



INCREASE STORE TRAFFIC

Case Study

Challenge

Client needed to transform the reach of their printed circular to grow brand affinity and acquire new customers

Goals

- DRIVE sales & in-store traffic
- INCREASE weekly ad engagement & reach
- CONVERT COMPETITIVE shoppers

Strategy

Construct a fully integrated media channel receptivity analytics to extend the reach of circular pricing & promotions while optimizing across digital channels for a holistic approach to the weekly ad platform.

Steller Results - Sales impact was measured by ensuring key flighting strategies between channels across a time period allowed for secure test & control scenarios

- Customer Counts – **8%** increase
- Sales Lift – **4.5%** increase in sales
- CPV - Increased avg basket size

