

# Case Study: Frozen Food

## Frozen Food Brand Seeks To Drive Incremental Sales In U.S.

### The Challenge

Accelerate sales growth and market share amidst highly competitive market for an established frozen potato brand client during early 2025 and quantify true incremental impact—validated through a rigorous test–control framework.

### The Solution

ShopLiftr executed a targeted, retailer-distributed digital campaign leveraging dynamic creative for **select UPCs** across **xAOC** (Extended All Outlet Combined) coverage, designed to efficiently reach shoppers and drive conversion while enabling measurement of incremental outcomes.

### The Strategy

The approach focused on:

- **Precision targeting** to reach high-value shoppers
- **Offer personalization** to maximize engagement: loyal, lapsed & competitive brand shoppers with higher frequency and purchase incentives
- **Retailer alignment** for seamless shopper experience: shelf-price monitoring and flyer deal capture

### Retailers Supported:

Acme, Albertsons, Carr's, Giant Eagle, Jewel-Osco, Mariano's, Pick N Save, Publix, Safeway, Shaw's, Shop Rite, Winn-Dixie grocery banners.



# Sales Impact Summary

## Test Control Methodology

### Campaign Dates:

- 1/4/25 to 4/30/25

### Nielsen Data Saturday Week Ending:

- 52 weeks pre campaign (1/6/24 to 12/28/24)
- 18 weeks in campaign (1/4/25 to 5/3/25)
- 2 weeks post campaign (5/10/25 to 5/17/25)

### Project includes:

- Select UPCs
- xAOC

**8.0%**

### Sales Lift

Test regions outpaced control region trends by 2.7%.

**\$1.6M**

### Incremental Sales

Campaign sold \$1,667M in incremental dollar sales.

**\$22.16**

### iROAS

iROAS was \$22.16!

**\$20.3M**

### Campaign Sales

Campaign sold \$20.3M in overall sales.

**Source:** Pathformance, Nielsen Sales Data, 52 weeks pre campaign, 18 weeks in campaign and 2 weeks post campaign