

# Safeway wins in the social market

Leading national grocery chain uses Adobe Media Optimizer to build brand awareness, engage loyalty club members, and promote products across Facebook®.

- **1,141%** increase in organic reach from video sharing
- **487%** higher engagement rates with optimized video content
- **62%** improvement in cost per engagement for video

*"Safeway recognized if the brand were to increase engagement on its primary social channels we needed not only stellar content but a media partner able to ensure peak reach and engagement. The heavy lifting Adobe Media Optimizer provided in terms of reporting and optimization resulted in exponential performance numbers that not only proved out our theory, but altered the content perspective altogether."*

Paul Albright, Social Marketing Manager, Safeway

## The Story

Started in 1915, Safeway was the company to introduce concepts like pricing by-the-pound, sell-by dates for freshness and nutritional labeling. Their commitment to innovation and their mission to gain customer loyalty through their superior quality products has made them a household name to millions in the country.

## The Goal

### Being a part of people's kitchens and lives

Safeway's goal was to boost declining reach and engagement with new and loyal customers while establishing a strong brand identity through social channels.

## The Solution

### Spicing up engagement with videos and optimization

In a bid to boost engagement, Safeway developed a series of videos that provided audiences tips and tricks about food hacks, holiday ideas, and more.

Using Adobe Media Optimizer, Safeway can curate and amplify these posts with paid advertising to first increase engagement, and then grow audience size—fostering longer-term customer relationships along the way.

They used community management solution, Adobe Social, to report on post type performance across organic and paid media on Facebook.

# The Success

## Wholesome social media

The aim of the video creative was to engage the community in a dialog about everyday moments with food. This led to an 11x leap in organic reach over a 6 month period.

Adobe Media Optimizer helped to successfully decrease the cost per engagement for video posts.

With Adobe Social and Adobe Media Optimizer, and the native Adobe Analytics integration, engagement rates from paid media for the new video content were 487% higher than the average of non-video paid posts on Facebook. Combined with the optimization of content, Adobe Media Optimizer successfully improved the cost per engagement for videos by 62%.



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