BACKGROUND

ShopAdvisor worked with a major CPG brand to build and implement a national 11 week campaign for two lifestyle and home products. The campaign targeted shoppers on their mobile devices, in and around select Target locations, to promote in-stock baby and cleaning products and to drive awareness and in-store sales.

OBJECTIVES

- Increase category share and household penetration of baby DHA (baby vitamin) and multi surface cleaner
- Reach shoppers through targeted rich media creative on their smartphones, in and around select Target retail locations, to promote two in-store products and drive shoppers from their mobile phones into stores
- Compare in-store sales with a Sales Lift Analysis Report

APPROACH

- ShopAdvisor collected audience target segments from a mix of 1st and 3rd party data
- Once the desired segments were identified, ShopAdvisor determined the most relevant segments and attributed them to the campaign
- Campaigns were run before and after a major holiday to determine an acceleration in consumer path-to-purchase and in-store sales

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RESULTS

- Consumers were highly engaged nine out of the 11 weeks of the campaign, with an engagement rate of “excellent” and “above average” against benchmarks for both products.

- Higher click through rates (CTR), impressions and sales were observed in the two weeks after larger impressions were served:
  - Baby DHA received over 400k impressions with a CTR of .43%
  - Multi surface cleaner received over 800k impressions with a CTR of .42%

- In the weeks prior to the holiday, both the baby DHA and multi surface cleaner saw a dramatic lift:
  - Baby DHA, compared to the control group, saw a 26% increase in sales.
  - Multi surface cleaner, compared to the control group, saw a combined 27% increase in sales.

- In the weeks after the holiday, both the baby DHA and multi surface cleaner saw another dramatic lift:
  - Baby DHA, compared to the control group, saw a combined 55% increase in sales.
  - Multi surface cleaner, compared to the control group, saw a 16% increase in sales.

- It can be concluded that running additional campaigns outside of a major holiday that drive shoppers to specific locations can accelerate a consumer's path-to-purchase and in-store sales.

SALES LIFT COMPARISON

![Baby DHA Sales Lift Comparison](chart)

- Baby DHA sales lift comparison from 2015-11-W1 to 2015-11-W4:
  - Week 1: -24%
  - Week 2: 10%
  - Week 3: 60%
  - Week 4: 55%

![Multi Surface Cleaner Sales Lift Comparison](chart)

- Multi Surface Cleaner sales lift comparison from 2015-11-W2 to 2015-11-W4:
  - Week 2: -3%
  - Week 3: 2%
  - Week 4: 3%
  - Week 5: 20%