



## CASE STUDY CAULIPOWER

### CAMPAIGN OBJECTIVE

Caulipower revolutionized the frozen pizza category with its innovative, healthier options. They were looking to effectively recruit new users and gain back share in this competitive market, needing an efficient way to drive awareness, educate consumers, and incent trial among its most valuable targets.

### SOLUTION IMPLEMENTED

Cadent and Catalina designed a Connected TV campaign to deliver household-level targeted ads based on purchase behavior. Utilizing real-time insights, we identified Caulipower's most relevant shoppers including lapsed and competitive buyers.

Promotional offers were served only to those who saw the TV ad 3 times but had not yet purchased. This campaign delivered sequential product messaging and managed costs by issuing incentives only to those shoppers that needed a little extra push to try.

### RESULTS ACHIEVED

## Campaign drove \$2.80 in ROAS\*

**74K** new buyers were introduced as first time purchasers of the Caulipower products

**9%** of new buyers made a repeat purchase in the first month thereafter

**\$59K** on cost savings recognized by Caulipower in redemptions from buyers who converted on CTV only month thereafter

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](https://www.cadent.tv).