



Beverage Case Study

BACKGROUND

In the second quarter of 2017, ShopAdvisor worked with a major beverage manufacturer to build awareness and drive sales of the promoted Regular and Diet beverage at the Targeted Grocer. ShopAdvisor was tasked with providing a mobile proximity marketing campaign that included pre-targeting analysis, executing the digital advertisements and driving sales in the selected locations.

OBJECTIVES

- Get the Targeted Grocer's shoppers to put the promoted soft drink beverage on their list for afternoon breaks by providing afternoon break solutions and encouraging shoppers to break away everyday
- Drive messaging and education on product purpose/versatility and recover lost HH's and accelerate sales velocities

APPROACH

ShopAdvisor provided the client with a one-stop solution that included:

- Measure mobile -to- store marketing effectiveness in driving sales
- Targeted, hyper-local advertising throughout the campaign to stores with stock shelves
- Double digit sales increase compared to control with no promotion in same test market(s)
- Tracking the sales figured in promoted grocery stores as well as control stores in the same geographic locations.
- Delivering a post-campaign analysis which compared the test vs control stores to show effectiveness of campaign

RESULTS

Over the course of the five week campaign, ShopAdvisor delivered over 1.9 million shopper impressions. Key findings from the campaign include:



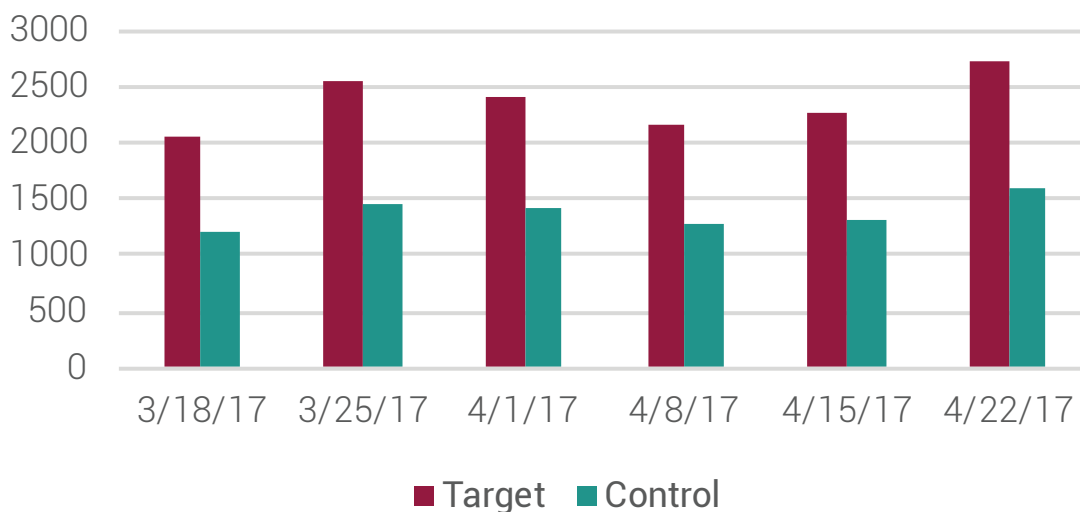
A click rate of 0.26%



Average units sold reached 16.78%

+72%
Sales Lift

Louisville



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