

A person is sitting at a table, looking at a laptop. The laptop screen displays the Product Connections website, which features the text "PRODUCT CONNECTIONS" and "We're not your ordinary marketing agency." The person is wearing a watch and has their hand on the laptop trackpad. The background shows a white sofa and some papers on the table.

Product Connections Digital Capabilities



**PRODUCT
CONNECTIONS**

A WIS INTERNATIONAL COMPANY.

Digital Marketing

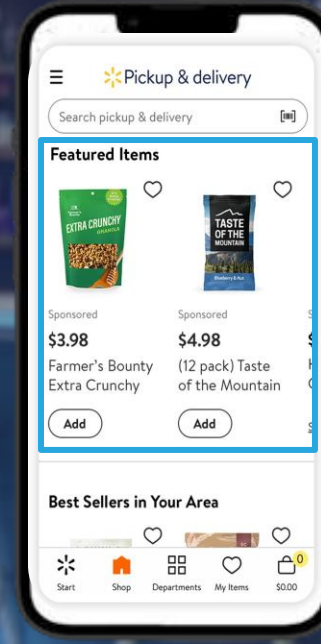
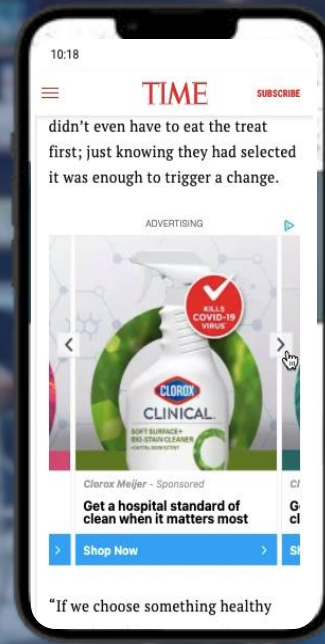
Why is it important for your business?

Benefits of Paid Advertising:

- ⇒ **Aid In-Store Sampling**
- ⇒ **Increase Brand Awareness**
- ⇒ **Increase Sales – Online & Brick and Mortar**
- ⇒ **Enhance Brand's Digital Presence**
- ⇒ **Enhanced Reach to ideal target persona in ideal geolocations**
- ⇒ **Protecting your brand against competitor conquering**

Paid Media Offerings

Memorable ad experiences that create awareness and provide shopability



Paid Social Media



Display



Paid Search



CTV



Product Legend |



= AB Friendly



= CPG Friendly

Platforms

Supported platforms by offering

Paid Social Media

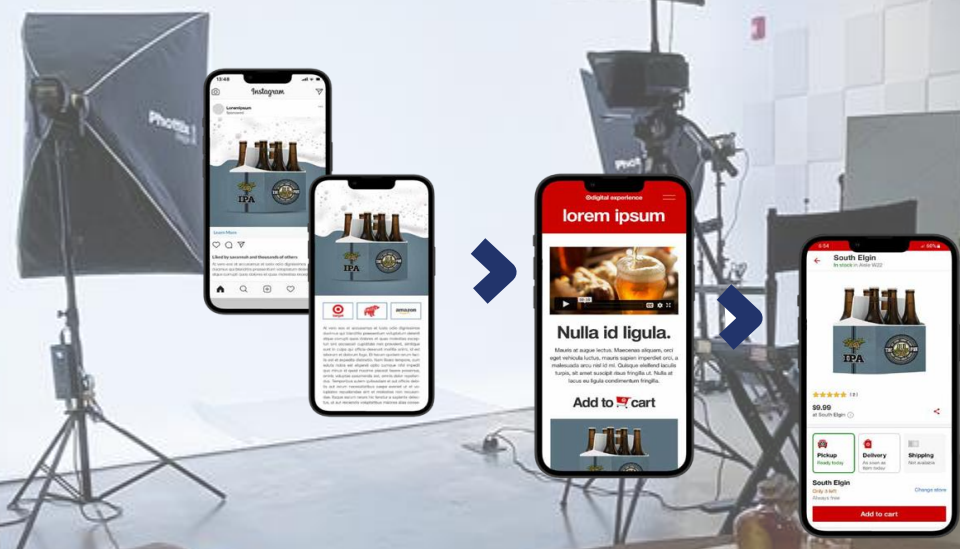


Paid Search



Elevated Offerings

Full In-House teams to efficiently and proficiently meet your needs!



**In-House
Production**



**Custom Landing
Pages**



**Organic Social
Management**



We're Digital

Connecting brands with consumers on every screen

\$0.57

Average CPC via Paid Social Media



355%
Average Paid
Search ROAS

200+
Paid Social +
Programmatic
Campaigns

1.3K+
Website +
Landing Pages

1.2K+
Retailer Site
Management (PDPs)

1.6K+
QRs Created +
Managed

Numbers shown are annual averages



Paid Social Case Studies



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New Item : Summer Seltzer

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.



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.





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.



Cleaning Product Brand

FB / IG Campaign | 15 Day Case Study | April 16th - 20th 2023

Spend \$29,743.90	Link Clicks 40,392	CPC (Link) \$0.74	Reach 1,379,331	Impressions 6,997,193
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Objectives:



Increase Online Sales



Protect Brand Keywords



Enhance Brand Awareness



Compete in SOS (Share of shelf)

Performance Wins:

- Digital Campaign goal was to increase online sales and push a digital coupon!
- Digital Campaign successfully drove 40,392 link clicks onto landing page.
 - Our ads were shown 6.9 million times to 1.3 million unique users.



Paid Search Case Studies



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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!

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.



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.

We're Your Marketing Agency

We're Your Marketing Partner

We're Your Marketing Solution

We're Your Marketing Friend

We're Your Connection

