



How did California Olive Ranch leverage digital advertising to increase in-store sales?

MAXPOINT SPOTLIGHT
California Olive Ranch

Goal

Increase awareness and in-store sales of premium California Olive Ranch olive oil.

Strategy

MaxPoint used its Digital Zip® technology in online display and video ads to target neighborhoods around select retail locations that over-indexed for adults with both a household income of \$50,000 or more and a high consumption rate of olive oil.

Results

By using MaxPoint's hyperlocal digital advertising solution, California Olive Ranch experienced a 20% lift in dollar sales in Boston, Massachusetts¹. The brand also eliminated 46% waste by targeting only those neighborhoods with likely purchasers of its premium olive oil.

Boston Targeted Campaign

