



# Bashas'

**MEDIA MANAGEMENT:** Gains of almost 600% sales

## OUR GOAL:

Develop programs that help cut costs and increase your business efficiencies. Through our strategic sourcing process, we evaluate all available alternatives to customize a program for you while driving the greatest savings.



## RESULTS

600% increase in sales on a \$35K budget

## OVERVIEW

Bashas' is based in Phoenix, AZ, with annual sales of \$2.0B. In 2015, Bashas' ran a



"Price & Item" digital campaign with a third party.

Spend for the campaign exceeded \$37K for an eight-week program.

Resulting sales ROI yielded an increase of only \$15,800. Bashas' was willing to try again through Topco's Media Management program, this time with a seven-week campaign and \$35K spend, similar to the previous Price & Item campaign.

## STRATEGY

All of Topco Media Management's digital campaigns are customized for the retailer using recent data. Utilizing Bashas' first-party loyalty data, we:

- Delivered digital ads to Bashas' loyal customers and persona look-alikes
- Used a programmatic buying platform that reached only consumers most likely to convert, eliminating budget waste
- Used retargeting to reach consumers on different platforms and websites. Retargeting is the process of tracking who has visited a specific web page such as homepage or special offer page, and then serving another message or ad on other sites they visit)

## RESULTS

The digital campaign by Topco Media Management yielded a sales lift for Bashas' of \$109,200 with a campaign budget of \$35K.

The campaign gained an approximate 600% increase in sales with a smaller budget and a tighter timeframe.

We can duplicate these results for you!

Contact Rachel Vidoni, Senior Analyst-Marketing at [rvidoni@topco.com](mailto:rvidoni@topco.com)