

CUSTOMER SUCCESS STORY

Keeping Eggland's Best "On the List"

How Eggland's Best used SmartCommerce to keep shoppers frictionlessly connected to locally available products, protect demand, and save at-risk carts across digital touchpoints.



Eggs are a weekly staple — bought every 7 to 10 days, and lost just as fast. In high-frequency categories, the challenge is not always creating demand. It is keeping demand moving when retail reality gets complicated. When Eggland's Best needed to keep high-frequency shoppers connected to locally available EB products across a fragmented retail landscape, they turned to SmartCommerce.

Eggland's Best uses the platform not as a single tool, but as a commerce infrastructure layer — powering shoppable brand experiences, local availability overlays, retailer choice, and media and recipe integrations to get shoppers from awareness to cart in as few steps as possible. The platform absorbs the complexity of fragmented retail environments dynamically, so EB can run national campaigns without rebuilding experiences retailer-by-retailer or market-by-market.

By deploying SmartCommerce technology across the portfolio, Eggland's Best is on pace to create more than 1.4 million annualized shoppable moments — opportunities for shoppers to move from digital engagement directly into retailer carts — spanning Classic Eggs, Hard-Cooked, Organic, and Pasture Raised/Free Range products. Paid media exposure tied to those experiences drove roughly 2.7x higher conversion rates versus holdout audiences. For Eggland's Best, the solution is simple: make the portfolio shoppable, across all digital touchpoints.

1.4M

**annualized shoppable
moments**

2.7x

higher conversion rates
vs. holdout audiences

Based on paid media exposure tied to a display
experience powered with SmartCommerce

THE CHALLENGE

A High-Frequency Category Where Friction Costs the Cart

For Eggland's Best, the challenge was not just driving interest. It was protecting purchase intent once shoppers were ready to buy. In a high-frequency category, small disruptions — a locally unavailable SKU, a retailer assortment gap, a pack-size mismatch — can be enough to break the path to purchase.

A shopper may click on an Instagram ad for Classic White Eggs but live in a cage-free state where that SKU is not locally available. Another may shop at a retailer with a different assortment, pack size, or item setup. Others may encounter true out-of-stocks driven by a temporary supply disruption.

In each case, a high-intent shopper reaches a dead end — and in a category where brand switching is easy and private label already accounts for a significant share of volume, any break in that path from inspiration to locally relevant shopping action is costly.



We can create demand nationally, but the actual purchase still happens locally. SmartCommerce helps us manage that complexity by connecting shoppers to the EB products they can actually buy at the retailer they prefer.



Matt Seubert

Sr. Director Digital Marketing,
Eggland's Best



THE SOLUTION

How SmartCommerce Keeps EB Shoppers Moving Toward Cart



Turning National Demand into Locally Relevant Carts

SmartCommerce helps Eggland's Best turn national awareness into locally relevant shopping experiences, giving shoppers a path to available EB products no matter where they discover the brand or where they prefer to buy.



Shoppable experiences across digital touchpoints

From recipe pages to brand media and owned channels, EB embeds shoppable moments across the places shoppers are already engaging. SmartCommerce connects those moments to retailer carts with fewer steps between discovery and purchase.



Local availability

EB sells across dozens of SKUs that vary by market, retailer, format, and regulation. SmartCommerce surfaces products that are locally relevant and available, helping shoppers move toward items they can actually buy.



Retailer choice

EB shoppers do not all buy from the same retailer. Click2Cart Live and Shopper's Choice let shoppers select their preferred retailer and add EB products directly to that cart, which is especially important for broad or national campaigns.



When media creates intent, the next step has to be simple. We want shoppers to be able to move from inspiration to a locally available EB product with as little friction as possible. And long-term, that grows brand loyalty.



Matt Seubert

Sr. Director Digital Marketing, Eggland's Best

49%

of cart value recovered
with single-retailer
Click2Cart®-powered ads

40%

of cart value recovered
with multi-retailer
Click2Cart®-powered ads

THE SOLUTION CONTINUED

 SmartSubstitution

When a shopper encounters a product that isn't the right local fit, SmartSubstitution routes them to the next best available option based on real retail conditions — giving them a locally available EB product they can easily add to their list, wherever they shop.

