

## National Breakfast Foods Brand

### **BACKGROUND**

During the fall of 2019, ShopAdvisor worked with a national breakfast foods brand to promote awareness and entice shoppers to purchase new products available at food retailers nationwide. Following the campaign, ShopAdvisor provided a sales lift report and attribution study to assess the campaign's effectiveness.

### **OBJECTIVES**

-  Drive awareness of new product offering
-  Drive consumers to stores closest to them where the products are available for purchase
-  Build brand loyalty through positive mobile shopping experience

## **APPROACH**

- ShopAdvisor collected and analyzed target audience segments from a combination of 1st and 3rd party data to determine the most relevant segments and target them for the campaign.
- Rich media creatives were developed and optimized for delivery across smartphones, tablets and desktops.
- ShopAdvisor implemented and managed the campaign from start to finish ensuring that the volume and timing of ads were optimized for maximum audience reach and engagement across all DMAs.
- ShopAdvisor analyzed sales data for the three featured products by promotion channel and by food retailers. Sales lift in dollar and units is analyzed based on the sales during the campaign time period (September 9 – November 3) against the 12-week average (June 15 – September 8) prior to the campaign. Analysis is based on weekly sales data.
- The sales lift against the ad delivery performance was also analyzed.

## **RESULTS**

Over the course of eight weeks, the Powered by ShopAdvisor campaign delivered results that either achieved or exceeded the brand's expectations, including:

- Very strong sales performance at the national level – distribution of the featured product appeared to start during or right before the campaign period for some retailers.
- A sales halo effect was seen for three other brand UPCs (up to 36.5%, which is a substantial lift for an established UPC.)
- Most of the top 20 DMAs with the highest impressions delivered also had higher than average CTR.
- Impressions were well distributed across all DMAs resulting in sales lift across all the states.



Impressions  
**8.5M+**



Customer Engagements  
**23k**



Click-Through Rate  
**.27%**

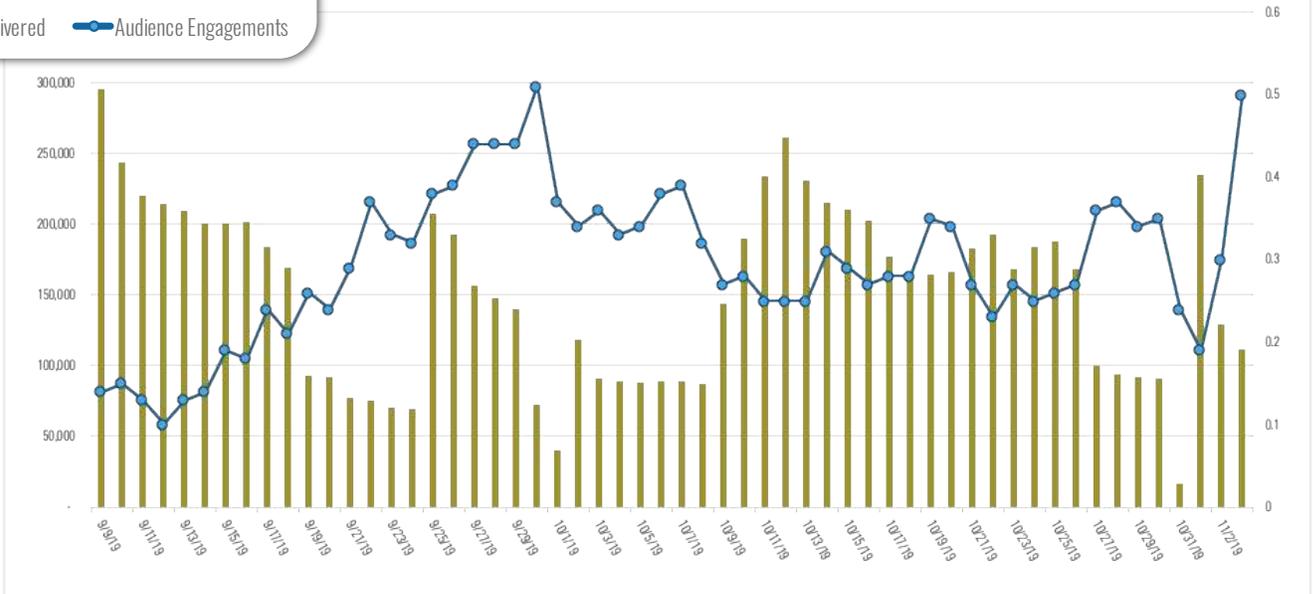


Sales Lift (\$)  
**+117.4%**

Sales Lift (Units)  
**+115.7%**

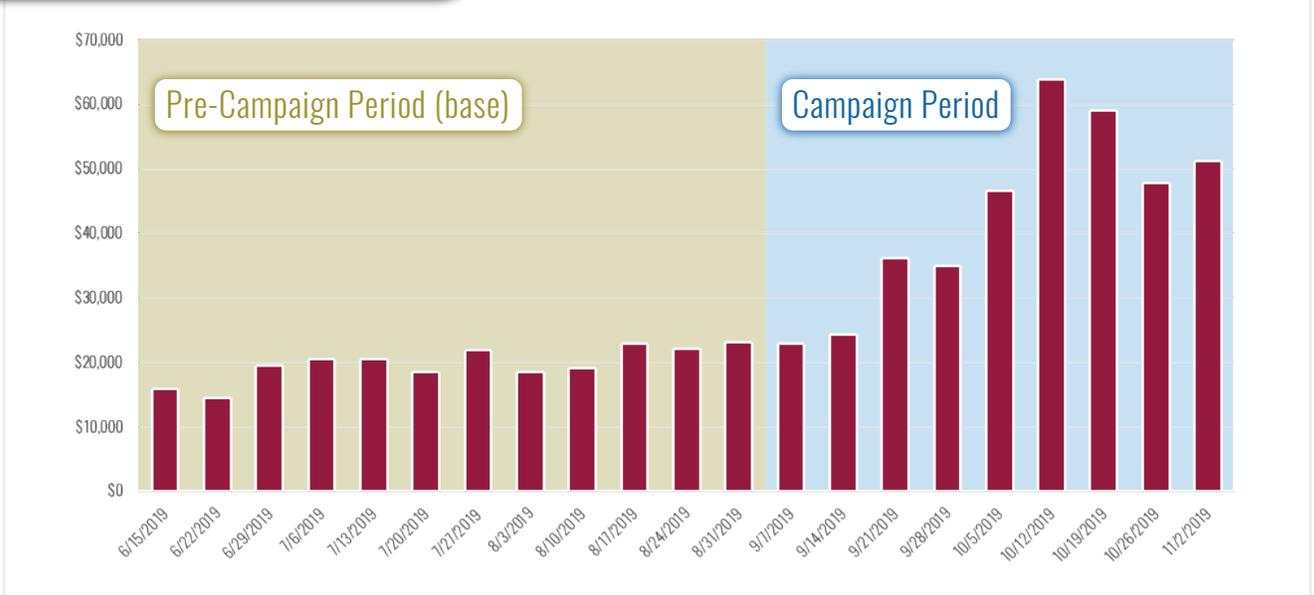
## DAILY IMPRESSIONS

■ Ads Delivered    ● Audience Engagements



## SALES TRENDS PRE-CAMPAIGN vs. DURING CAMPAIGN

■ Sales (\$)



**FIND OUT MORE BY EMAILING [CONTACT@SHOPADVISOR.COM](mailto:CONTACT@SHOPADVISOR.COM)**