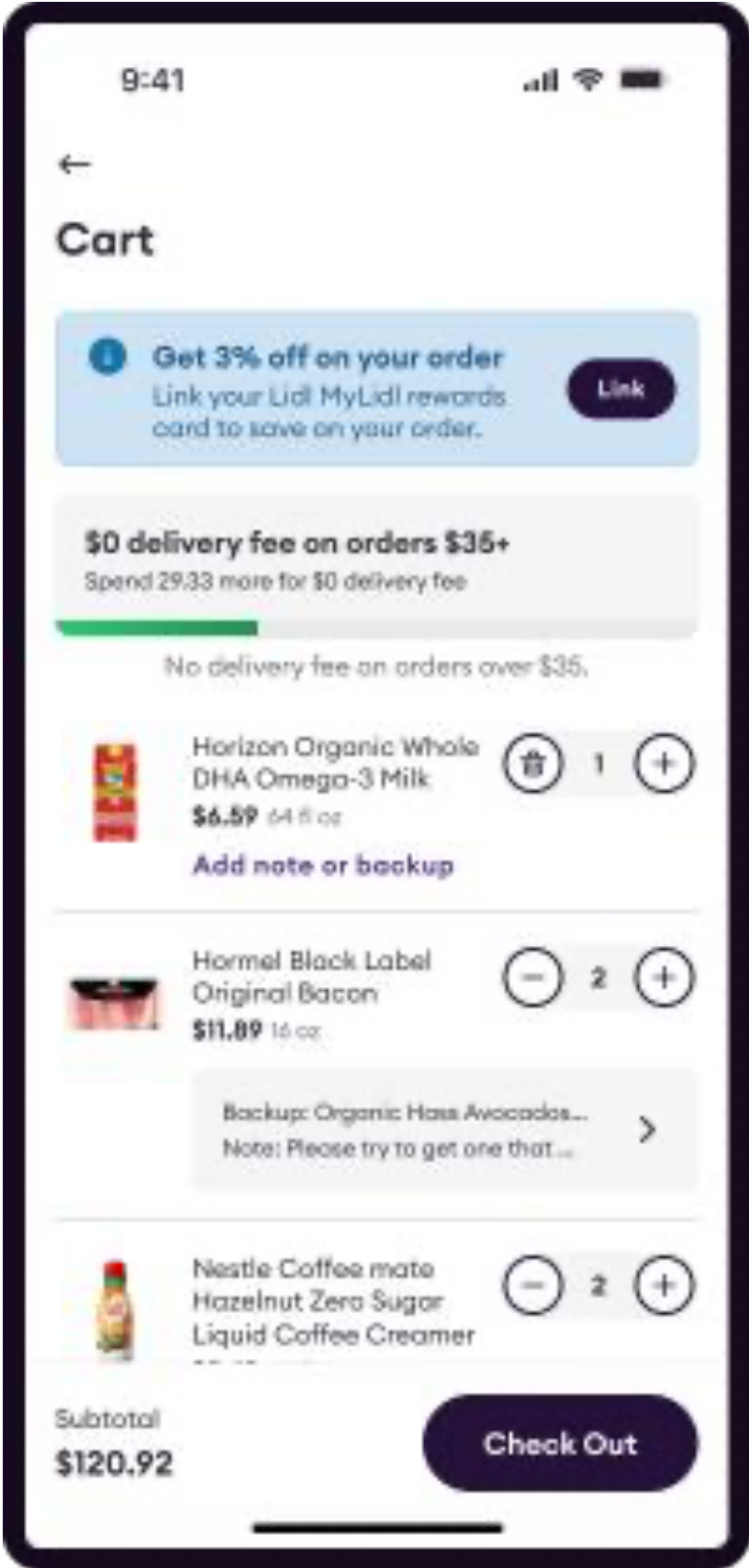
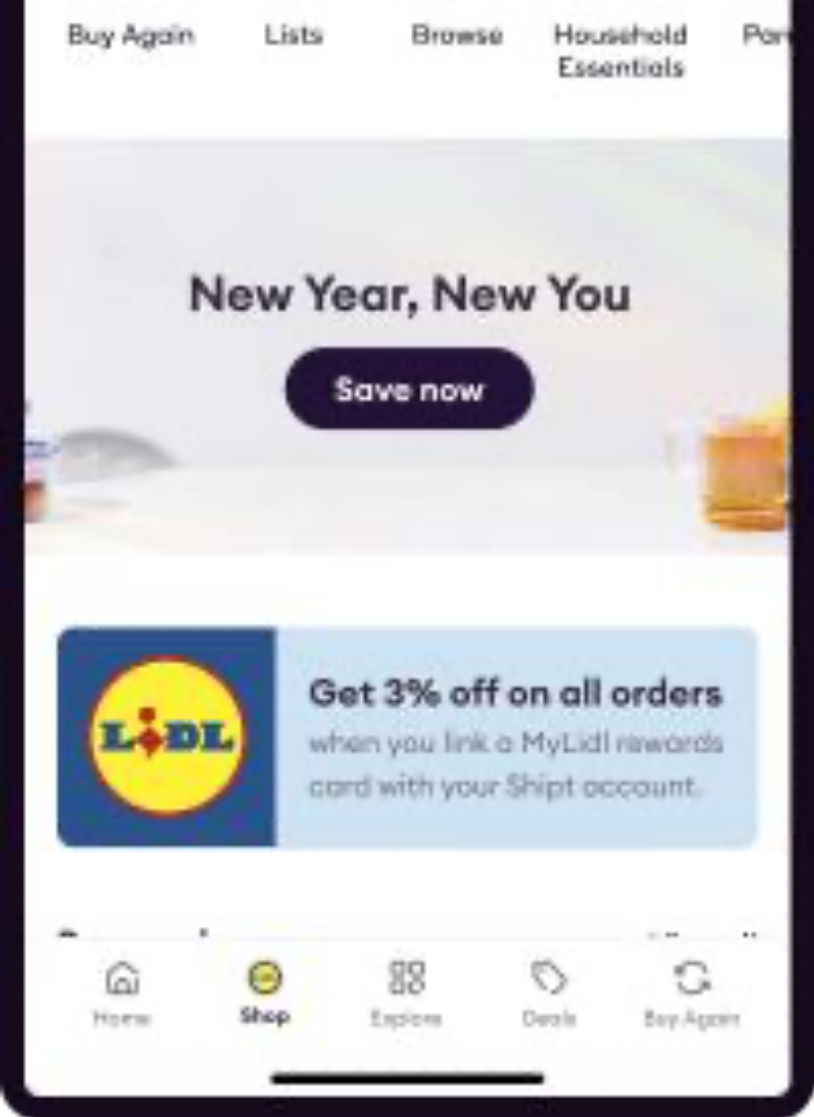
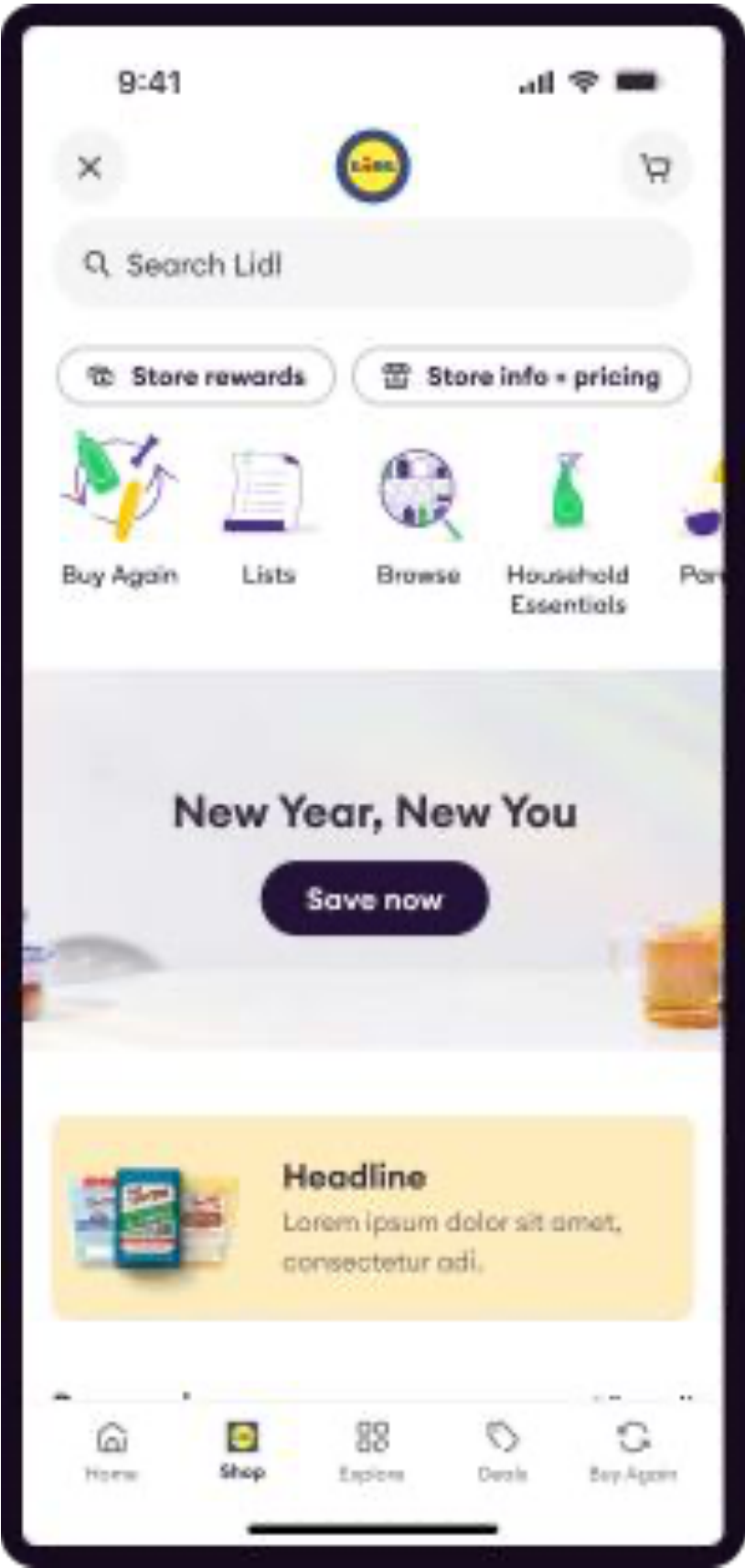


