

The Evolution of the Digital Circular



WE DELIVERED
13X RETURN
ON AD SPEND

CAMPAIGN HIGHLIGHTS

13X ROAS

for every dollar in ad spend

4.5% LIFT

in household penetration

4.1% LIFT

in site visitation

6,914,962

unique users reached

eyeview eyeviewdigital.com

CHALLENGE

A top 15 grocery retailer wanted to drive sales through its weekly print circular. However, due to the decline of print distribution the grocer needed to find new channels to drive sales with existing buyers, prospects and competitive shoppers. The brand challenged Eyeview to transition customers from their traditional print circular to an online digital circular, all while promoting local product offers to drive in-store sales.

SOLUTION

Eyeview provided a unique digital video solution that introduced consumers to the online circular experience through personalized video. Eyeview leveraged past-purchase data of buyers, prospects and competitive shoppers as well as site-visitation behavior to tailor messaging and product promotion. Ongoing website visitation was used as a proxy for campaign optimization as Eyeview invited consumers to the site to experience the circular, while offline sales provided a measurable outcome. New buyers drove household penetration while current buyers protected and grew market share, culminating in a 13X return on every dollar in ad spend.

CONSUMER IDENTIFICATION

By leveraging transactional information and site visitation data, Eyeview targeted current buyers, prospects and competitive shoppers within a hyper-local proximity of each individual store location.

1-TO-1 VIDEO

Eyeview's decisioning engine delivered personalized videos featuring circular offers and products specific to each retail location. Eyeview generated and delivered 10,802 unique videos that served as a tutorial on how to use the online circular. This educational experience supported the shift from the print to digital circular.

RESULTS MEASUREMENT

The campaign generated 13X return on ad spend. A 4.5% lift in household penetration was driven primarily by new buyers and generated a 2.3% lift in category market share. Results were measured by Nielsen Buyer Insights.

