CASE STUDY
APPLEGATE

CAMPAIGN OBJECTIVE

Applegate's diverse product portfolio has been experiencing increased sales over the last two years. Their challenge was to efficiently continue to acquire new buyers, bring back lapsed buyers and defend loyal customers—while driving cross-category purchases across their entire product portfolio.

SOLUTION IMPLEMENTED

Cadent and Catalina designed a custom, sequential messaging campaign delivering household-level targeted Connected TV ads to 4.2MM existing and new buyers, monitoring their consumption and purchase behavior in real-time.

Shoppers who were exposed to 3 ads but did not make a purchase received an in-store promo offer to try the new item. For those shoppers who were exposed and did make a purchase, the initial offer was suppressed, and they were instead provided with an offer to try other cross-category items.

2022
WINNER
THE ADEXCHANGER AWARDS

**AdExchanger
Award Winner
Best Data-Driven
TV Campaign**

RESULTS ACHIEVED

Campaign drove $2.13 in incremental ROAS*

The 27MM CTV ad impressions and in-store sequential offers delivered resulted in significant ROAS, lift, and powerful buyer insights:
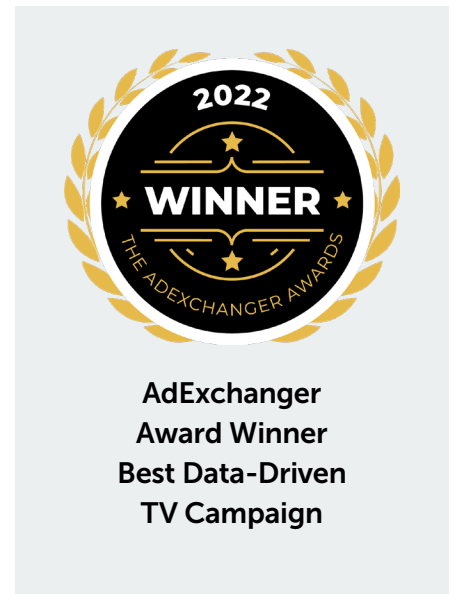
42% Increase

in dollars spent per shopping trip by existing buyers.

24.9% Increase

in sales lift. New buyers accounted for 13% of the lift and repeat buyers accounted for 12%.

$250K Savings

realized by only delivering the promotional offer to specific consumers who did not purchase after the initial ad exposures.

To learn more about how Cadent can help you with a data-driven TV campaign, contact a Cadent sales representative or visit us at Cadent.tv.