



“More than a Store Locator”: How Perdue modernized it’s retail ecommerce experience with Pear.

Perdue, a billion-dollar portfolio of over 20 brands, needed a scalable, shopper-first solution to drive product discoverability and digital shelf engagement. By partnering with Pear Commerce, they streamlined store locator operations, elevated their go-to-market agility for new product launches, and improved digital campaign performance.

CHALLENGE: A SILOED EXPERIENCE AND UNTAPPED OPPORTUNITY

Before working with Pear, Perdue’s store locator had been set up and largely left untouched – outdated SKUs, limited functionality, and minimal engagement.

The brand recognized an opportunity to do more. Perdue needed:

- A **modernized, shoppable experience** that reflected up-to-date inventory
- Tools to **launch and promote new products**, even those with modest marketing budgets
- A way to **support omnichannel shoppers** with real-time, retailer-specific data
- A partner that could scale across Perdue’s 20+ brands with **white-glove support**

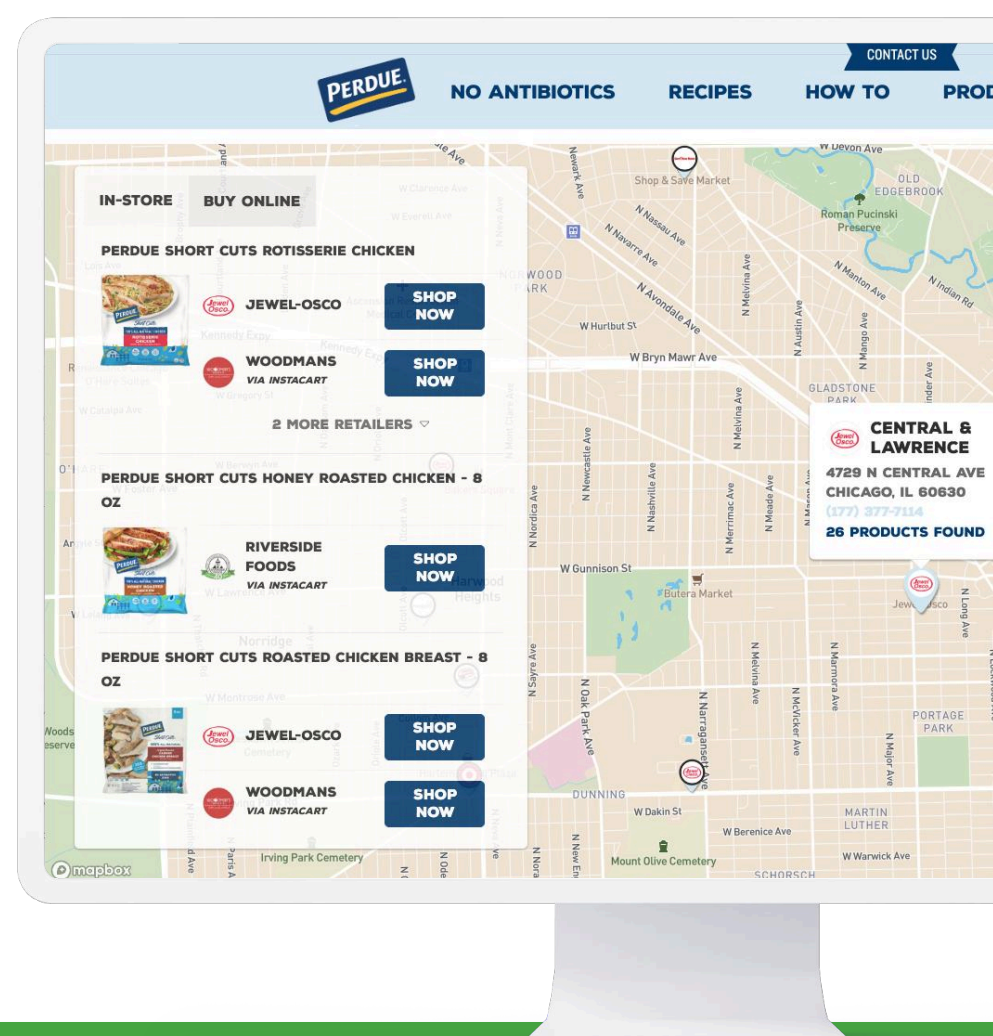
SOLUTION: STRATEGICALLY REBUILDING THE DIGITAL SHELF

STORE LOCATORS

Increase engagement and ease of use

Tyler Edwards, Senior Omnichannel Marketing Manager at Perdue, set out to improve their store locator experience with the Pear team.

