



National CPG Beverage Brand

BACKGROUND

During the summer of 2019, ShopAdvisor worked with a national CPG beverage brand to drive shoppers to purchase certain select products at convenience and food retailers. Following the campaign, ShopAdvisor provided a sales lift report as well as media and channel performance analysis to assess the impact and return on ad spend.

OBJECTIVES

-  Increase awareness and consideration of the featured products and grow general awareness of the brand's other products
-  Drive traffic in-store
-  Generate purchase intent
-  Increase sales at locations where the featured products are sold

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 smartphones, tablets and desktops.
- ShopAdvisor analyzed sales data for the three featured products by channel, by DMA and by retailers/locations. Sales lift in dollar value and units was analyzed based on the sales during the campaign time period (July 26 – September 15) against the same time frame during the prior year, as well as against the ad delivery performance.
- Media performance metrics captured throughout the campaign were evaluated to provide additional insight into consumer engagement and the efficacy of future campaigns.

RESULTS

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



Delivering **+22M total impressions** in and around four locations



Securing over **108.0K customer engagements**



Obtaining excellent audience engagement (**average CTR = 0.49**)



Delivered a sales lift of **10.6% (\$)** and **9.0% (units)**

Overall, the campaign appeared to resonate with shoppers who prefer independent grocery stores or convenience stores rather than conventional grocery or convenience store chains

FIND OUT MORE BY EMAILING CONTACT@SHOPADVISOR.COM