



CASE STUDY:	Precision Marketing with Scale
CLIENT:	Skin & Hair Product
CASE FOCUS:	Cross-Category Penetration & Preventing Defection

MARKETPLACE CHALLENGE

Savvy CPG brand leaders know efficient and effective growth requires proactively managing specific buyer segment behaviors. But finding programs to do this is a challenge as most offer targeting or scale and are not able to connect program impact back to specific consumers' purchase behaviors.

Catalina can help you drive efficient growth with **precision marketing at scale** and full impact visibility.

BRAND CHALLENGE

With product offerings across many highly competitive skin care categories, the brand team wanted to drive profitable sales and build their brand through efficient penetration that encouraged consumers to purchase cross sub categories. By partnering with Catalina, a small-scale test determined **Catalina Volume MaximizR** could meet these objectives, so the team decided to expand to a national program.

ACTIONABLE INSIGHTS

72% of brand consumers
had **low brand loyalty**
spending over **70% of their**
overall category purchases
on competitors



ENCOURAGING 1+ CATEGORY BUYING **INCREASES \$88M** ANNUAL SALES



PROGRAM OVERVIEW

Catalina mined its shopper data for 100MM+ households to identify the highest potential medium, light and at-risk buyers.

Catalina Volume MaximizR was selected as it can efficiently drive increased cross category purchases among current buyers AND regain lapsed buyers.

- Targeted consumers who purchased 2+ items across categories would receive personalized dollars off their next shopping trip. Various offer values were tested.
- Program was announced to targeted consumers 10 days prior via in-store, digital and mobile ads.
- Upon purchase of 2+ items, consumers received an offer for savings off their NEXT retail shopping trip.
- This had high consumer value since savings were not brand specific and led to slippage (consumers often make the first purchase but neglect to redeem the next trip offer).

THE RESULTS

Programs delivered over **\$5**
IN RETAIL SALES FOR EVERY \$1
IN PROGRAM SPEND

Lapsed buyers returned with units and dollar purchases in line with existing brand buyers

+39% IN SPEND PER TRIP
OF MEDIUM & LIGHT BUYERS

23% OF EXISTING BRAND BUYERS PURCHASED WITHIN 1 NEW SUB CATEGORY

ALL buyers purchased **2+** ITEMS

Only **Catalina Volume MaximizR** efficiently delivers precision **TARGETING AND SCALE** with the visibility of the specific impact on your consumers' behaviors and business results.

Want to build brand loyalty and drive efficient growth?

Contact us at **877.210.1917** or **grow@catalina.com** and unlock the full potential of your brand.