



Driving sales for Leading Snack Brand at Grocery Store

Valassis Digital's multi-dimensional targeting approach drove strong sales lift.

Sales Lift

+62.2%

Flight 1 featured item sales lift well surpassed Ansa benchmarks of 9.4%. Flight 2 featured item sales lift of 11.7% also surpassed Ansa benchmarks.

ROI

\$1.17

Overall campaign return on media spend was outstanding for Flights 1 & 2.

OBJECTIVE:

Drive incremental sales of Leading Snack Brand's Seasonal Packaging (two different products) at Grocery Store and pull share from traditional Halloween candy.

SOLUTION:

Valassis Digital leveraged multi-dimensional targeting tactics combined with retailer first-party data to reach the desired audience with standard desktop, tablet, and mobile ads.

All display media was delivered within a 3-mile radius around Ansa-recommended Grocery Store locations and drove to a custom landing page with a store locator.

Ansa via RSI was used to measure sales lift.

RESULTS:

The campaign generated a great sales impact on the featured product with a strong return on media spend.