



## JEANNIE WALDEN, CHIEF MARKETING OFFICER

Award winning, proven business leader and chief marketing officer (full-time and interim). Delivering revenue growth and profitable business results through strategic planning, digital marketing, business transformation, operational efficiency and effective brand development and marketing communications.

Rite Aid is a full-service pharmacy committed to improving health outcomes.



Rite Aid is defining the modern pharmacy by meeting customer needs with a wide range of solutions that offer convenience, including retail and delivery pharmacy, as well as services offered through our wholly owned subsidiaries Health Dialog and Bartell Drugs. Health Dialog provides healthcare coaching and disease management services via live online and phone health services. Regional chain Bartell Drugs has supported the health and wellness needs in the Seattle area for more than 130 years.

## DEPARTMENT BREAKDOWN

### WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Leverage artificial intelligence to enhance marketing personalization, deliver tailored content and experiences to individual customers, develop machine learning algorithms to analyze customer data and identify patterns, preferences, and behaviors increasing engagement, conversion rates, and customer loyalty and retention.

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Salesforce, SAP, Google, Meta, Adobe

### HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

1000+

### WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$50 to \$100 Million

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

Improve personalized experience through AI utilization of customer data from various sources (CRM systems, social media, website analytics, purchase history) to drive real-time recommendations, Personalized Content Generation, Customer Segmentation. Integrate AI-powered personalization across multiple marketing channels (email, social media, SMS, and push notifications). Automate the delivery of personalized messages and offers based on predetermined triggers or customer actions resulting in improved marketing ROI by optimizing campaigns based on real-time data and customer feedback.

### WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Overcoming technical hurdles in implementing AI algorithms and integrating with existing marketing systems. Ensuring data privacy and compliance with regulations such as GDPR.

### WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

AI solutions for creative (for brand and performance use), content, performance marketing optimization, website conversion rate optimization

### WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

Ongoing

### WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$50 Million



**What technology/services are of strategic importance to you in the next 12 months?**

**Please indicate level of need/importance below.**

**We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.**

Moving to mobile first engagement	A
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	A
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	E
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	D
Getting Customer Experience Right: Personalized Omni Channel Journeys	C
Leveraging a CDP to increase LTV	B
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	A
Content Creation utilizing GenAI	A
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	D
Omnichannel Digital Media Buying	D
Immersive Video Content	E
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	A
AI-Powered 1:1 Marketing At Scale	D
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	E
Omni-Channel Digital Experiences And Personalized Communications	A
Building Long-Term Emotional Customer Relationships Using AI	B
Driving Traffic Through Advanced Search, Content Amplification And Geo-Targeting Strategy	C