

# In the Aisles and Off the Shelves

## The Challenge

Battling a crowded marketplace, a well-known CPG brand was looking to drive sales for one of its household products and increase share from among numerous competitors.

## Execution: Addressable

Because of its ability to target and deliver ads at the household level, Addressable was used to precisely connect the brand and its audience. During a 12-week campaign, ads were delivered to the target segment within premium content. Xandr also worked closely with the client to outline the KPIs to be measured post-campaign: sales conversion and category share.

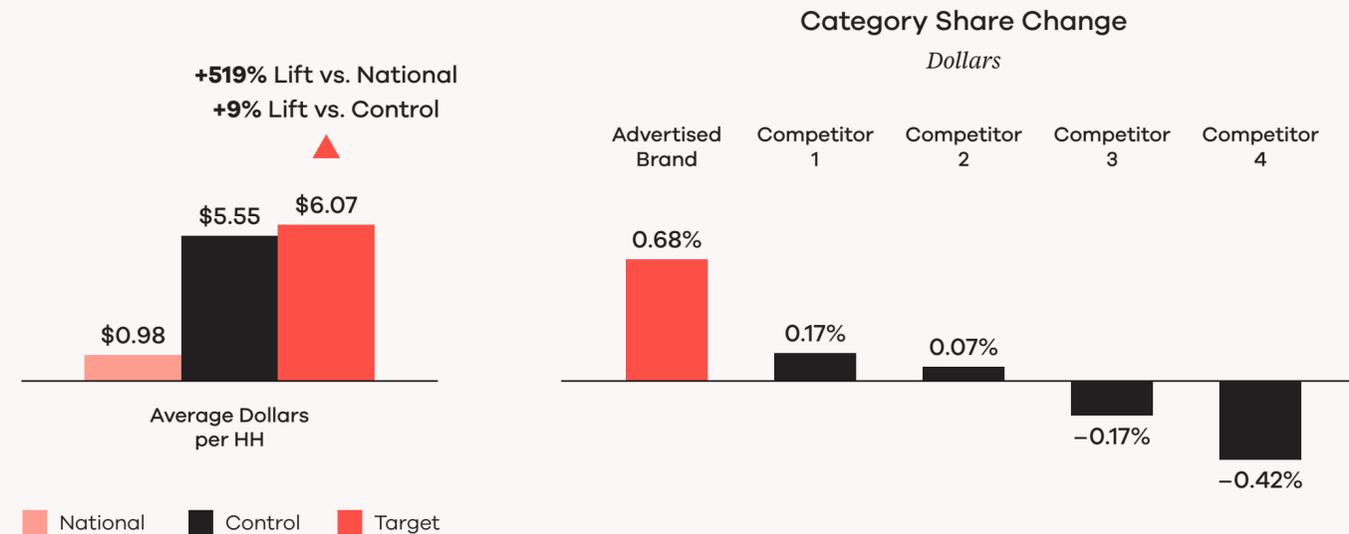
## Target Segment

- Purchasers of advertised product within the past year or those who switched to a competitor's product

## Results

Shoppers raided the aisles! The Addressable campaign proved to have a hugely positive effect on sales and market share.

- The target segment delivered a sales lift that was a massive 519% lift over the national buy rate. This means that target households who saw the ad spent over \$5 more than the average household.
- The target segment also saw a 9% lift in sales compared to the control group.
- During the reporting period, the client's share of purchases (\$) increased by 0.68%, while competitors increased minimally or decreased.



\* Lifts are based on a subset of the target HHs for which we get return path data + third party data provider projection.  
 Campaign flight: Q4 2016. Case study results are based on individual campaign factors. AT&T makes no performance warranties.  
 Control: Represents 10% of DTV HHs within the target that did not receive exposure to the addressable ad. Source: Third Party Data Provider.