

**Driving ROAS with  
Key Distributors for  
International Beer  
Company through  
1-to-1 Video**

**eyeview**

**WE DELIVERED**

**26% HIGHER**

**ROAS THAN NCS DIGITAL VIDEO BENCHMARK**

## **What's Better Than An Ice Cold Beer?**

To Our Client, It's Communicating With Individual Consumers

Our client is an international imported beer brand, sold in over 80 countries. Not only is it imperative for beer companies to drive sales but it is also key to support relationships with their distributor partners. The beer and alcohol market is saturated, and our client needed to cut through the clutter and speak directly to individual consumers.

## **The Challenge**

Our client challenged Eyeview to drive incremental sales and a measurable return on ad spend through personalized video across desktop devices.

## **Campaign Highlights**

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**2X ROAS**  
**from 1-to-1 video**

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**26% HIGHER**  
**ROAS than the NCS**  
benchmark for digital video

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**10% LIFT**  
**in household**  
purchases compared to  
an unexposed audience

# The Solution

## Developing Built-From-Scratch Video To Drive Measurable Sales Results

Eyeview leveraged purchase-based and hyper-local targeting to identify our client's existing buyers and competitive buyers near 21 key distributor partner locations. We delivered personalized video variations with dynamic retailer branding and personalized elements to drive in-store purchases, such as regional callouts and a map to the individual's nearest store location. Videos were delivered to consumers 21 or over, located near 12,098 specific retail partner store locations. Nielsen Catalina Solutions measured the campaign success for return on ad spend and incremental sales.



# The Solution Breakdown

**Loyalist**  
Syracuse, NY



**Competitive Buyer**  
CVS Shopper



## CONSUMER IDENTIFICATION

Eyeview leveraged purchase-based targeting to brand buyers and relevant competitive buyers.

## PERSONALIZED 1-TO-1 VIDEO

Using the brand's existing Youtube footage, Eyeview created custom video infused with dynamic regional callouts, including a map to the viewer's nearest distributor location and dynamic deals on 6-packs at each store.

## RESULTS MEASUREMENT

Our solution delivered a 2X ROAS through desktop video, which was measured by Nielsen Catalina Solutions.

# Results

This campaign drove several noteworthy outcomes. **2X ROAS** was **26% higher** than the NCS benchmark for digital video, the campaign also increased incremental sales from mass/grocery retailers by **44%**. Additionally, **15%** of incremental sales for the campaign were generated by shifting market share from other major competitor brands.

**Nielsen Catalina Solutions measured the campaign's offline success, resulting a **2X** return on ad spend for the program.**