

How did a CPG brand use digital advertising to switch consumers from a competitor's brand to its brand?

MAXPOINT SPOTLIGHT
CPG BRAND

Goal

Increase in-store sales of the CPG cereal brand among switchers at Kroger® grocery stores in 27 markets.

Strategy

MaxPoint targeted relevant shoppers that live near Kroger stores to drive sales of the CPG brand. Ads were shown in only neighborhoods within eight miles of Kroger locations that over-indexed for a specific shopper profile.

Results

The campaign resulted in 11.4% lift in dollar sales and a 15.8% lift in units sold. The brand more than doubled its ad spend in campaign renewals. With MaxPoint, 60% waste was eliminated.

Dallas Targeted Campaign

