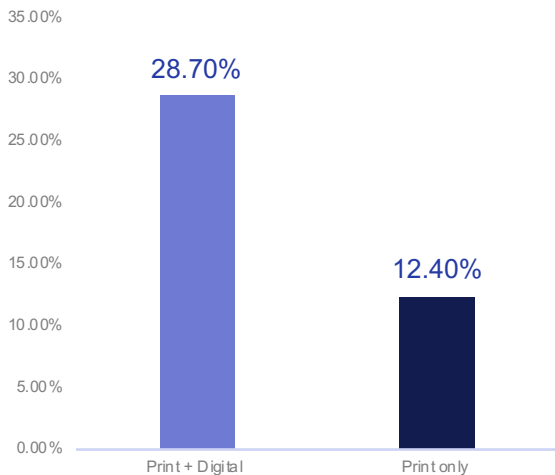


CASE STUDY



Successful launch of new cough drops using print + digital

SALES LIFT AT Walmart



Source: Client supplied Walmart store level sales



FSI + DIGITAL MARKETS

2x

sales lift than digital only



0.27%

Surpassed the industry benchmark of 0.15%



The integrated campaign proved more successful than print alone

About Client

A leading brand of cough drops

Client Situation

Wanted to drive awareness and sales of their new SKU available at Walmart by testing the effectiveness of integrating digital media with an FSI buy.

Strategy

Delivered targeted cross-device media within the FSI market list footprint to drive influence and exposure to the brand message across multiple channels. All digital media drove to a custom landing page with a Walmart store locator.

To reach the FSI audience with cross-device media, purchase and location-based data was used to target cough and immunity product buyers and competitive brand buyers who visited a Walmart location within the last 30 days.

INSPIRING CONSUMERS TO ACTION

