



## An Emerging Beverage Brand Has Successful Launch Using Targeted Digital Advertising

- ▶ **MOBILE FOOTPRINT**
- ▶ **MEASUREMENT**
- ▶ **FOOTFALL TRAFFIC**

**Semcasting Helped a Beverage Brand Effectively Reach and Engage With the Target Audience, Leading to Increased Sales of Their Beverage in Test Stores.**

### Entering a Saturated Market

Introducing a new product in a competitive market is always challenging. An emerging beverage brand wanted to launch its latest product in select test stores across the United States.

The target audience for this particular campaign and beverage was active, healthy, environmentally conscious individuals that are willing to pay a premium for products that align with their lifestyle. Additionally, they wanted to reach consumers who support companies with a focus on corporate social responsibility. From a demographic perspective, the audience was millennials who are married with children, with high incomes, and value family time in addition to their health and well-being.



## The Right Shoppers in the Right Stores

Since the product launch was only going to be in select test stores across the United States, it was important for the beverage brand to reach the target audience subset of shoppers of those specific stores with the launch campaign.

The brand was about to track visitors at the various grocery chains over the past 400 days using Semcasting Mobile Footprints. Then, they were able to segment that data into a target audience who matched the key demographic and persona for the new product.

Once the precise target audience was ready, the test stores were divided into two groups – a test group and a control group – to understand the impact of the advertising campaign.

The shoppers within the control group of stores were kept ad-free, while the shoppers within the test group of stores received targeted digital ads. The test group were served a digital campaign across Meta, YouTube, and programmatic display platforms.

## Results

The beverage brand based success on two different metrics: reach and sales lift. Semcasting measures footfall traffic, which helped the brand track the store visitors and impressions served. Of the segmented store visitors, 24% of the target audience visited the store, and regarding impressions, 73% of the audience was reached.

The test group of stores with shoppers who received targeted ads sold 3X the amount of the control stores who did not receive any ads.

## Future of Product Launch Campaigns

When marketers narrow in on a precise and well-targeted audience, campaigns perform better. Mobile Footprints empowers marketers to identify people visiting a specific location and then use patented IP targeting technology to reach that audience on the go and at home. This is especially critical for products launches, when a product is only available in certain stores.

▶ **24% of Target Audience Visited Store**

▶ **73% of Target Audience Reached**

▶ **3X Sales Lift**

## Looking to talk?

Semcasting supports marketers with control of first-party customer data, enhancement, activation and performance measurement across the entire digital ecosystem.

Get in touch at [info@semcasting.com](mailto:info@semcasting.com).