



Major CPG Fruit and Vegetable Brand

BACKGROUND

In the summer of 2017, ShopAdvisor worked with a major CPG fruit and vegetable company with multiple objectives, specific target audience and multiple retailers. The campaign resulted in +3.4% lift in incremental sales (within test group) in a usually stagnant time of year and highly competitive product category.

OBJECTIVES

- Educate consumers and boost awareness of the new product
- Drive light/non-users to the aisle
- Convert heavy users to the brand
- Increase sales/velocity
- Improve brand loyalty

AUDIENCE TARGETING

AGE GROUP:	25-54
HOUSEHOLD INCOME:	75K
LEISURE/HOBBY/LIFESTYLE:	Creative Cooks Active Lifestyle
CATEGORY BUYERS:	Heavy/medium/light frozen fruit buyers Juice and Smoothie buyers
BRAND AFFILIATION:	Competitor brands and Promoted brand

RESULTS

Key findings from the campaign include:



47k+ Total Clicks



+3.31% Sales Lift
+2.84% Incremental Units Sold



26.4M+
Total Impressions Served



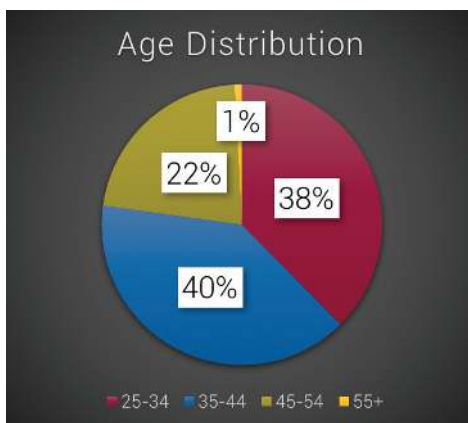
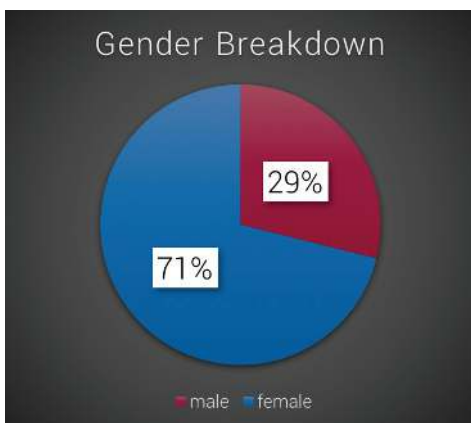
1,400+ Total Conversions



15.4M Total Uniques



0.18% Click-through Rate



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