Contextual callouts

The approach was to weave the designs into the member’s existing shopping journey. Callouts included locations in Cart, checkout and promo cards.



We launched this as an experiment...

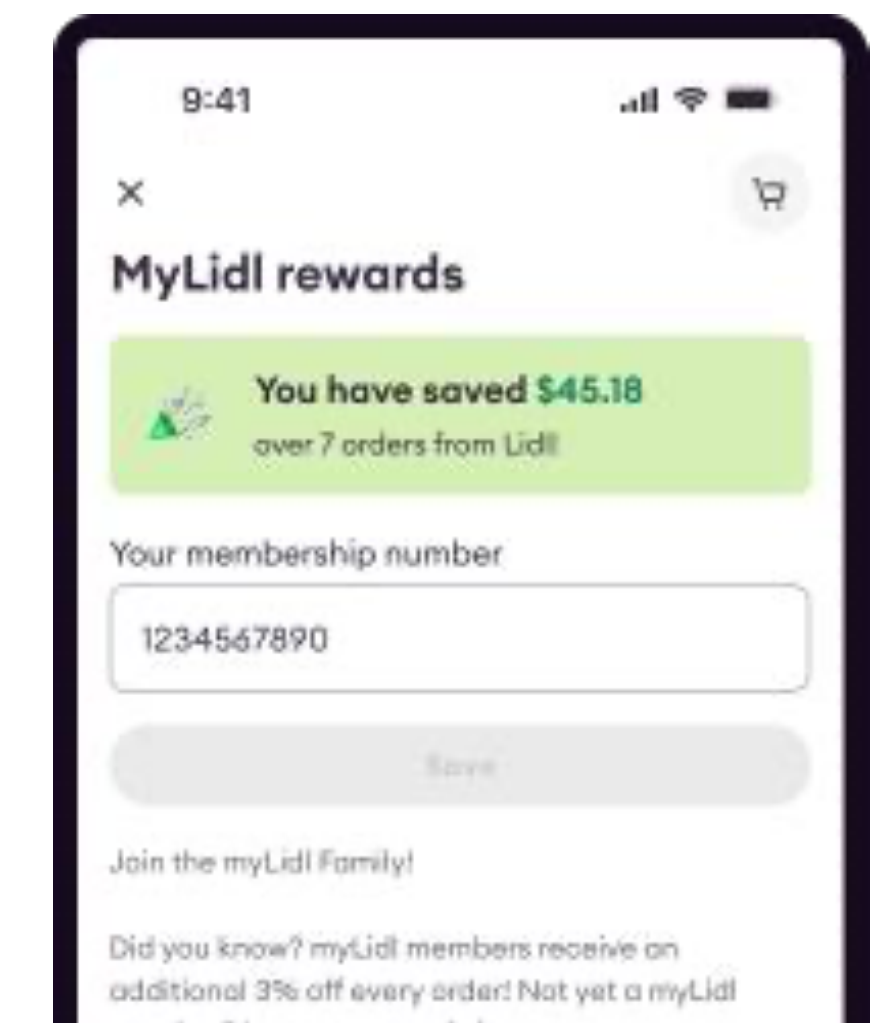
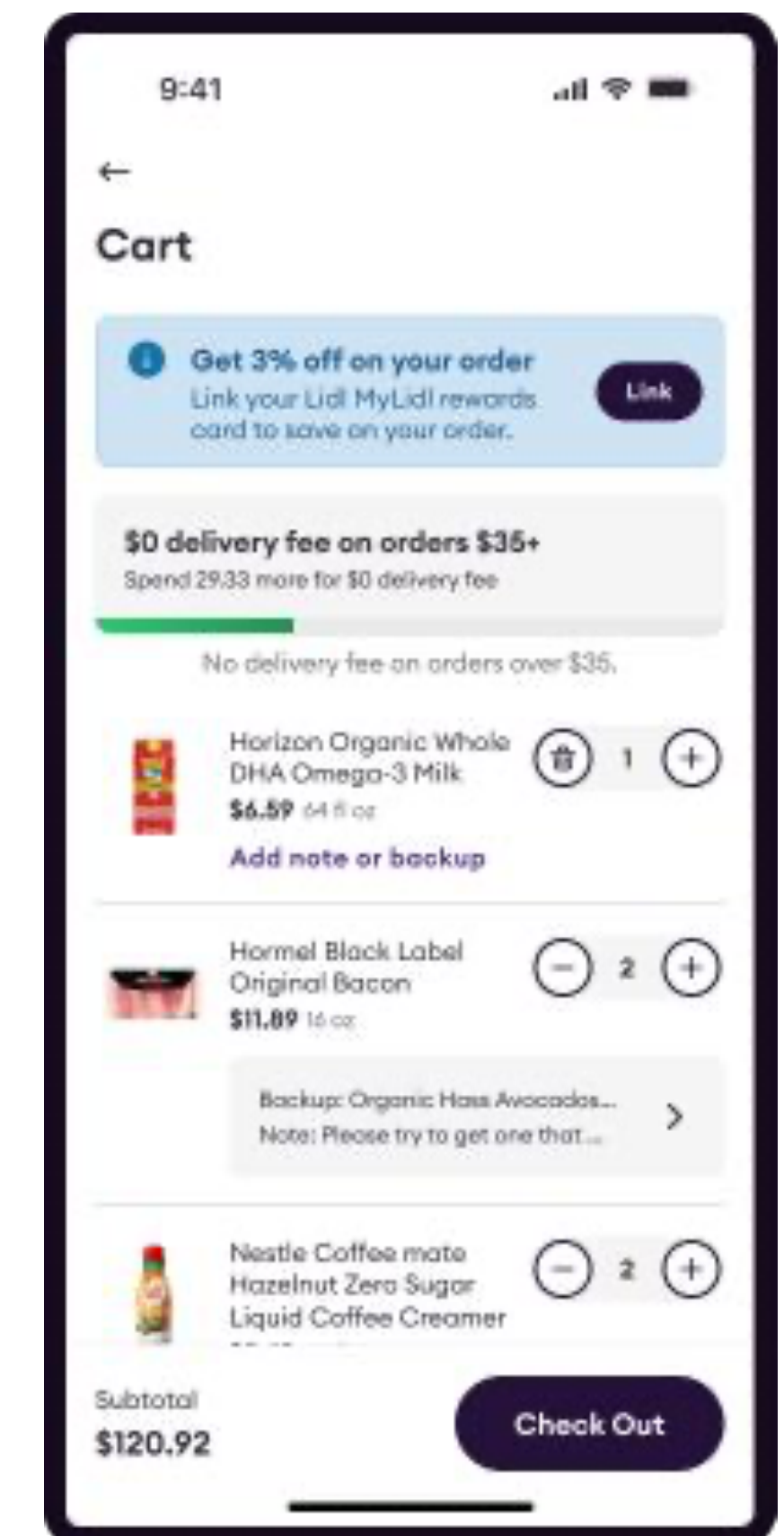
