

# Loblaw Streamlines Transactional Messaging Across Business Lines with MoEngage

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At Loblaw, our goal was to unify our messaging strategies across a number of diverse business lines, while also finding a partner who could provide custom solutions tailored to our unique use cases. MoEngage has been the partner of choice, offering steadfast support and facilitating partnership expansion across channels.

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Danielle  
Leblanc

Director, Digital  
Messaging at  
Loblaw Design

## Results

12

WEEK TO ONBOARD  
TRANSACTIONAL MESSAGING

5

FRANCHISE BRANDS  
IMPLEMENTED ACROSS  
BUSINESS LINES

12x

BOOST IN CAMPAIGN  
CTR VIA PUSH

## About Loblaws

Loblaw Companies Limited is Canada's food and pharmacy leader, as well as its largest retailer and private sector employer. With over 1 billion transactions each year in its unmatched network of 2,500 stores and national e-commerce options, Loblaw brings food, pharmacy, beauty, apparel and financial services to customers through many of Canada's favourite and most-trusted brands: President's Choice, No Name, Loblaws, Shoppers Drug Mart, No Frills, Real Canadian Superstore, T&T, Joe Fresh, PC Express and PC Financial. The Company's loyalty program, PC Optimum, has more than 16 million active members and is one of Canada's largest and best-loved reward programs.

Loblaw's purpose is to help Canadians live life well. It makes good food affordable, health, beauty and wellness accessible, saving for the future possible, and essential style achievable.

Learn More at [loblaw.ca](https://www.loblaw.ca)

## Challenges

Loblaw is a Canadian retailer that operates both corporate and franchise supermarkets under 22 regional and market-segmented banners, as well as pharmacies, banking, and apparel. They were looking for a solution to help increase website traffic, expand their reach through push notification and solve for their transactional messaging use cases.

## Solutions

Loblaw partnered with MoEngage to scale up their transactional messaging needs across a number of different business lines such as PC Express, Joe Fresh, Loblaws Pharmacy and Shoppers Drug Market. They enabled on-site messaging, email, SMS and push to engage users across multiple devices, while also creating a custom corporate vendor communication program to keep everyone informed and in compliance.

To Learn More, visit: [moengage.com](https://moengage.com)  
Or contact us at [info@moengage.com](mailto:info@moengage.com)

