

Major CPG Candy Brand

CASE STUDY



BACKGROUND

During the fall of 2017, ShopAdvisor worked with a major CPG candy brand to reach families and children leading up to Halloween, on both desktop and mobile devices in and around participating retail locations. The campaign ran exclusively at CVS locations on the west coast, southwest, and midwest regions. Shoppers inside and around these store locations were targeted by ShopAdvisor's geofencing capabilities. To measure the true impact of the promotion, post-campaign sales lift attribution and ROI was also measured, providing additional shopper insights and data for use in future campaigns.

OBJECTIVES

- Promote in-stock assorted candy products to parents and children
- Reach shoppers through targeted digital display ads on their smartphones and desktops, in and around participating retailers.
- Collect and analyze shopper demographics, sales lift, and other valuable campaign insights for use in future campaigns
- Increase product awareness and customer engagement

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
- Rich media creative was developed and optimized for delivery across desktops, tablets and smartphones
- ShopAdvisor executed, and managed a campaign to encourage shoppers to pick up the promoted products as part of the shopping experience
- ShopAdvisor measured incremental sales lift percentages of the promoted products. Analysis also included providing additional insight into shopper activity by overlaying delivery data with POS sales data

RESULTS

The campaign delivered over **25 million** total impressions during a seven week period, which greatly surpassed prior campaign results and generally accepted industry standards. Impressions served had an overall positive effect on sales, as revenue increased starting from the second week until the end of the campaign. Key findings from the campaign included:



25.7M total impressions were delivered



Good to excellent audience engagement on mobile creatives – **average CTR 1.34%**



Up to **13.08% sales lift in revenue** on targeted categories for prenatal multivitamins in conjunction with in-store promotions, with a **5.6% units sales lift** compared to last year at the same time period for the retailer's candy category.



345K banner impressions were served with a **1.19% CTR**

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