

Food and Beverage Leader Grabs Back-to-School Market Share with [24]7.ai Target Personalized Ads

Low-budget, easily scalable campaign returns 17X on ad spend.

COMPANY

Leading US-based food and beverage manufacturer

OVERVIEW

A global leader in convenience food, snacks, and beverages

[24]7.ai PRODUCTS & SERVICES

[24]7 Target

MARKET APPROACH

Company worked with [24]7.ai to create and deploy personalized back-to-school advertising campaigns with hundreds of headlines, creative treatments, and calls to action

CHALLENGES

- Well-known products now lagging in the market
- Back-to-school advertising landscape crowded and competitive
- Limited ad budget well below competitors'
- COVID-19 disrupting typical shopping scenario

RESULTS

- 198.1M impressions
- 17X ROAS
- 9.2% sales lift

Food and Beverage Company Thinks Small to Go Big

This global manufacturer needed to reconnect with consumers, enlisting new customers and bringing former customers back to its snack and breakfast products. With the selling season's most critical time at hand—back to school (BTS)—the company sought to reinvigorate sales via a nationwide, AI-powered digital media campaign that would drive shoppers to two of its retail chain partners.

Challenges

The company confronted three serious constraints. First, BTS competition for shopper attention is legendarily intense. How could the company break through and get traction in such a crowded space?

Second, tried-and-true advertising methods were rendered uncertain by a pandemic that turned the BTS shopping landscape upside down. What rules applied now?

And third, the company and its retail partners committed to only a small advertising budget (a result of the products' reduced customer base). Given the BTS/pandemic environment, what low-budget actions might produce the best results?

Goals

The campaign goals included growing product market share; increasing sales; building awareness of individual products, the product portfolio, and the brand; and re-engaging former customers.

The company would measure the campaign's success in part by KPIs, which, though slightly different per retail partner, included:

- Sales lift: +9 percent
- Return on advertising spend (ROAS): \$1.00

Solution

The company partnered with [24]7.ai in a 12-week media campaign that relied on our AI-powered [\[24\]7 Target](#) product to micro-target shopping parents with personalized, time/date- and locale-specific BTS messaging.

“Using [24]7 Target AI-powered personalization, we generated a spectacular 17X return on ad spend and increased product sales at partner retailers for our BTS online campaign. We met our goal of lifting sales for a host of food products, and by creating a halo effect, of building brand awareness for our lesser known products. Together the featured and halo items delivered over 1 million incremental units.”

—A LEADING FOOD AND BEVERAGE COMPANY

Combined Geotargeting and Big Data AI for Dynamic, Personalized Ads

Specifically, the campaign aimed to motivate qualified adults—those with school-age children and a presumed interest in healthy food, ready-to-go snacks, and BTS shopping—to shop for the company’s products at retail partner stores within a two-mile radius of specific school districts all across the country.

Working closely with our food and beverage partner, we used [24]7 Target to create hundreds of individualized headlines and creative options and serve them up at scale, with minimal costs, nationwide. The personalized ads promoted various aspects of each product and incorporated unique, local variables—such as school opening dates (pulled dynamically from state, county, and city websites), closest participating retailer (matched through Google Maps), time of day, day of week, audience age group, kind of device (mobile, tablet, computer), ad size, local events, and even the weather.

As the campaign unfolded and [24]7 Target drew on more data, it identified top-performing stores, ads with the highest click-through rates, and which shoppers responded best to recipe pages—all of which enabled the campaign to continually and efficiently refocus both the ad content and its delivery.

Sales of the featured products increased and increased. And increased.

A Recipe for Success

Every product category in the campaign returned well over 3X on the advertising spend—this food and beverage company considers 1X a success for typical event-related campaigns—and the overall campaign registered 17X ROAS.

Product sales grew 9.2 percent.

Buoyed by its BTS advertising campaign success, the company is working with [24]7.ai to run additional AI-enabled, dynamically personalized campaigns for other products and other retail partners.

Personalization Performance

Factors: headline, product focus, weather, day of week, and event

HEADING	PERSONALIZATION FIELD	IMPRESSIONS	CLICKS	CTR
CRUNCH AND FLAVOR WITH QUINOA RICE CRISPS	PRODUCT FOCUS	107,000	1,590	1.48%
WATCH THE CLOUDS AWAY WITH QUINOA RICE CRISPS	WEATHER	87,000	585	0.69%
BLUE SKIES & SUMMER BAKING FUN WITH QUINOA RICE CRISPS	WEATHER	87,000	720	0.84%
WEEKENDS ARE FOR QUINOA RICE CRISPS	DAY OF WEEK	102,000	1,035	1.03%
START THE WEEK WITH QUINOA RICE CRISPS	DAY OF WEEK	171,000	1,905	1.13%
TUESDAY CRUNCH WITH QUINOA RICE CRISPS	DAY OF WEEK	102,000	1,161	1.16%
VIRTUAL BACK TO SCHOOL WITH QUINOA RICE CRISPS	EVENTS	102,000	725	0.71%
BACK TO SCHOOL WITH QUINOA RICE CRISPS	EVENTS	102,000	775	0.74%
IT'S WEDNESDAY TIME FOR QUINOA RICE CRISPS	DAY OF WEEK	102,000	1,375	1.37%

“Using [24]7 Target to deliver the right content to the right customers, some food brand ads captured click-through rates higher than one percent. These are phenomenally good results, you just don’t see CTR numbers like that.”

—JOHN SANDWICK
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About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world’s largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai