

# Online Coupons Drive In-Store Sales

**NEW**



## Campaign Objective

A leading food company used coupon messaging in its digital media creative to drive in-store sales for a new product.

## Strategy & Tactics

- ✓ Leveraged online media tactics to drive shoppers to a downloadable coupon that could be redeemed in-store.
- ✓ Used “Get coupon” as the call to action to increase engagement and conversion.
- ✓ Featured “NEW” messaging in the creative to attract new buyers to the brand.

## Results

**\$5.64:\$1**

Generated a \$5.64:\$1 ad-exposed payback for in-store sales – that’s **10% higher** than the average campaign benchmark for the brand.

**43%**

Additionally, 43% of all in-store buyers were entirely **new to the brand** – consistent with other new product launches with the parent brand.

