



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
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Objectives:



Increase Online Sales



Protect Brand Keywords



Enhance Brand Awareness



Compete in SOS (Share of shelf)

Performance Wins:

- 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



Protect Brand Keywords



Enhance Brand Awareness



Compete in SOS (Share of shelf)

Performance Wins:

- 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)





Box Wine Brand

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
Keywords



Enhance Brand
Awareness



Compete in
SOS (Share of shelf)

Performance Wins:

- 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



Protect Brand
Keywords



Enhance Brand
Awareness



Compete in
SOS (Share of shelf)

Performance Wins:

- 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 4-week 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 Keywords



Enhance Brand Awareness



Compete in SOS (Share of shelf)

Performance Wins:

- 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
Awareness



Compete in
Target Audience Market

Performance Wins:

- +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!





Wine Brand

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
Awareness



Compete in
Target Audience Market

Performance Wins:

- 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



Protect Brand
Keywords



Enhance Brand
Awareness



Compete in
SOS (Share of shelf)

Performance Wins:

- 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
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Objectives:



Increase Online Sales



Protect Brand Keywords



Enhance Brand Awareness



Compete in SOS (Share of shelf)

Performance Wins:

- 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
Awareness



Compete in
SOS (Share of shelf)

Performance Wins:

- 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



Protect Brand
Keywords



Enhance Brand
Awareness



Compete in
SOS (Share of shelf)

Performance Wins:

- 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!