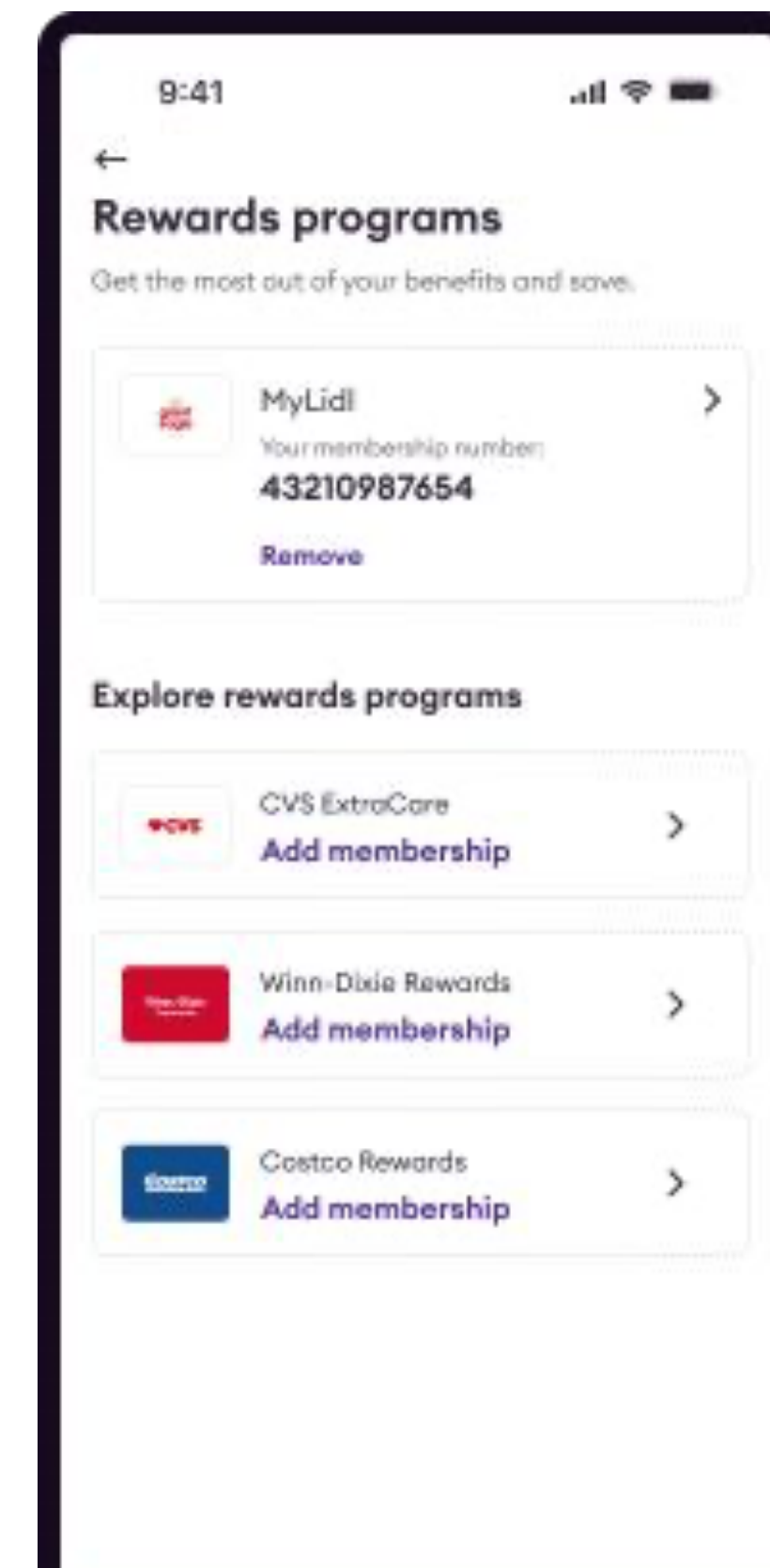
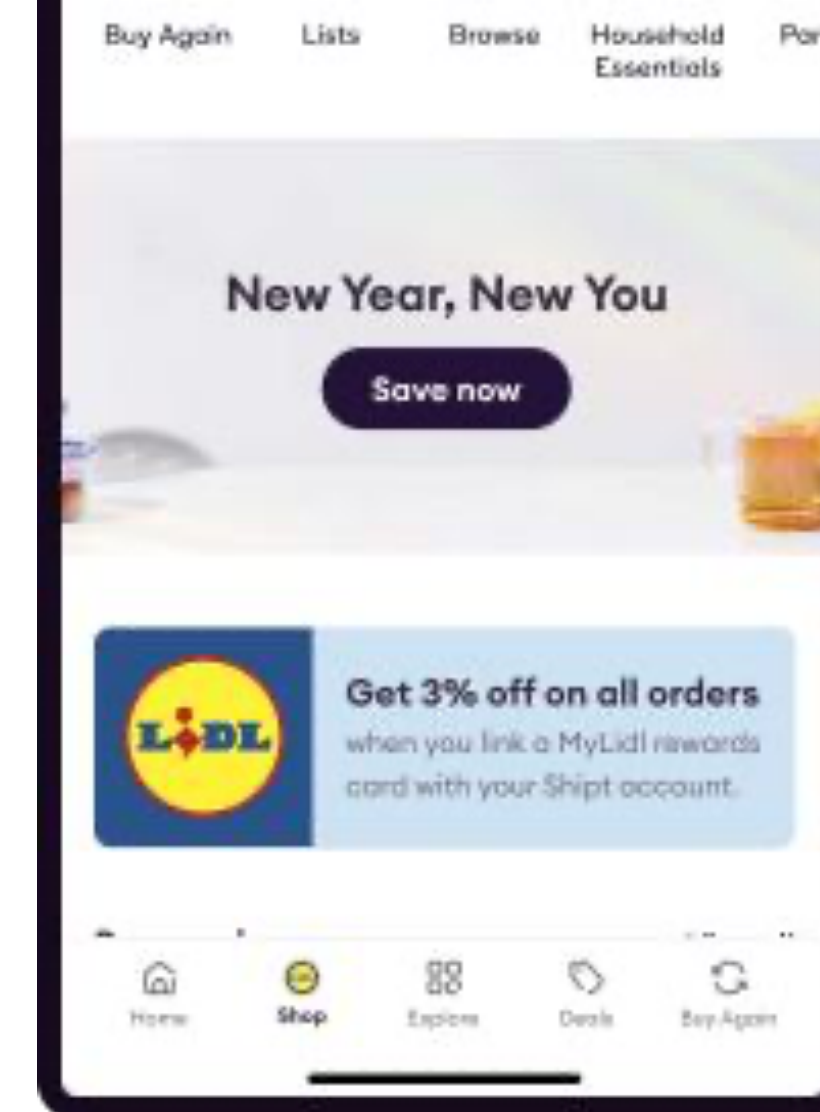
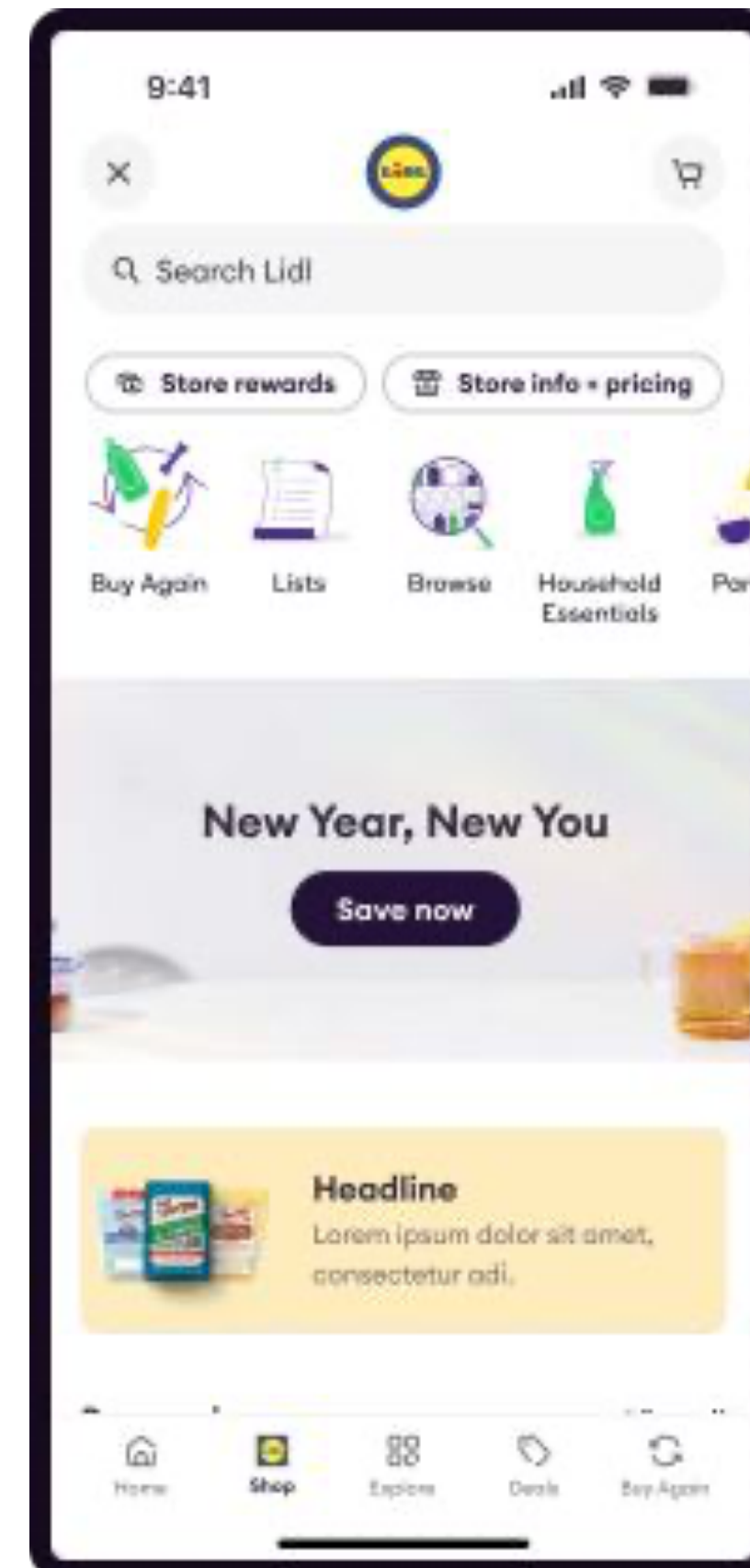


