Beverage Case Study

BACKGROUND

In the second quarter of 2017, ShopAdvisor worked with a major beverage manufacturer to build awareness and drive sales of the promoted Regular and Diet beverage at the Targeted Grocer. ShopAdvisor was tasked with providing a mobile proximity marketing campaign that included pre-targeting analysis, executing the digital advertisements and driving sales in the selected locations.

OBJECTIVES

- Get the Targeted Grocer’s shoppers to put the promoted soft drink beverage on their list for afternoon breaks by providing afternoon break solutions and encouraging shoppers to break away everyday

- Drive messaging and education on product purpose/versatility and recover lost HH’s and accelerate sales velocities
**APPROACH**

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

- Measure mobile-to-store marketing effectiveness in driving sales
- Targeted, hyper-local advertising throughout the campaign to stores with stock shelves
- Double digit sales increase compared to control with no promotion in same test market(s)
- Tracking the sales figured in promoted grocery stores as well as control stores in the same geographic locations.
- Delivering a post-campaign analysis which compared the test vs control stores to show effectiveness of campaign

**RESULTS**

Over the course of the five week campaign, ShopAdvisor delivered over 1.9 million shopper impressions. Key findings from the campaign include:

- A click rate of 0.26%
- Average units sold reached 16.78%

![Sales Lift Chart]

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