

# How did a national CPG brand use digital advertising to more effectively engage with its Hispanic audience, while also driving in-store sales at specific retail warehouse locations?

**MAXPOINT SPOTLIGHT**  
CPG BRAND  
(HISPANIC AUDIENCE)

## Goal

Drive Hispanics to retail warehouse locations to purchase affordable lunch products and redeem coupons.

## Strategy

MaxPoint tested Spanish creative on English and Spanish sites in Hispanic neighborhoods over multiple campaign flights. The campaigns were closely monitored and optimized over the course of the flights, resulting in the discovery of a refined demographic for the client (Hispanics ages 25–54 with a household income of \$50,000+ and children).

## Results

The CTR for ads with Spanish creative delivered on English sites doubled over the campaign flight time, demonstrating an effective way to engage the brand's target audience. With MaxPoint's neighborhood targeting, 60% waste was eliminated.

## Houston Targeted Campaign

