

CASE STUDY



Beverage brand successfully launches new item

Driving incremental sales in key retailers' stores



6.5%
Avg Sales Lift



\$1.5MM
Incremental sales

2.2:1
ROI



0.23%
CTR vs. CPG benchmark
(0.09-0.10%)



Total HH Penetration Lift of
1.41% outperformed
benchmark of .27%

About Client

Non-Alcoholic beverages company with nationwide distribution

Client Situation

New, multi-flavored product launch required a plan that can drive awareness, trial and ultimately incremental sales

Strategy

- Identify most valuable households using multi-dimensional offline and online data:
 - Company's own CRM database
 - Purchase based data
 - Neighborhood, audience, contextual, keyword and location-based data
- Delivered highly-targeted display media to qualified shoppers across devices

