



City Farm  
Success Story



 <http://www.cityfarm.com.tr/>

 Supermarket

 10

 Turkey

## Organic Supermarket Increases Sale of Core Products by More than 35% via Loyalty Club App

City Farm is Turkey's first and largest organic supermarket chain, selling 100% certified organic products ranging from fresh produce and eggs to household cleaning supplies and baby products. The company upgraded their previous CRM solution to Como Sense for its flexibility, robust analytics, and powerful communication tools—particularly the mobile app. Since then, they've enjoyed a spike in sales of their flagship products.

### Goal

#### Instant Communication with Customers to Drive Sales and Repeat Visits

City Farm was looking to replace its old CRM system with a solution that would provide them with more powerful ways to communicate with their customers, gather data about their purchasing habits, and have more influence over what customers were buying. Particularly, they wanted to increase

the sales of milk and eggs, which is the core of their business. To achieve these goals, they knew they needed a mobile app to promote their products to their customers instantly and right in their hands.



36%

Higher spend for members with the app vs. members without the app



42%

More visits for members with the app vs. members without the app



35%+

Increase in sales of organic milk and eggs

## Solution

# Data-Driven Incentives and a Smart Mobile Strategy

Como's all-in-one customer management solution provides City Farm with the tools they need to analyze their customers' shopping preferences and communicate with them more personally. Using Como Sense data, they can segment their customers based on their profiles and purchase history, and then send them relevant promotions. They also designed a tiered loyalty system that places customers in one of five membership levels: the more customers spend, the higher their tier, and the bigger their discount.

Central to the loyalty program is the City Farm mobile app, which features a lottery-based discount coupon for joining as well as punch cards for milk and eggs. The company promotes special offers on the spot with targeted push notifications. They've also integrated their vastly popular ecommerce site and now drive more than 65% of their sales through the mobile app.

## Loyalty Program Highlights



### DIGITAL PUNCH CARDS

Buy 5 egg crates or milk bottles and get the 6th free



### TIERING

Five membership tiers based on customer spend – the more you shop, the bigger the discount



### GAMIFICATION

New club members get a surprise coupon for 20% to 100% off their first order

## Success

# Mobile App Users Visit and Spend More

Since launching their app, City Farm's milk and eggs sales have increased by 35% and 40% respectively, causing these items to become their top sellers. They plan to replicate this success with additional major products soon.

Members with the app spend 36% more and visit 42% times more frequently than members without it. The company estimates that if they get even 50% of their customers to use the app, their overall sales will triple. And with a working mobile strategy in place, they are well on their way.

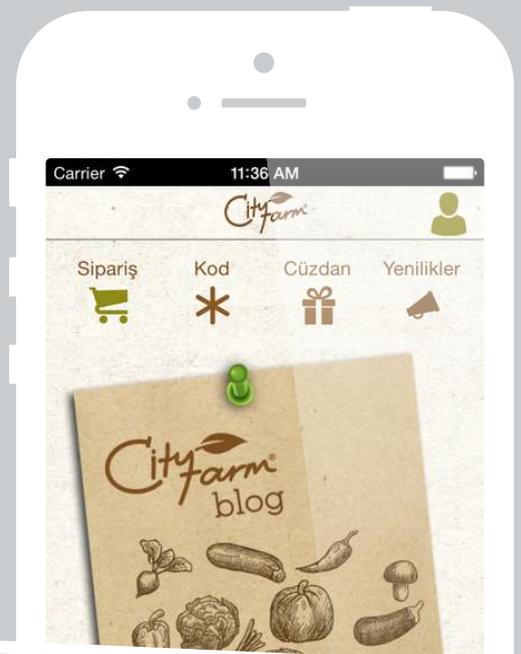
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*We always knew if someone was a good customer, but we never knew exactly what he bought and how much. With Como, we can record customers' behavior and categorize them based on their purchases and how much they spend. Now we can give our best customers immediate promotions according to their preferences. It's a very powerful way to bring them in.”*



**Ayhan Sümerli**

General Manager, City Farm



Contact us to find out how Como Sense can work for your business.

✉ [comosense@como.com](mailto:comosense@como.com)

🌐 [www.como.com](http://www.como.com)

915 Broadway Suite 1307  
New York, NY 10010

179 Great Portland St.  
London, W1W 5PL, UK

2 Ilan Ramon Street  
Ness Ziona, 7403635, Israel

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