For Eggland's Best, SmartSubstitution helps solve four real-world retail challenges:

- **Localization:** In cage-free states, Classic White Eggs may not be locally available. SmartSubstitution can route shoppers to Cage Free White instead, keeping them in the EB brand family.
- **Assortment differences:** SKU availability varies by retailer and region. SmartSubstitution helps bridge those gaps without requiring EB to build separate shoppable experiences for every market.
- **Out-of-stock resilience:** When specific SKUs are unavailable, SmartSubstitution can route shoppers to the closest available EB alternative.
- **Pack size:** When a specific size or format isn't available, SmartSubstitution routes shoppers to the closest available EB option — keeping them in the brand family.

Scenario	When shopper clicked...	Smartsubstitution routed to...
Local assortment / regulatory difference	 Classic White Eggs 12 ct	 Cage Free White Eggs 12 ct
Out-of-stock	 Classic White Eggs 12 ct	 Cage Free Brown Eggs 12 ct
Retailer assortment difference	 Large White 12 ct	 Extra Large White 12 ct
Pack-size or format variance	 Hard-Cooked Peeled Eggs 6 ct	 Hard-Cooked Peeled Eggs 12 ct

THE RESULTS

Turning Category Complexity Into Cart Action

For Egghand's Best, the goal is not just avoiding lost sales. It is staying on the list in a category where every missed cart can create an opening for a competitor or private label.

SmartCommerce helped EB recover at-risk carts across both single-retailer and multi-retailer campaign experiences.

Single-retailer Click2Cart® ads

When EB promoted products through a specific retailer, SmartSubstitution ensured shoppers could always find a locally relevant EB option — keeping them in the brand family and moving toward cart.

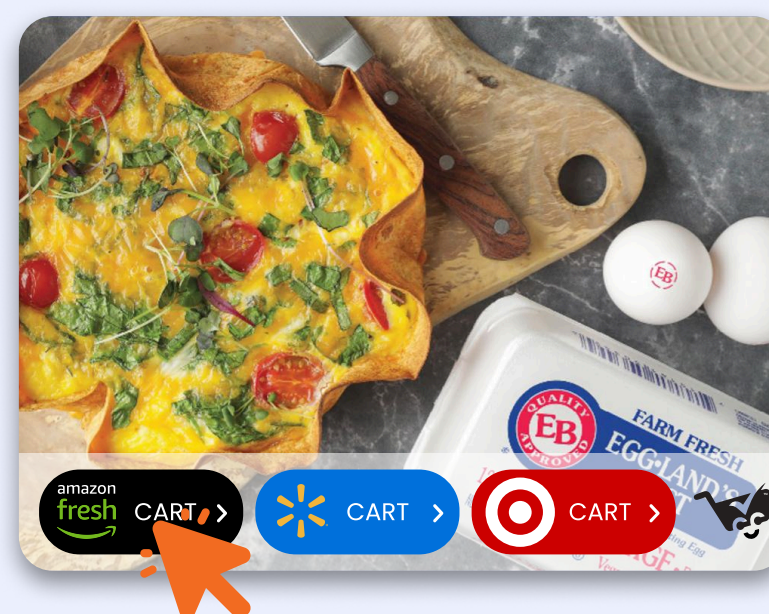
49% of cart value recovered



Multi-retailer Click2Cart® Live and Shopper's Choice ads

For broader campaigns, shoppers could choose their preferred retailer before adding EB products to cart. SmartSubstitution worked across those retailer paths to help keep shoppers inside the EB brand family.

40% of cart value recovered



THE TAKEAWAY

A Frictionless Path to Purchase Keeps EB on the List

For Egghand's Best, staying on the list means connecting shoppers to the right locally available product at the moment they are ready to buy. SmartCommerce helps EB create that frictionless experience across a fragmented retail landscape — surfacing locally relevant options and giving shoppers a clear path to cart, wherever they shop.

SmartSubstitution is a key part of that infrastructure, ensuring that when local conditions vary, shoppers are connected to the best available EB option rather than hitting a dead end. The broader advantage is the commerce system behind it: built to keep high-frequency shoppers moving from discovery to list to cart.

WHAT THIS MEANS FOR GROCERY BRANDS

If Your Media Creates Demand, Your Cart Experience Has to Protect It

Grocery brands win when every shopper has a clear, locally relevant path to purchase. They lose shoppers when demand reaches a dead end: an unavailable SKU, a regional assortment gap, the wrong retailer path, or an out-of-stock moment.

SmartCommerce helps brands protect those moments by connecting shoppers to locally available products, preferred retailers, and in-brand alternatives when the original product cannot be purchased.

See how it could work for your brand