

## CASE STUDY

Driven by Data.  
Designed to Inspire.  
Purpose-built to Drive Sales.

### Any Screen, Any Size, Anywhere

ShopLiftr's approach ensures your message reaches customers on all **display, video, & DOOH**. Leverage flexible messaging with limitless creative options, including time-of-day or weather-based triggers & national pricing variations, versioned down to the individual store level.

Execute dynamic digital ad campaigns that incorporate **real-time promotional, product, & retailer information**, ensuring your messages are always timely and accurate.

### Measurement

ShopLiftr's managed service solution includes measurement on our ad campaigns. Measurement options include brand lift, foot traffic and sales lift / R.O.A.S. measurement studies.

Ask about our minimum investment requirements to leverage our measurement options!

### Objective & Strategy:

A leading frozen food manufacturer hired ShopLiftr to execute a **national digital shopper marketing campaign** supporting retailers Kroger, Publix, ShopRite, and nineteen other retail banners across the country.

The display campaign supported their weekly trade promotion activities across all banners **pulling in deals published in various weekly circulars in real-time**.

The strategy for the media campaign included targeting **loyal, lapsed and competitive shoppers** serving different creative to each audience group at varying weekly frequency levels for each group. The competitive set received the most frequent messaging with the loyal audience group receiving the least.

### Campaign Results:

Hero Product Lift

**7.7%**

R.O.A.S.

**\$5.40**

Incremental Sales

**\$465k**

ShopLiftr's campaign drove results for our client exceeding all performance benchmarks across the board.

The campaign performed above our viewability benchmark at **75.6% viewability** & delivered a cross-device **CTR of 0.22%**.

### Benchmarking Performance:

Viewability  
**70%**

CTR  
**0.18%**

R.O.A.S.  
**\$2.05**