

Mass Personalization, myWalgreens and the Future of Marketing

MMA Impact Virtual 2021

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Member of Walgreens Boots Alliance
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A modern, customer centric retail experience

“If you can serve your customers with the same thoughtfulness, interest, courtesy, and friendliness that you would show if they were guests in your own home, then you will have satisfied customers and find greater enjoyment in your work.”

Charles Walgreen

Being Essential

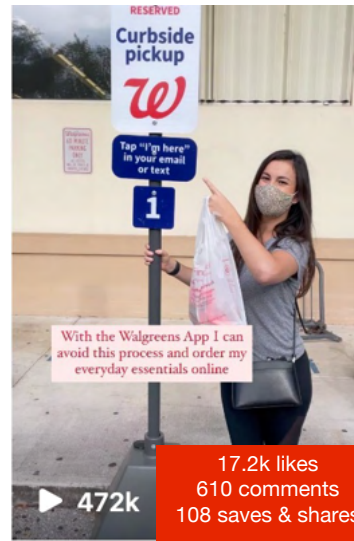
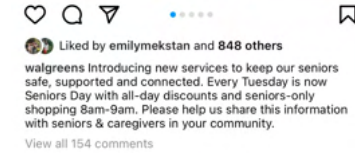
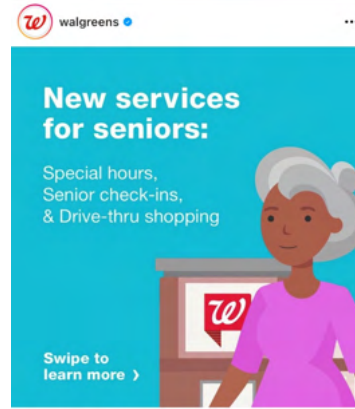
Ensuring safety for customers, team members

Providing COVID-19 tests and vaccinations to the community

Recognizing our senior customer's unique needs

Health expertise and content during times of uncertainty

The role of the pharmacist in healthcare



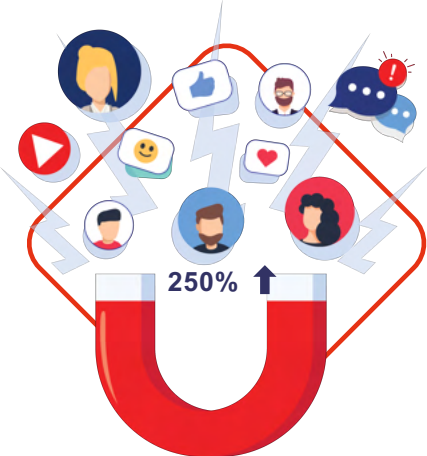
17.2k likes
610 comments
108 saves & shares



A woman with curly hair is looking out a window at a city street at dusk. The scene is dimly lit, with the city lights visible in the background. The woman is wearing a jacket and has a backpack strap visible. The overall mood is contemplative and forward-looking.

/ 2020 Marked a Step Change In How We Invest Marketing Dollars

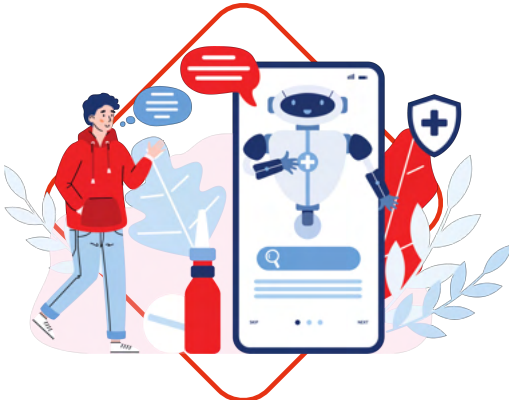
Owned Channels Became A Digital Contactability Powerhouse



