



Juice Adult Beverage

FB / IG Campaign | 10 Day Case Study | April 14th - 24th 2023

Spend \$9,499.97 **Link Clicks** 14,849

CPC (Link) \$0.64

Reach 457,475

Impressions 688,211

Objectives:









Increase Online Sales

Keywords

Protect Brand Enhance Brand Compete in SOS (Share of shelf) Awareness

- Digital Campaign stores experienced an 39% higher sales lift than control stores during the event period in total sales.
- Digital Campaign stores experienced an 40% higher sales lift than control stores during the event period in digital sales.
 - By state, it looks like the campaign had the biggest impact in Illinois.





Wine Spritzer Brand

FB / IG Campaign | 6 Day Case Study | May 26th - June 1st 2023

Spend \$8,156.63 **Link Clicks** 12,247

CPC (Link) \$0.67

Reach 232,788

Impressions 363,460

Objectives:









Increase Online Sales

Keywords

Protect Brand Enhance Brand Compete in SOS (Share of shelf) Awareness

- The campaign saw the biggest impact in Arizona and Colorado with a 700% and 300% sales lift versus the 4-week prior average, respectively.
- The campaign has generated 12,247 total link clicks to the landing page at a cost per link click of only \$0.67. The campaign had a reach of 232,788 users, serving your ad 363,460 times (impressions)





FB / IG Campaign | 6 Day Case Study | May 25th- May 31st

Spend \$6,975

Link Clicks 13,044 **CPC (Link)** \$0.53 **Reach** 1,339,654

Impressions 3,699,860

Objectives:





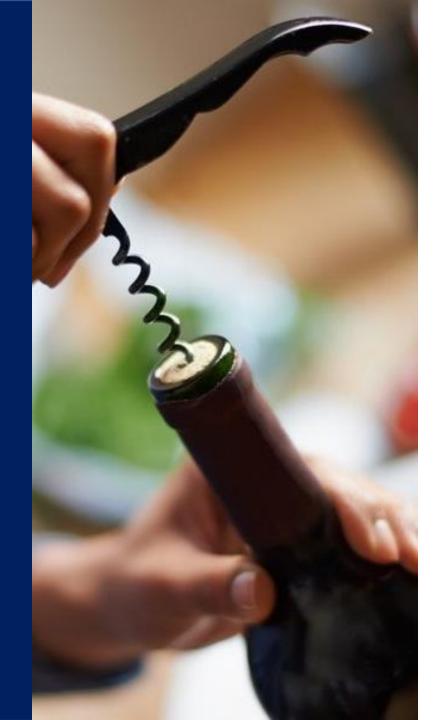




Increase Online Sales Protect Brand Enhance Brand Compete in Keywords Awareness SOS (Share of shelf)

- Campaign stores saw an 11.5% increase in average sales/day during the campaign period while control stores experienced a 7.4% increase during the campaign period compared to last year average sales/day.
- For the Store Pick Up, the campaign stores saw a 26.6% increase in store pick-up in the campaign vs the 4-week prior average while control stores experienced a 5.3% decrease during the comparable periods









Wine Brand

FB / IG Campaign | 6 Day Case Study | May 25th - May 31st

Spend \$6,975

Link Clicks 10,522

CPC (Link) \$0.66

Reach 240,578

Impressions 349,020

Objectives:









Increase Online Sales

Keywords

Protect Brand Enhance Brand Compete in SOS (Share of shelf) Awareness

- The campaign stores saw a 7% increase in total sales from the 4-week prior average while control stores experienced an 8% decrease.
 - Campaign stores saw a 11% increase with in-store sales from the 4week prior average while control stores experienced a 7% decrease.
 - California saw the greatest impact in total sales with a 20% increase.





Sparkling Wine Brand

FB / IG Campaign | 17 Day Case Study | May 26th - June 12th 2023

Spend \$7,699.97

Link Clicks 14,581 **CPC (Link)** \$0.53 **Reach** 338,242

Impressions 716,582

Objectives:









Increase Online Sales

Protect Brand Enhance Brand Compete in Keywords Awareness SOS (Share of shelf)

- Campaign stores increased total sales by 60% in the campaign period compared to the pre-campaign period.
 - Digital sales increased by 36% in the campaign period.
- The campaign stores saw a 60% increase compared to the control stores, which saw a 59% increase.





