

Case Study

A health food brand offering healthy pancake & waffle mixes was looking for new ways to bring its diverse portfolio of products to households. Sold in thousands of grocery stores nationwide, the brand sought to expand its digital advertising efforts and drive online sales.

The Objective

- Engage with likely shoppers by a full-funnel marketing approach
- Drive direct-response efforts to grocery stores nationwide
- Gain and maintain knowledge of programmatic advertising strategies & tactics

The Solution

The health food brand wanted to stand out among other consumer packaged good brands by employing a full-funnel digital advertising campaign to drive online sales. Partnering with Choozle, they launched a multi-faceted campaign that leveraged the steps throughout the buyer's journey, including brand awareness, prospecting, and direct-response.

Using connected TV, desktop, and mobile targeting, the health food brand followed likely shoppers throughout the buyer's journey. Layered with retargeting tactics, they were able to stay in front of those shoppers after they visited their website. As a result of their campaign, they saw an average 92 percent video completion rate on their connected TV placements, which ultimately drove a 1.64x RoAS with their retargeting strategies.

Key Results

1.64x RoAS
for retargeting
campaign

92%
avg completion
rate for CTV
placements

"What I love most about the Choozle team is that they took the time to understand our objectives before making suggestions for our campaigns. With their help, we produced a full-funnel campaign where the results speak for themselves!"