Digital Reach



Marketing Technology

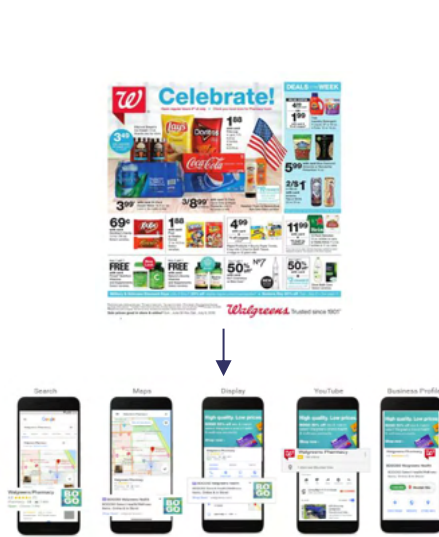


AI & Machine Learning

Launching New Ways to Reach Customers



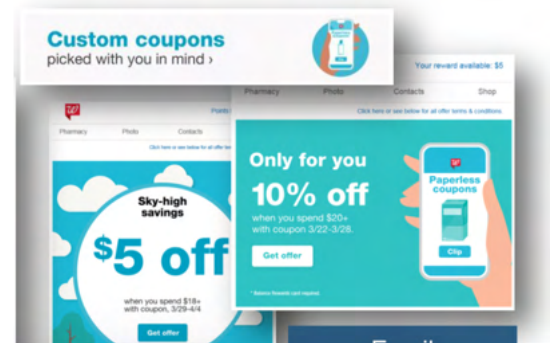
Allowing Personalized Value to Scale



Digital Innovation

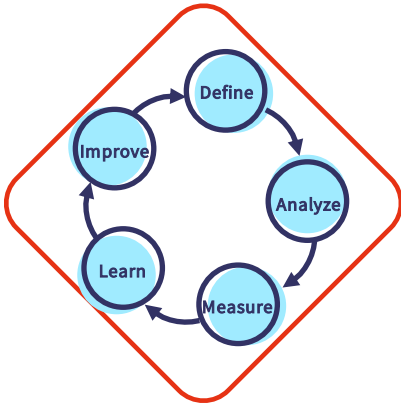


Personalized Content & Custom Coupons



Centralized Value Platform

Commitment To Change Management Generated Additional Value To Customers



Test and Learn
Culture



Mass Personalization
Training



Cross Functional
Obsessed Squads

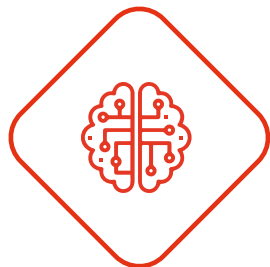
2021 Strategies Continue to Scale Capabilities to Drive Growth



Adobe Full
Implementation



Investment in people
and diverse talent



Scaled use of
AI & ML



In-store customer
service capabilities

Introducing...

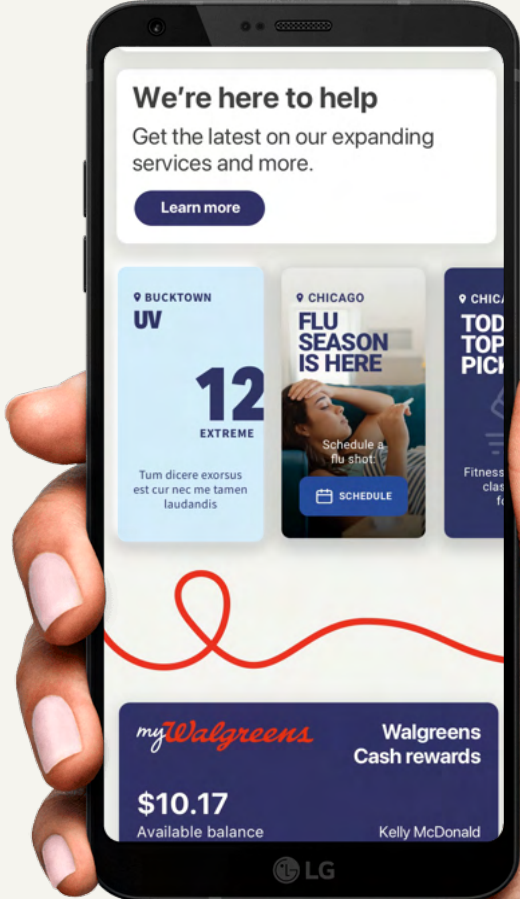
myWalgreens

Walgreens

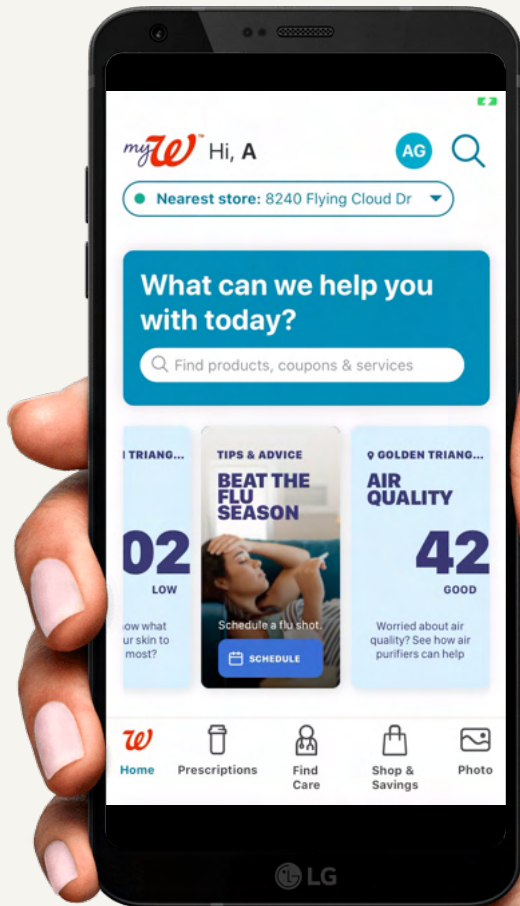
Loyalty Rewards Reimagined

myWalgreens

Redesigned Mobile App Experience
as Gateway to Health & Wellbeing



Walgreens



Walgreens

Community Health & Environmental Alerts

Environmental Alerts

BUCKTOWN UV **10** VERY HIGH
See how to best protect your skin against high UV

BUCKTOWN POLLEN **9.6** HIGH
Pollen is up in your area

BUCKTOWN HUMIDITY **87%** HIGH
Watch out for mold! Get tips and tricks for the perfect blowout.

