

CPG Prenatal Vitamins Campaign



BACKGROUND

During the summer of 2017, ShopAdvisor worked with a major CPG nutritional and natural products brand to reach expecting and new mothers, on desktop and mobile devices in and around participating retailers. The campaign target shoppers in and around retailers including CVS, Shaws, Stop & Shop, and Giant. 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 prenatal vitamins
- 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 combination of 1st and 3rd party data
- Once the desired segments were identified, ShopAdvisor determined the most relevant segments and attributed them to the campaign
- Developed, executed, and managed a campaign that encouraged shoppers to pick up prenatal vitamins as part of the shopping experience
- 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 24 million total impressions during a twelve week period, which greatly surpassed prior campaign results and generally accepted industry standards. Key findings from the campaign include:



24.7M total impressions were delivered



Good to excellent audience engagement on mobile creatives – **average CTR .17%**



Up to **8.37% sales lift in revenue** on targeted categories for prenatal multivitamins in conjunction with in-store promotions, with a **10.01% units sales lift** compared to last year at the same time period for the retailer's vitamin category.



74K banner impressions were served with a **.30% CTR**

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