Hard Seltzer Brand

Facebook / Instagram Campaign | 10 Day Flight | July 2022

Impressions 1,413,706 Total Ad Clicks 7,443

Engagement Rate .97%

Objectives:



Increase Traffic to Brand LP



Keep CPC low



Enhance Brand Compete in Awareness Target Audience Market

- +260 BPS sales increase in targeted stores compared to non-targeted locations
- Resulted in a .97% engagement rate, which outperformed the .66% benchmark.
- Had a .6% clicks to Target.com, the landing page CTR exceeded the .2-.4% goal!









Facebook / Instagram Campaign | 6 Day Flight | Dec 2022

Link Clicks 4,277 CPC Link Click \$1.14 Impressions 127,977

Objectives:



Increase Traffic to Wine Brand LP



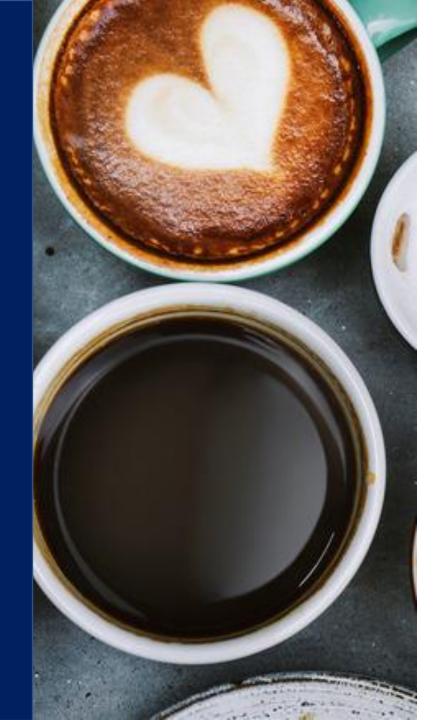
Keep CPC low



Enhance Brand Compete in Awareness Target Audience Market

- Reach of 95,937 users and 127,977 impressions
- Based on the Pixel, we tracked 2.1k pageviews.
- Generated 4,277 total link clicks to the landing page at a cost per link click of \$0.86.









Coffee Brand

Walmart Campaign | 30 Day Case Study | Oct 2022

ROAS 385%

CPA \$2.04

CPC \$0.80

Objectives:









Increase Online Sales

Keywords

Protect Brand Enhance Brand Awareness

Compete in **SOS** (Share of shelf)

- Return on investment was nearly fourfold in the first month.
- We started with 0% paid share of shelf to 6.55% in the first month, surpassing Maxwell House, Starbucks, Boyer's Coffee, New England Coffee, & Luzianne.
- Holistically (paid & organic) we had a 0% recognized share of shelf before the campaign started, within the first month we had a total 3.24% share of shelf.





Gin Brand

FB / IG Campaign | 35 Day Case Study | April 26th - May 31st 2023

Spend \$31,955

Link Clicks 53,345

CPC (Link) \$0.60

Reach 919,043

Impressions 3,130,108

Objectives:









Increase Online Sales

Keywords

Protect Brand Enhance Brand Compete in SOS (Share of shelf) Awareness

- Comparing the pre-campaign period to the campaign period, Gin sales across all of Target see a 20% increase in average sales/day during the campaign period, but the brand advertised saw an 85.5% increase in average sales/day during the campaign period.
- Specifically looking at Store Pick Up, the brand saw a 109% increase in store pick-up in the campaign vs pre-campaign compared to just a 27% increase in all Gin during the comparable periods.





Canned Beans

Amazon Campaign | Monthly Case Study | March 2023

ROAS 270%

Spend \$4,548.17

Sales \$12,298.41

Objectives:









Increase Online Sales Protect Brand Keywords Enhance Brand Compete in Awareness SOS (Share of shelf)

- Return on investment was nearly 3x in the March.
- The campaign generated 4,160 total orders in March!
- The sponsored ads resulted in 1,973,770 impressions in March.



Pain Relief Cream

Amazon Campaign | 7 Day Case Study | February 2023

ROAS 669%

Spend \$1,468.18

Sales \$9,824.60

Objectives:









Increase Online Sales

Keywords

Protect Brand Enhance Brand Compete in SOS (Share of shelf) Awareness

- Return on investment was nearly 6x in the seven-day campaign.
 - The campaign generated 800 total orders in seven days!
- The sponsored ads resulted in 910,029 impressions in one week of performance!

