

# Sparkling Water Manufacturer Beats Back Competition with [24]7 Target™ Personalized Ads

5% sales lift and invaluable lessons learned

## COMPANY

A global leader in convenience food, snacks, and beverages

## [24]7.ai PRODUCTS & SERVICES

[24]7 Target

## CX ENVIRONMENT

Company worked with [24]7.ai™ to create and deploy advertising campaigns with hundreds of personalized headlines, creative, and CTA

## CHALLENGES

- Chief competitor introduced similar offering in the highly competitive flavored sparkling water market
- COVID-19 pandemic changed driving and shopping patterns, keeping people out of convenience stores
- The sparkling water market moved from plastic to aluminum, creating can (and, thus, production) shortages—particularly of the most popular flavors

## RESULTS

- 3x ROAS
- 5% sales lift
- 11M impressions over target

## New Can. Familiar Competitor.

The brand team for this convenience beverage manufacturer intended to run an awareness campaign—during the back-to-school timeframe in select regions across three convenience store chains—showcasing its popular line of flavored sparkling water in a new 16oz can.

The company had used [\[24\]7 Target](#) AI-powered ad personalization to run similar contextualized campaigns in each of the preceding two years. But the 2020 campaign took on special urgency: A competitor had recently introduced a comparable product line, compelling the company to protect and, ideally, expand its turf.

And that wasn't all.

## Challenges: Fewer Shoppers, Disrupted Behaviors, Production Shortages

Thanks to the pandemic, fewer customers were out and about. This not only drove down convenience store sales over the first three quarters but also made it virtually impossible to predict which kinds of consumers would be in these stores shopping for what when.

On top of that, a global aluminum shortage had developed as much of the food and beverage (F&B) industry switched from plastic to aluminum.

## Goals: Boost Short-Term Sales, Prepare for Long-Term Outlook

To meet these challenges and entice on-the-go customers with relevant, targeted advertising, the company again teamed with [24]7.ai, hoping to build on the success and learnings from previous AI-driven, dynamic, predictive, digital media campaigns.

The campaign's immediate success would be determined by these KPIs:

- Total impressions: 32.8M
- Return on Advertising Spend (ROAS): 2 - 3X
- Click-through rate (CTR): 0.35%

“The company felt these results were just outstanding given the aluminum cans shortage and the overall decline in their businesses due to the pandemic.”

—JOHN SANDWICK, DIGITAL  
ADVERTISING PRACTICE LEAD,  
[24]7.AI

## Solution: Beverage and Food Bundles Motivate Purchases

Working closely with the beverage brand team, which created hundreds of headlines and creative options, we used [24]7 Target to match various ads promoting different sparkling water flavors and food bundles to the right persona at the right time—served up at scale and with minimal costs.

Contextual relevance is the key—it trumps demographic targeting by a long shot—so ad variables included individualized headlines, time of day, appropriate food depending on time of day, closest participating retailer (matched through Google Maps), day of week, audience age group, device type (mobile, tablet, computer), ad size, local events, and even weather.

We concentrated our efforts where we saw the biggest payoff. For example, we quickly learned that a certain water flavor combined with either of two particular headlines had a higher CTR than all others.

We also learned the two flavors with the highest sales velocity weren't as broadly distributed as the best-selling flavors. So we advised the company to distribute these flavors more widely.

## Results: [24]7 Target Optimization Netted 3X ROAS

The [24]7 Target digital media personalization platform enabled us to build out water and food options by retailer, advertising the right bundles to the right shopper persona without expensive versioning costs.

Sales were up 5 percent overall—even with the aluminum shortage and COVID-19 restrictions, and with the company's chief competitor muscling in on its territory. Sales at some stores went up as much as 60 percent.

Sales accelerated each week as the [24]7 Target activation unfolded: Week 4 sales grew 14 percent compared to Week 1. Distribution also grew 9 percent.

Based on learnings from this campaign, the manufacturer envisions expanding the beverage and food bundle options, as well as adding retailers.

- Total impressions: 43M (11M over targeted KPI)
- ROAS: 3X (at high end of targeted KPI)
- CTR: 0.35% (within targeted KPI)

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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](http://www.247.ai)