

MAXIMIZE

Maximizing Consumer Volume Through Targeting

Consumer Insight

A leading ingredient brand wanted to efficiently Maximize sales volume through a holiday promotion targeting health-conscious consumers and potential high-volume buyers. Catalina responded by analyzing the purchase behavior of the brand's customers nationwide. We identified consumers with heart-healthy and weight management preferences, as well as those who were likely to purchase multiple units in a single transaction.



Timing:

Holiday promotion

Targeting:

Health conscious consumers and potential high-volume buyers

Digital Media Network:

In-store

Personalization

Catalina worked with the brand to develop a campaign to motivate both health-conscious and likely multi-unit buyers.

- Heart-healthy and weight management buyers were delivered a targeted print ad, as well as promising rewards for future purchases.
- Customers predisposed to buying multiple units received a print ad and incentive featuring a recipe incorporating multiple products of the brand.



Buy natural spices or extracts and save up to \$3.00 on a future order with coupon.

Results

The campaign efficiently maximized brand sales among all of its targeted audience segments, including:

- **6.1% increase** in unit volume year over year
- Redemption rates of 19% – 30%
- **Almost 3X the efficiency** of the brand's traditional FSI promotions

Offer Redemption Rate Versus FSI



About Catalina

Catalina's personalized digital media drives lift and loyalty for the world's leading CPG retailers and brands. Catalina personalizes the consumer's path to purchase through mobile, online, and in-store networks powered by the largest shopper history database in the world. Catalina is based in St. Petersburg, FL, with operations in the United States, Europe and Japan. To learn more, please visit www.catalinamarketing.com or follow us on Twitter [@catalina](https://twitter.com/catalina).