

Launching an ice cream brand with cross-device video



Challenge

- A popular frozen foods brand was launching a new, healthier line of ice cream and needed to increase awareness and drive household penetration.
- The client wanted to understand how the campaign drove sales for the new brand, as well as for their other products.

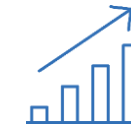


Solution

- We messaged current brand buyers, buyers of competing ice cream and frozen food brands and low-calorie product buyers with cross-device video messages.
- Then we leveraged our direct-match integration with leading purchase data partners for accurate test-and-control measurement of results.



Results



43%

sales lift, driven by 25% increase in HH penetration



\$119K

incremental sales for new ice cream product



\$420K

incremental sales for overall brand



0.7%

lift in competitive share of category