“We simplified the product categories, aligned them to our website taxonomy, and embedded the Store Locator on a static page. That made it more usable for both shoppers and our internal teams. Plus, it gave us a brand new way to engage customers through organic social and email – something we didn’t have before.”



With Pear, [Perdue's store locator](#) is now:

- Automatically updated daily with accurate SKUs and retail availability
- Organized for consumer navigation and marketing alignment
- Embedded on static URLs, making it linkable in email, social, and paid ads

PEAR CONNECT

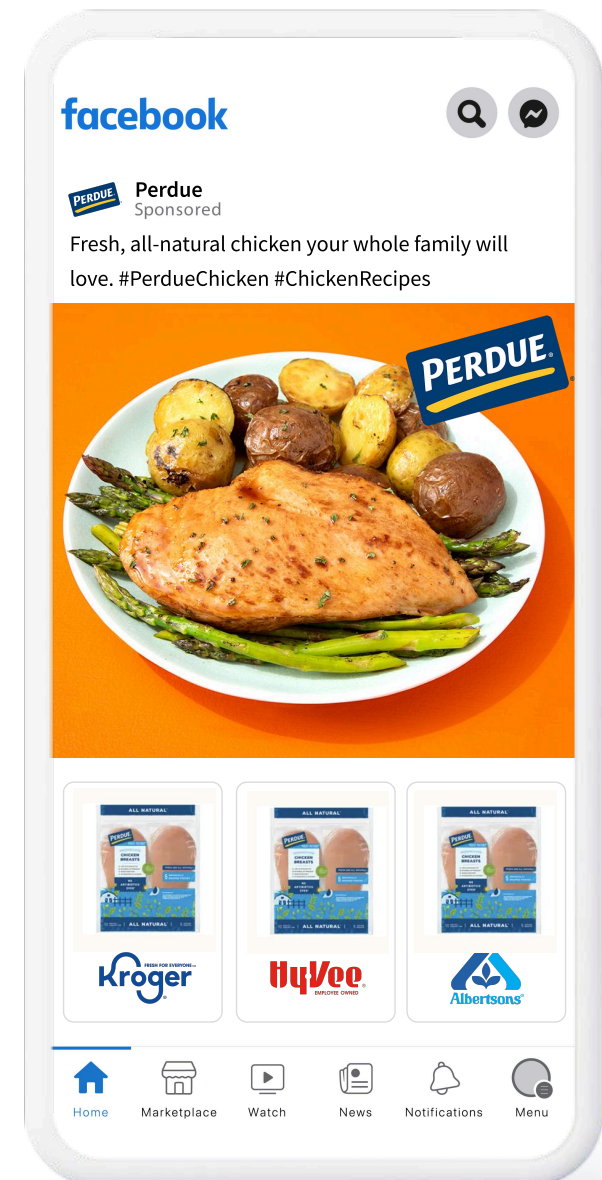
Make paid media shoppable

As Perdue tested [Pear Connect](#) – Pear's dynamic where-to-buy ads – in their paid social campaigns, the impact was immediate.

"We were blown away. The engagement and click-through was far beyond what we were seeing from any other campaign tactic. 95% of our campaigns are product-specific, and Pear is the only tool we've found that connects what the shopper sees to what we want them to do – buy at retail."

Pear Connect enabled:

- Retailer-specific calls to action at scale
- Cost-efficient product campaigns, even when budgets were limited
- A seamless bridge from ad impression to retail purchase



INNOVATION IN ACTION: RECIPES, TIKTOK & SEA CREATURE NUGGETS

Since migrating to Pear, Perdue has not only expanded its toolkit with new shoppable features, but also reimagined how it leverages existing experiences to engage shoppers more effectively.