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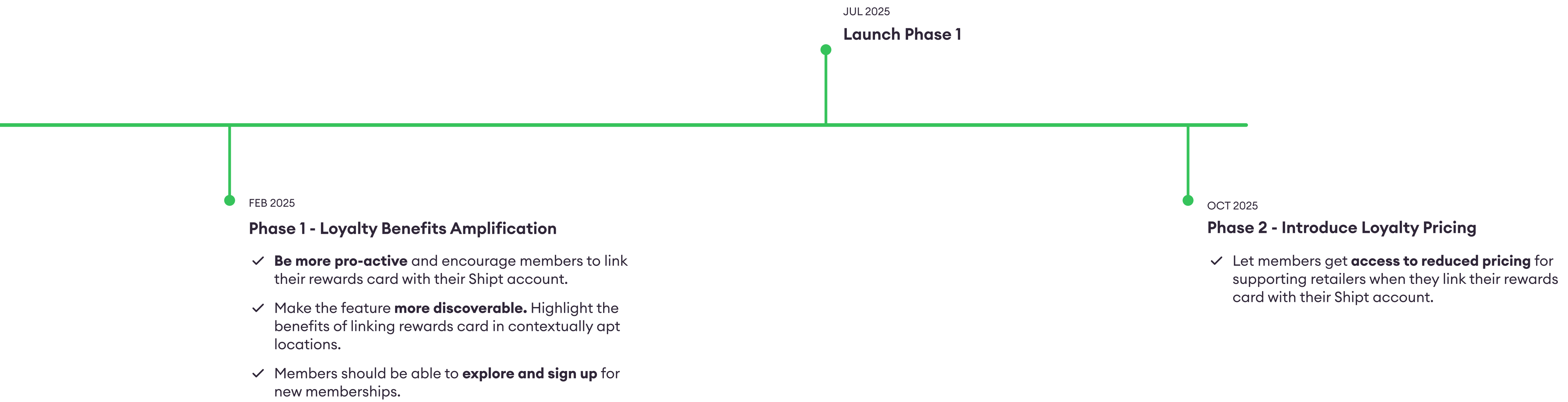
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We are getting ready to launch Phase 2



SNEAK PEEK

Phase 2 Designs

