

How does  **Loblaws**[®],
Canada's Biggest Retailer, send

12,000,000+

CRITICAL ALERTS / MONTH, with

<3 SECOND

SEND TIME, and

70% REDUCTION

in **ENGINEERING BANDWIDTH** ?

 **Loblaws**[®] deploys



moengage Inform for:

- **Unification** of critical messaging across email, SMS, and push notifications
- **Observability** to ensure immediate action in case of errors or failures
- **Reliability** with 99.99% Service-Level Agreement (SLA) maintenance
- **Templatization** with reusable content blocks and special-event templates
- **Visibility** into real-time alert performance, from sending & delivery to engagement

 **Loblaws**® deploys  **mengage** Inform
across **5 portfolio brands** for:

Order Updates

across 3 channels (Email,
SMS, Push Notifications)
for:



JOE FRESH

Transaction Confirmation

Event-triggered
transaction confirmation
updates for 5 Portfolio
Franchisee Brands across



Prescription Refill Reminders

Time-sensitive critical alerts with prescription refill
reminders for:





mengage Inform

gives

 **Loblaws**[®]



<3 Second Send Time



70% Saved Dev Bandwidth



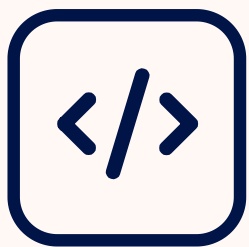
>12 Million critical alerts /month



99.99 % Service Level Agreement



A Unified Infrastructure for 3 channels, 5 portfolio brands



moengage Inform

Unified Transactional Messaging Infrastructure

[Learn more](#)