During the fall of 2017, ShopAdvisor worked with an international CPG beverage brand to drive shoppers to purchase brand products at Publix Super Markets and to engage with influencer content. Post-campaign, ShopAdvisor provided geo-based sales lift and media performance analysis to determine its impact and success.

**OBJECTIVES**

- Increase brand frequency by 4%
- Drive sales of in-stock brand products at Publix.
- Drive shoppers to engage with influencer content

**APPROACH**

- ShopAdvisor collected audience target segments from a combination of 1st and 3rd party data to determine the most relevant segments and attribute them to the campaign.
- Rich media creatives were developed and optimized for delivery across desktops, tablets and smartphones.
ShopAdvisor executed, monitored, and managed a campaign to encourage shoppers to purchase the promoted products at the targeted grocer and to engage with the content.

ShopAdvisor analyzed sales data for 30 brand products in test and control regions to determine the sales lift created by the campaign.

Media performance metrics captured throughout the campaign were evaluated to provide additional insight into consumer engagement and efficacy of future campaigns.

**RESULTS**

The campaign delivered 4.8 million total impressions during a 5 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:

- **4.8 million total impressions**
- **0.33% Average CTR**
- **11.13% sales lift in revenue** on targeted categories for assorted beverage products with a **12.92% units sales lift** in test regions compared to the control region.

CTR increased around the same rate that impressions increased during the campaign, with a noticeable fall in the last week. This suggests some ad fatigue with the gradual increase of impressions over the course of the campaign.

Sales lift calculated comparing test, control, and all stores (test + control + unlabeled stores) YoY: \((t/a)-(c/a)/(t/a)\)

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