



CASE STUDY
STUFFED PUFFS

CAMPAIGN OBJECTIVE

Stuffed Puffs launched a few years ago with the ultimate food combination – milk chocolate stuffed marshmallow! It makes s’mores less messy and hot cocoa more delicious, but it’s also a handy sweet snack. This emerging brand wanted to get the word out about its product to drive trial and keep their brand top of mind.

SOLUTION IMPLEMENTED

Cadent & Catalina ran a CTV campaign beginning with Purchase-Based Targeting to pinpoint Marshmallow and S’mores Buyers who had never purchased the brand before, as well as their current competitive and lapsed buyers. With media in-flight, Catalina’s Multi-Touch Attribution measurement helped make in-flight tweaks to optimize at the audience level.

RESULTS ACHIEVED

Campaign drove \$0.66 in incremental ROAS

Results were higher than benchmarked expectations, due in large part to purchase-based targeting at the household level and the ability to optimize in-flight

75% increase in new buyers to the brand

58% increase in sales lift

“[Cadent and] Catalina’s high-quality CTV targeting and attribution measurement are what made this campaign stand out. We were able to find and reach marshmallow buyers who had never purchased our client’s brand before, then track sales impact in-flight to optimize.”

- Jayde Levesque, Managing Director, Partner at Junction 37 (Media Agency)

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).