



- Advertisement -

## Hy-Vee partnership expands monetization to new realm

September 22, 2021

---

Hy-Vee Inc. has teamed up with flexEngage to power its receipt marketing technology across all of its 275 stores as the retailer looks to personalize, monetize and manage all of the marketing content on in-store receipts and ecommerce order notifications.

In conjunction with Hy-Vee's current content providers Catalina, Citrus Ad, and Quotient, flexEngage will place targeted marketing content and manufacturer offers to shoppers on Hy-Vee receipts, opening up the opportunity to personalize a critically relevant marketing channel.

The news comes as Hy-Vee recently chose a new POS company, GK Software. Hy-Vee was looking to complement the new POS deployment with a technology provider that would assist in better engaging customers post-purchase, while also creating new revenue streams by monetizing transactional communications.

"We are excited to partner with flexEngage because of their flexibility and robust receipt marketing platform. We believe they provide our company with a valuable tool that will help our retail media team create new revenue streams, all while providing consumer savings and a better shopping experience," said Joe Hammond, group vice president of marketing at Hy-Vee Inc.

"We are beyond thrilled that Hy-Vee has chosen to work with our company. For over 10 years, flexEngage has provided proven post-purchase engagement solutions to specialty retailers. Hy-Vee's selection demonstrates how innovative grocery retailers can also take advantage of our platform to launch new solutions that improve customer engagements while also creating new monetization channels," said Tomas Diaz, CEO of flexEngage Inc.

[Print](#)