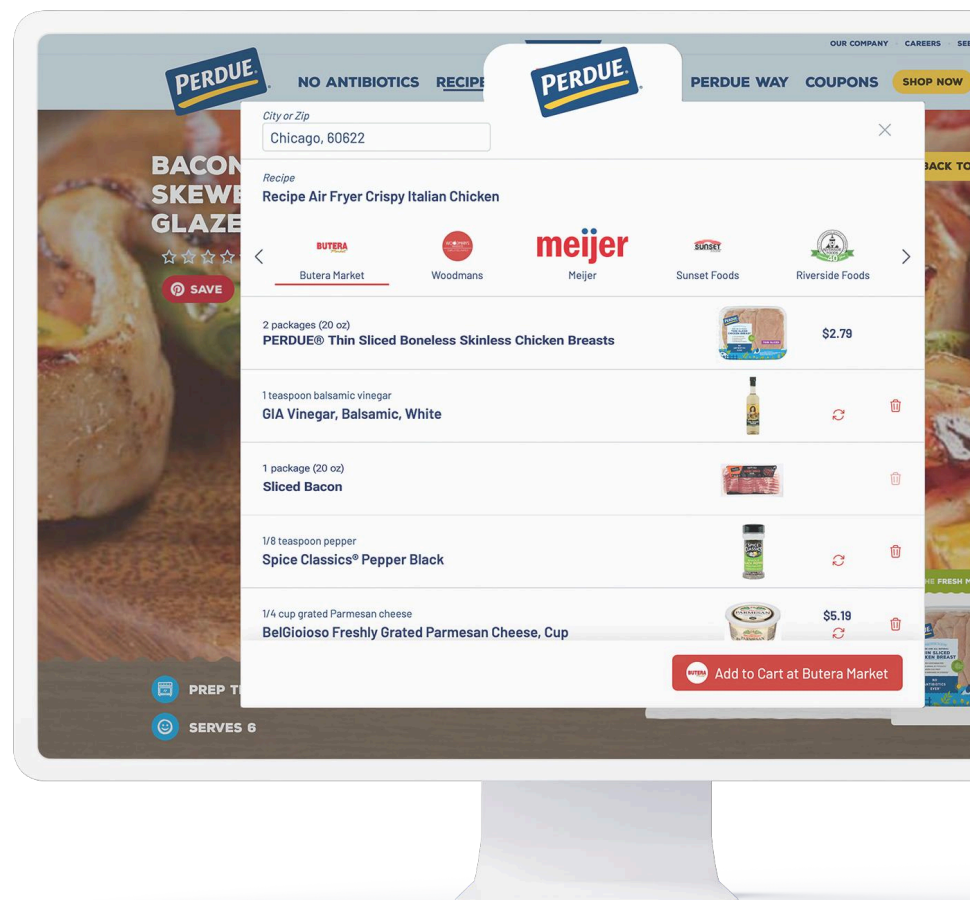
SHOPPABLE RECIPES

Prevent competitor substitutes and empower shoppers

Perdue has started launching Pear's new [Shoppable Recipes](#) to replace their previous recipe integration, which was powered by Whisk.

With Whisk, if a retailer was out of a Perdue product or didn't prioritize the brand, Instacart would substitute a competitor's product instead – creating a poor shopper experience and internal frustration.

“Product swapping was a huge obstacle. We obviously don’t want to promote another brand’s product. So what I love about the Pear Recipes is, it allows for the non-branded products to be swapped, while keeping our branded products in the cart. It feels a lot more user friendly, and the analytics we’ve seen have shown that the conversion and engagement is crazy. It’s much more than what we’re getting from Whisk.”



New product launches: Use existing experiences in creative ways

To help shoppers discover and navigate their Pear-powered tools, Perdue’s marketing team has even created TikTok walkthrough videos to highlight the Store Locator and drive excitement for limited-release products like their [Sea Creature Nuggets](#).

Pear has empowered Perdue to get creative with how they promote smaller-budget product launches using their existing tools, making it easy to guide consumers from awareness to purchase.

“Pear has helped us get innovative and stay connected to shoppers. We haven’t even tapped into everything yet – and that’s what excites me.”

RESULTS: MEASURABLE GROWTH, COMPANY-WIDE IMPACT

Since implementing Pear:

- Engagement across page loads, retailer visits, and conversions is up significantly
- Pear is now being adopted across all brands under Perdue, including Petaluma Poultry and Full Moon Pet.
- Retailer purchases have **grown 3-4x** year-over-year



Tyler attributes the success not just to the product, but the people:

"I'd tell any CPG marketer – the best part is the Pear team. Brett, Shannon, Shane... they make this work. They listen, they care, and they respond fast. We've demoed the competitors. None of them matched Pear in product or service. For a billion-dollar company to commit to a single provider across the entire portfolio – that speaks volumes."



Shannon W.



Brett K.



Shane A.

Ready for what's next

Perdue is already planning to expand their use of Pear tools across media channels, campaign types, and the 20+ brands under their portfolio.

"Pear is more than just a store locator. It's a full-funnel solution. Once you start using it, you'll find they solve problems you didn't even know you had. The product keeps getting better, and the customer service is second to none."

REACH MORE CONSUMERS. GROW YOUR BRAND.

Join CPGs like Perdue and discover how Pear can drive engagement, efficiency, and measurable results for your brand.

[Book your demo today >](#)

