

## CASE STUDY

# 1:1 IN-STORE OFFER DELIVERY SOY MILK PRODUCT

### Business Objective

With the best selling soy milk brand in the United States, this product manufacturer specializes in manufacturing innovative and nutritious food products, and is known for promoting sustainable business practices.

Refrigerated soy milk, one of the fastest-growing segments in the beverage category, has quickly gained popularity since it was introduced in 1996 with lactose intolerant consumers. It is also increasingly gaining share as a leading choice for consumers seeking the health benefits of soy and a replacement for dairy. This soy milk manufacturer is aiming to expand the use of soy milk as a component of everyone's daily diet and take a greater portion of the dairy milk market share. Experienced with traditional promotional techniques and channels, this soy milk CPG wanted to test in-store one-to-one promotional media delivery as a way to achieve a number of sales and marketing objectives.

### Solution

The soy milk manufacturer engaged Modiv Media to deliver a multi-tier offer targeting approach to users of Modiv Shopper at 92 Stop & Shop stores in New England.

Modiv Shopper, referred to as EasyShop in Stop & Shop stores, delivers relevant media to grocery shoppers through a wireless handheld self-service scan-and-bag solution that shoppers use to save time and money on their shopping trip. The test used one-to-one analytics and media targeting which ranks the relevancy of the offers based on their historical shopping patterns and redemption history. The system's capabilities also allow it to show the targeted offers when the shopper is in close proximity to the product in store, directly coinciding with their 'moment of decision'.

The sales and marketing objectives tested in 5 unique campaigns by the soy milk CPG included:



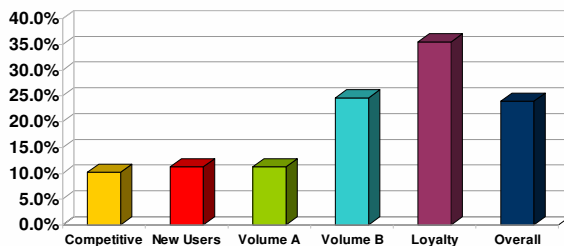
- **Conversion of a competitive product buyer:** Test the ability to convert shoppers who had purchased competitive soy milk products in the last 65 weeks but had not purchased their product.
- **Attract new customers:** Test the ability to gain consumer trial by targeting consumers who have made purchases in the dairy category but never purchased a soy milk product.
- **Increase Consumer Consumption:** Two campaigns were implemented to test the value proposition to effectively increase consumption. The A/B threshold value testing targeted loyal customers to determine which offer delivered a higher redemption and ROI. The first offer gave a discount on the purchase of three products, with the other offering a lower discount on the purchase of two.
- **Maintain current customer share/engagement:** Test the ability to sustain customer share by offering a small incentive to purchasers to keep them in the franchise.

## Results

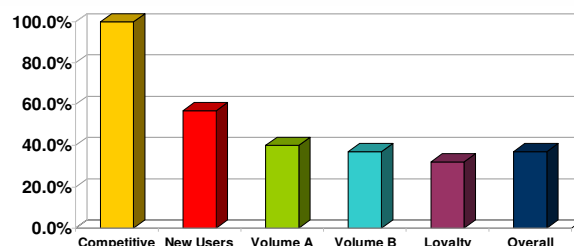
A test of the campaigns was conducted over a 2 week period the last week of March and the first week of April, 2008. The test proved the channel effective for the soy milk manufacturer, delivering the following metrics and insights:

- The soy milk campaigns delivered offer redemption rates from 10-36%, significantly higher than the FSI rates which typically see redemptions of less than 2% and the Catalina rates which see redemption of 6.3% on average.
- The company achieved 241 incremental unit sales over the 2 week period. The overall program delivered an ROI of 293% after all redemption, issuance and handling costs.
- The A/B volume test determined the smaller discount for an upsell volume of 2 products was more effective than a higher discount for an upsell purchase of 3 products.
  - The lower threshold offer saw redemption rates more than double the higher offer at 25% vs. 11% respectively.
  - The lower threshold offer cost the CPG less at a 17.2% product discount vs. 18.4%.

**Redemptions**



**Sales**



## Benefits

Through this test, the soy milk CPG was able to:

- Finely segment consumers and tailor offers that were most relevant and meaningful to that segment to achieve their objectives and goals.
- Improve brand loyalty, attract new buyers and increase purchases by providing the shopper a highly personalized, relevant offer for their brand
- Measure the effectiveness of each campaign and ultimate ROI for the brand. Learnings through this test allows for future campaign optimization to achieve the highest ROI.
- Achieve better promotional results than through the more traditional media channels.

### About Modiv Media

For retailers and brand marketers looking to influence shopping habits and buying decisions, Modiv Media orchestrates relevant retail messages and improved shopping experiences at exactly the right moment in exactly the right place. Consumers benefit by saving time and money with self-service options and relevant product information while brands and retailers boost operational efficiencies, loyalty and sales. Modiv Media has the experience to remove the complexity and adoption barriers out of providing the right promotions, delivery timing and self-service solutions when shoppers are at their "moment of decision" with what, where and when to buy.

Modiv Media Inc. is privately held and based in the Boston area. To learn more, please visit [modivmedia.com](http://modivmedia.com).