

Perdue Farms launches 400-product shoppable Store Locator

CHALLENGE

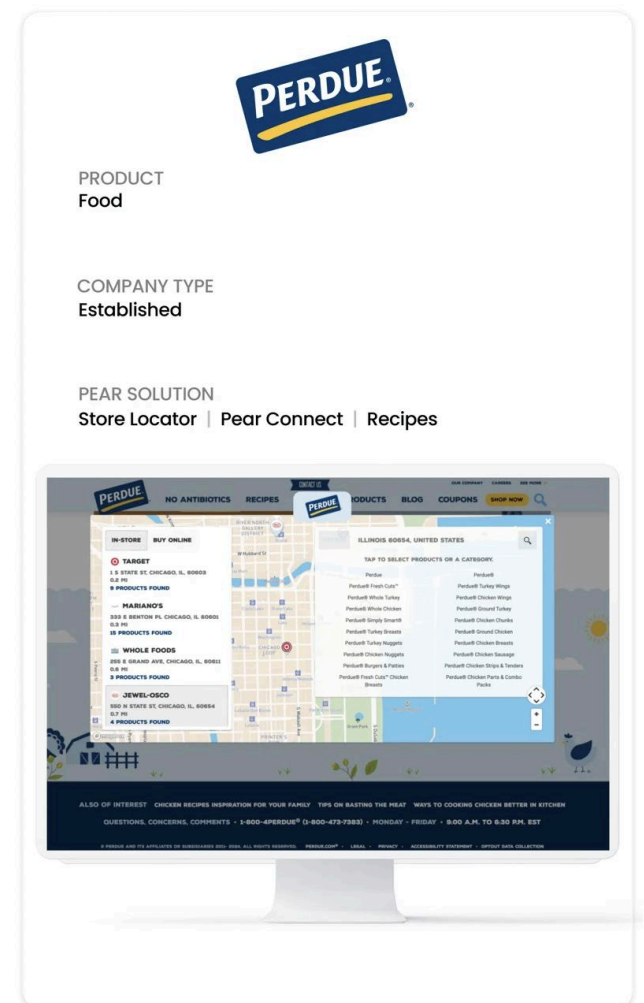
Perdue Farms wanted a primary store locator on their website that covered all 400 of their UPCs and upgraded their shoppability.

SOLUTION

Perdue moved off of PriceSpider and partnered with Pear to scan their UPCs and enable a fully shoppable Store Locator.

RESULT

After successfully implementing their Store Locator, which allows shoppers to filter by product and shop directly from the Store Locator at their preferred retailer, Perdue is now redesigning their website to be more shoppable. They are incorporating existing onsite shoppable solutions, as well as pushing to incorporate media (i.e. [Pear Connect](#)) into their marketing strategy.



400 UPCs scanned daily
to enable shoppability

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