Figure S1. CONSORT flow diagram

Shopped online and in-store (n=148)

Intervention (n=83)

Control (n=65)

Shopped in-store only (n=715)

Intervention (n=346)

Control (n=369)

*27,083 in-store transactions*

*5,674 transactions*

*(1,163 online, 4,511 in-store)*

*32,757 transactions*

*(1,163 online, 31,594 in-store) (1,132 online, 4,511 in-store)*

Analyzed demographics and shopping patterns (n=863)

Intervention (n=429)

Control (n=434)

Excluded (n=143)

Did not use loyalty card during our study period (n=139)

Duplicate loyalty card ID (n=2)

Enrolled in both studies (n=2)

Randomized (n=1,006)

Intervention (n=517)

Control (n=489)

Enrolled (n=1,006)

Trial 1 (n=401)

Trial 2 (n=605)