

ShopAdvisor, Inc.

CPG PANTRY BRAND CASE STUDY



○ BACKGROUND

In the fall of 2016, ShopAdvisor worked with a major CPG pantry brand to reach moms and vegetable category/brand buyers on desktop and mobile devices in and around participating retailers. A post-campaign sales lift attribution and ROI was also measured providing additional shopper insights and sales data.

○ OBJECTIVES

- Increase product awareness and customer engagement
- Reach shoppers through targeted digital display ads on their smartphones and desktops, in and around participating retailers, to promote in-stock canned goods
- Collect and analyze shopper demographics, sales lift and other valuable campaign insights for use in future campaigns

○ APPROACH

- ShopAdvisor collected audience target segments from a mix of 1st and 3rd party data
- Once the desired segments were identified, ShopAdvisor determined the most relevant segments and attributed them to the campaign
- Measured incremental sales lift percentage of media marketing efforts, including additional insight into shopper activity by overlaying delivery data with POS sales data

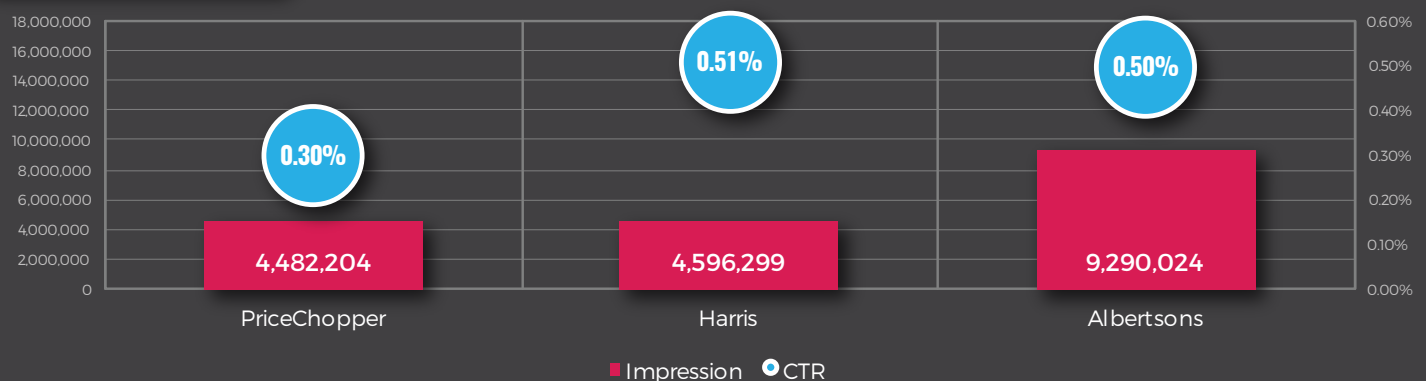
RESULTS

The campaign delivered over 18 million total impressions during a six week period, which surpassed prior campaign results and generally accepted industry standards. Key findings from the campaign include:

- **18M total impressions** were delivered in and around three retail locations
- Good to excellent audience engagement on mobile creatives – **average CTR 0.64%**
- Up to **10% sales lift** on targeted categories for Albertsons in conjunction with in-store promotions, with up to a **47K weekly unit increase** compared to last year at the same time period for the retailer's vegetable category
- Strong sales lift during the campaign period compared to the same period last year for Albertson's vegetable category (**10.3%**) and PriceChopper's fruit category (**10.1%**)
- **81,978 banner impressions** were served with a **0.46% CTR**

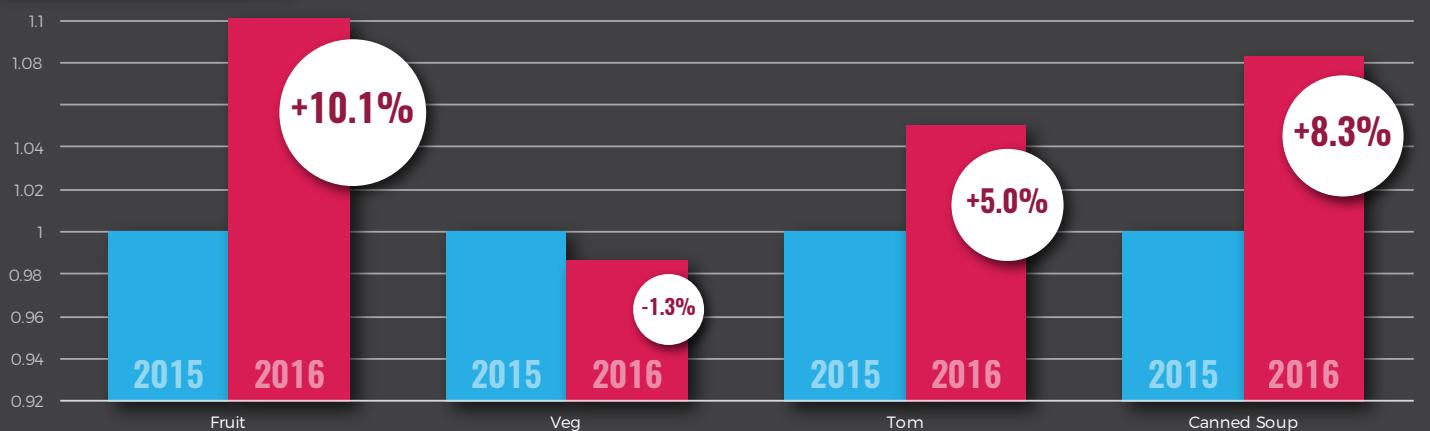
THROUGHOUT THE CAMPAIGN

MEDIA PERFORMANCE BY RETAILER



A CLOSER LOOK AT PRICECHOPPER

2015 v. 2016 Sales Lift



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