

TARGET OPU/DU PROGRAM RECAP

June 2022

PROGRAM DETAILS

604,000 adult beverage program booklets were delivered the week of June 24th for distribution to OPU and DU guests, bringing awareness to online ordering for the category.

SALES + CONVERSION

- 28.9M+ item impressions
 - Driving awareness after launch dates through at-home scans and digital shares
- DU/OPU penetration and sales increase
 - **\$1.61M** in digital sales in June week 5, our largest figure in FY2022
 - June items experiencing a **60% average growth** in AB Penetration since the booklet launch.
 - June booklet items showing a **58% YOY growth** in Digital Sales, a mark 65% higher than the category total of 35% YOY growth; leading exponential growth in digital sales.

PROGRAM RESULTS

Nationally averaged **7.35%** digital penetration post booklet launch, over a **125% growth** since program launch, while maintaining over a **35% growth** in digital sales YOY in the same period. Actively approaching the 10% goal through these booklet programs and future innovation.

ENGAGEMENT HIGHLIGHT

341% increase in QR engagement since April launch



Scan or Click



[Digital Recipe Booklet](#)

Scan or Click



[FAQs](#)