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 where 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:

<table>
<thead>
<tr>
<th>State</th>
<th>CTR (0.10%)</th>
<th>Spend</th>
<th>CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Texas</strong></td>
<td>0.10%</td>
<td>$7,967.86</td>
<td>$5.63</td>
</tr>
<tr>
<td><strong>Tennessee</strong></td>
<td>0.10%</td>
<td>$463.56</td>
<td>$5.45</td>
</tr>
<tr>
<td><strong>Louisiana</strong></td>
<td>0.10%</td>
<td>$700.16</td>
<td>$5.43</td>
</tr>
</tbody>
</table>

- **Overall CTR**: 0.10%
- **Overall Spend**: $10,147.20
- **Overall CPC**: $5.59

**Overall Sales Lift**

$: +2.00% • Units: +1.47%

**Sales Lift by SKU**

Product 1: +3.66% • Product 2: +0.76%

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