

CPG Company Improves Programmatic Advertising with Connections to Offline Sales



CHALLENGE

A leading CPG company wanted to improve its programmatic advertising and connect those efforts to offline sales.

HOW WE DID IT

Leveraging our Addressable Advertising's performance optimization capabilities, the team:

- 1) Ran a programmatic campaign across display channels, leveraging a tactical combination of demo targeting, keyword contextual, and purchased-based data segments.
- 2) Worked with IRI, a data partner that amasses CPG transactional data from loyalty cards, and The Trade Desk to implement an offline sales conversion feed
- 3) Matched offline transactions to media impressions at the user level each week, and then used this data to optimize to cost per sale (CPS)

RESULTS

CPS improved more than 80% across brands within three months of the campaign launch



Optimized campaigns
to real outcomes
using a data-driven
approach

Achieve more than
80% improvement
in cost per sale