

# Solution Story – RedPlum® In-Store CouponPOP™ Dollar Channel

## About Client

- National Laundry Care CPG

## Objective

- Break through the clutter in the highly competitive Laundry Care category to generate trial and incremental sales.

## Solution

- Utilize the CouponPOP™ tactic to drive immediate consumer response. Perfect for generating trial and incremental sales from new and current users.

## Results

- Analyzing test vs. control stores, the brand performed best when advertised. This resulted in:
  - \$115K incremental dollars/ 16K+ incremental units moved during the analyzed period
    - 4% lift in dollar sales
    - 6.6% lift in unit sales

\*Source: Cycle 9 2013. Genpact



## Takeaway

*The CouponPOP™ vehicle is an effective tool to create immediate response generating trial and incremental sales.*

## Benefits

- Exceptional sales lift
- Maximizes In-Store traffic
- Raises awareness and consideration among consumers who are ready to buy
- Real-time reporting and verification from merchandisers
- Research to track and substantiate results

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