

ShopAdvisor, Inc.

National Home and Lifestyle Product Brand Case Study

BACKGROUND

ShopAdvisor worked with a major CPG brand to build and implement a national 11 week campaign for two lifestyle and home products. The campaign targeted shoppers on their mobile devices, in and around select Target locations, to promote in-stock baby and cleaning products and to drive awareness and in-store sales.

OBJECTIVES

- Increase category share and household penetration of baby DHA (baby vitamin) and multi surface cleaner
- Reach shoppers through targeted rich media creative on their smartphones, in and around select Target retail locations, to promote two in-store products and drive shoppers from their mobile phones into stores
- Compare in-store sales with a Sales Lift Analysis Report

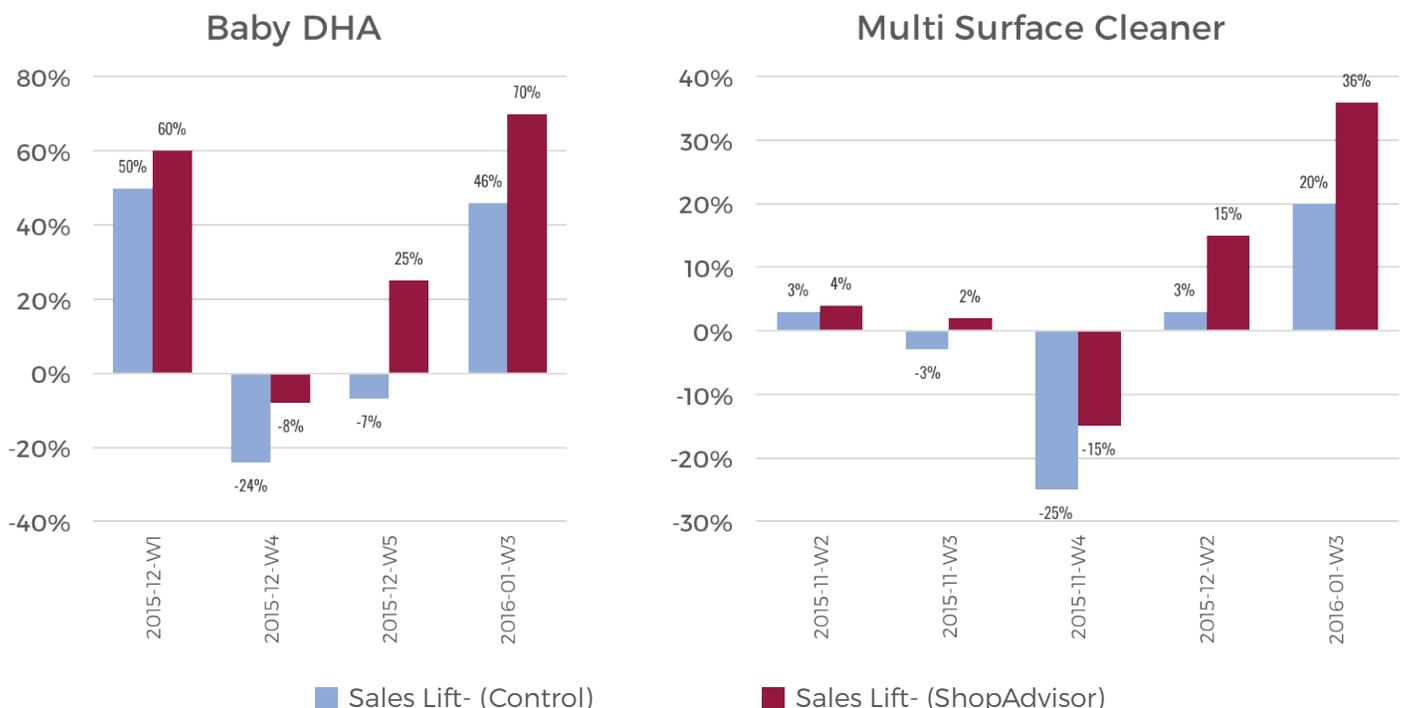
APPROACH

- 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
- Campaigns were run before and after a major holiday to determine an acceleration in consumer path-to-purchase and in-store sales

RESULTS

- Consumers were highly engaged nine out of the 11 weeks of the campaign, with an engagement rate of “excellent” and “above average” against benchmarks for both products
- Higher click through rates (CTR), impressions and sales were observed in the two weeks after larger impressions were served
 - Baby DHA received over 400k impressions with a CTR of .43%
 - Multi surface cleaner received over 800k impressions with a CTR of .42%
- In the weeks prior to the holiday, both the baby DHA and multi surface cleaner saw a dramatic lift
 - Baby DHA, compared to the control group, saw a 26% increase in sales
 - Multi surface cleaner, compared to the control group, saw a combined 27% increase in sales
- In the weeks after the holiday, both the baby DHA and multi surface cleaner saw another dramatic lift
 - Baby DHA, compared to the control group, saw a combined 55% increase in sales
 - Multi surface cleaner, compared to the control group, saw a 16% increase in sales
- It can be concluded that running additional campaigns outside of a major holiday that drive shoppers to specific locations can accelerate a consumer's path-to-purchase and in-store sales

SALES LIFT COMPARISON



FIND OUT MORE BY EMAILING LAURA@SHOPADVISOR.COM