



How Stor.ai Helped an Israeli Grocer Grow Revenue 26.5% in 2 Years

Tiv Ta'am Has Leveraged Stor.ai's E-Commerce Platform to Increase Customer Loyalty Through Personalized Offers, Boost the Profitability of Deliveries and More



Goal

Known for outstanding customer experience and a huge catalog of international products, publicly traded Tiv Ta'am is a leading grocery chain in Israel with 45+ stores across the country. In 2017, it was looking to implement an e-commerce platform; up to that point, it only had a brick-and-mortar business. Since it was facing significant competition from other retail formats, it was looking for a competitive edge and thought a strong e-commerce offering could create such an advantage.

Increasing customer loyalty and growing basket size were among the retailer's biggest priorities, according to Gal Tsubery, CIO of Tiv Ta'am Holdings Group.

"We knew we needed to offer personalized promotions

based on customers' consumption habits," he said. "In-store, the challenge was to make the shopping experience quick and enjoyable."

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Since building its own e-commerce solution would be too resource-intensive, Tiv Ta'am sought a flexible, creative partner that would help the company increase sales while safeguarding the privacy of its customers.

Strategy

Tiv Ta'am ultimately selected Stor.ai as its e-commerce partner and leverages the company's AI-powered technology in all of its 45+ stores. This enables Tiv Ta'am to test personalized online offers, delivery and curbside pickup, and more, while reflecting real-time store

inventory and providing a seamless POS experience. "Stor.ai has always handled every development request as quickly as possible and is a significant driver of our growth," said Tsubery.

Results: 250% Increase in Revenue from E-Commerce During Pandemic

Tiv Ta'am's revenue from e-commerce grew 250% between 2020 and 2021, contributing to 26.5% overall revenue growth between H1 2019 and H1 2021. The grocer was able to open new store locations during the pandemic, and Stor.ai's solution scaled seamlessly to support the new stores right from launch.

By utilizing the personalization features of Stor.ai's platform, Tiv Ta'am was able to increase customer loyalty and average basket size over time. The platform's AI technology has been a significant driver of the achieved growth.

Tsubery views Tiv Ta'am's partnership with Stor.ai as critical for maintaining the quality of the retailer's e-commerce offering and supporting its growth. Another benefit is that every new Stor.ai feature that is developed can quickly be deployed across its entire customer base, improving the shopping experience overall. He highly recommends that other grocery stores work with Stor.ai.

With Stor.ai's support, Tiv Ta'am's stock has almost tripled in value since January 2020, going from 250 to 910 on the Tel Aviv Stock Exchange.

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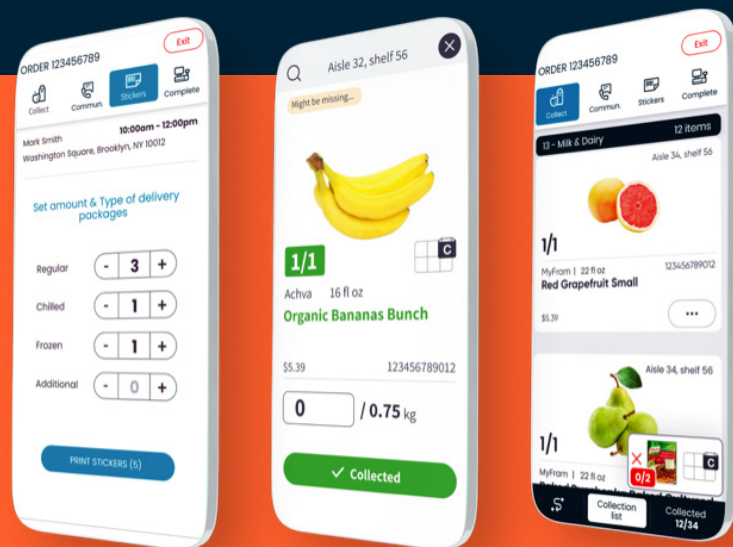
Gal Tsubery
CIO of Tiv Ta'am Holdings Group

45+ stores

250% e-commerce growth
2021 vs. 2020

26.5% revenue growth
2021 vs. 2019

3x market capitalization
2021 vs. 2020



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