BUCKTOWN AIR QUALITY **301** HAZARDOUS
Drink plenty of fluids if venturing outdoors.

BUCKTOWN ALLERGY SEASON
Get ahead of the season with these products

Community Health Alerts

BUCKTOWN FLU **390%**
Schedule a flu shot. [SCHEDULE](#)

BUCKTOWN COUGH & COLD **64%**
Tortugas nostris quis dolores.

BUCKTOWN ALLERGIES **73%**
Tortugas nostris quis dolores.

BUCKTOWN COVID-19 **+09%** INCREASING
276 new cases were reported in your county yesterday.

BUCKTOWN STREP **87%**
Lorem ipsum dolor sit amet.

BUCKTOWN LICE **51%**
Tum donec maus, est cur nec me tames laudandis.

BUCKTOWN FLU SEASON IS HERE
Schedule a flu shot. [SCHEDULE](#)

Wellness Journeys

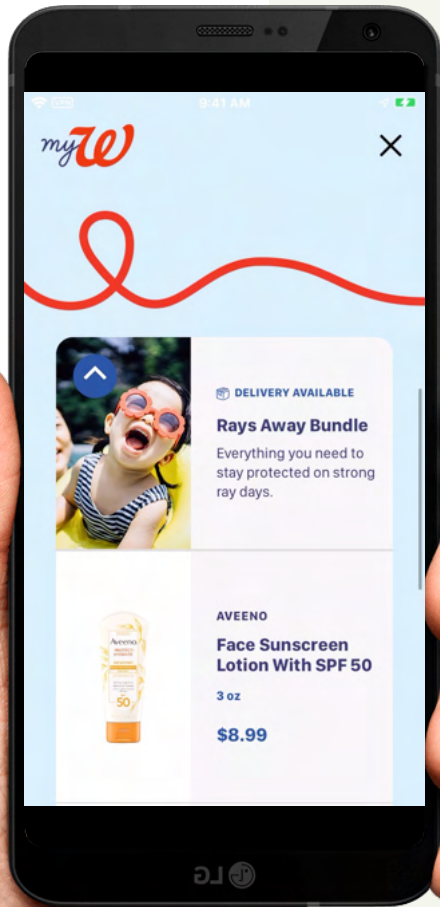
REWARD UNLOCK **HOT STONE MASSAGE**
Lorem ipsum dolor sit amet. [BOOK CLASS](#)

REWARD **GRAB YOUR WAG SWAG**
You've unlocked a reward! Lorem ipsum dolor set.

BUCKTOWN **FITNESS BOXING**
Your class is set. [100X, 1PM](#)

BUCKTOWN **GET YOUR FIT ON**
You've unlocked a reward class! Lorem ipsum dolor set.

WELCOME **BEAUTY ENTHUSIASTS**
See how your rewards have rolled over.



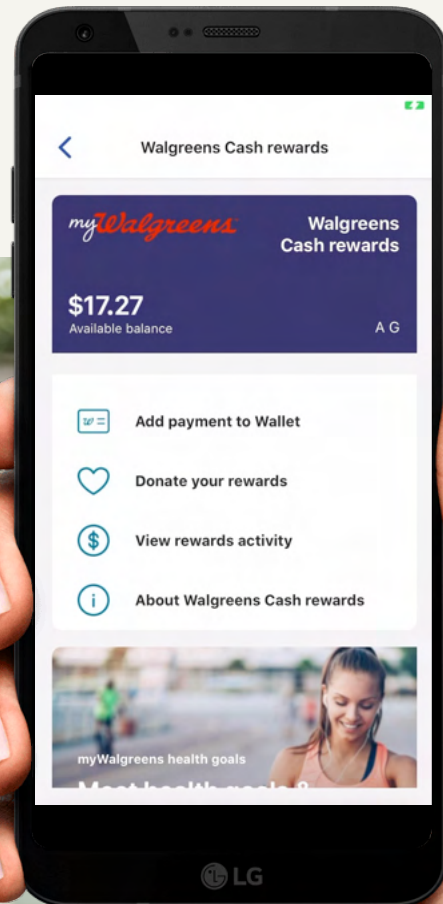
Personalized product bundles
for Pickup or delivery



Walgreens Cash Rewards & Community Donations

Donate *your* rewards to local communities

Walgreens



To personalize each shopper's messaging and motivate them to join, we'll use various signals to inform which benefit is most relevant for them





Innovation is at the core of a great
retail experience

*"The stores we will be opening 6 months
or a year from now can reflect the newest
features of which we are aware today.
But by then, there will be other new things and
these new units will be obsolete. "*

Charles Walgreen