choozle

Optimizing with Kroger Data to Drive Outcome-Based Results

Our client faced the challenge of optimizing a campaign for a national beverage brand to achieve tangible outcomes, all while harnessing retail data from Kroger. The utilization of this valuable retail data offered insights into consumer behavior and purchasing patterns. There was a short turnaround time to get the campaign running, adding to the complexity of the launch for the Choozle team to navigate.

THE OBJECTIVE

- Support the campaign for a national beverage brand utilizing retail data from Kroger.

- Optimize media buying to align with outcome-based metrics, primarily focusing on ROAS.

THE SOLUTION

With the campaign needs relayed to the Choozle team on a Wednesday and the launch that Friday, the Choozle team worked quickly and diligently to set the campaign up for success. To ensure precise targeting, Choozle utilized zip lists of Kroger stores, allowing the campaign to effectively reach local audiences. The strategy involved categorizing these audiences into three distinct groups: new, existing, and lapsed beverage purchasers. New purchasers were shoppers who hadn't bought any of the submitted UPCs in the 52 weeks before the campaign's start, while existing purchasers were those who made purchases within the 26 weeks leading up to the campaign. Lapsed purchasers were identified as shoppers who had made purchases between 26 and 52 weeks before the campaign but not within the 0-26-week timeframe. This segmentation ensured that our messaging resonated with each group's purchasing behavior, maximizing relevance and engagement. The campaign's distinctiveness originated from its granular audience segmentation, leveraging both geographic and behavioral data from Kroger. By targeting specific shopper categories based on their purchase history, the campaign aimed to optimize relevance and engagement.

KEY RESULTS

6.68X
ROAS

10M+
IMPRESSIONS

36%
NEW HOUSEHOLD REACH

$476K
CAMPAIGN SALES

Digital Advertising Made Easy®
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