

ShopAdvisor, Inc.



PET BRAND CAMPAIGN CASE STUDY



□ BACKGROUND

In the fall of 2016, ShopAdvisor worked with a major CPG pet brand to build and implement a national six week campaign for three dog treat products. The campaign targeted shoppers on their mobile and desktop devices, in and around Walgreens retail stores, to promote in-stock dog treats and to drive awareness and in-store sales.

□ OBJECTIVES

- Increase category share and household penetration of dog treats
- Reach shoppers through targeted digital display ads on their smartphones and desktops, in and around Walgreens, to promote in-stock dog treats and drive shoppers into stores
- Collect and analyze shopper demographics for use in future campaigns

APPROACH

- ShopAdvisor collected audience target segments from a mix of 1st and 3rd party data
- Once the desired segments were identified, ShopAdvisor determined the most relevant segments and attributed them to the campaign
- Shopper behaviors studied included: interest in dogs, retail loyalty, comparison of competitive pet brands, dog supply/accessories past purchase history, gender, age, income level, day of week and time of day distribution, and device distribution
- ShopAdvisor collected and analyzed campaign results of the top 20 performing Walgreens locations, measuring CTR%, impressions and more

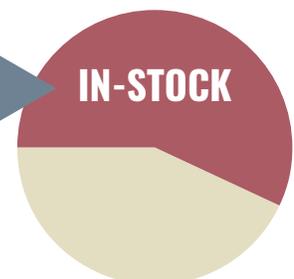
RESULTS

The campaign delivered over 7 million impressions during a six week period, surpassing prior campaign results and generally accepted industry standards. Key findings from the campaign include:

- Delivered **more than 7.7M total impressions** in and around **8,614 national Walgreens stores**
- CTR% was **2.7x higher** than the average CTR%.¹
- Overall display viewability was **8.09% greater** than the industry standard.²
- Overall video completion rate was **16.16% greater** than the U.S. average.¹
- Using the ShopAdvisor Intelligence Suite, the pet food manufacturer found that on average, throughout the campaign, **57% of stores had one of the three promoted products “in-stock.”**

ShopAdvisor’s ability to determine product availability enabled the client to optimize its ad spend by conducting campaigns only where the promoted products were in stock.

STORES



¹ Google Benchmark Tool

² Sizmek Viewability Benchmarks

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