



Seasonal Limited Time Only Products Campaign

BACKGROUND

In Fall 2017, ShopAdvisor worked with a coffee company to build awareness and drive sales of two seasonal products. ShopAdvisor was tasked with providing a proximity marketing campaign that included pre-targeting analysis, executing the digital advertisements and driving sales in the selected locations.

OBJECTIVES

- Increase volume of targeted LTO products sold.
- Drive traffic to and engage customers on the targeted LTO landing page.
- Drive messaging and raise awareness of LTO products through impressions and reach of digital media.


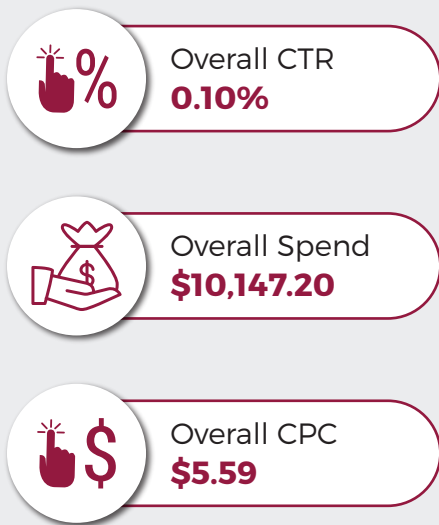
APPROACH

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

- Measure marketing campaign effectiveness in driving sales through tracking sales in test stores compared to control stores.
- Create rich media creatives to direct shoppers to local store locations where the promoted products were available and in stock as well as product landing page for further brand engagement.
- Serve advertisements to audience target; Mostly female adults between 25-55 who love to experiment with new flavors, brands and different products.

RESULTS

Key findings from the campaign include:



	CTR	Spend	CPC
Texas	0.10%	\$7,967.86	\$5.63
Tennessee	0.10%	\$463.56	\$5.45
Louisiana	0.10%	\$700.16	\$5.43



Overall Sales Lift

\$: **+2.00%** • Units: **+1.47%**

Sales Lift by SKU

Product 1: **+3.66%** • Product 2: **+0.76%**

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