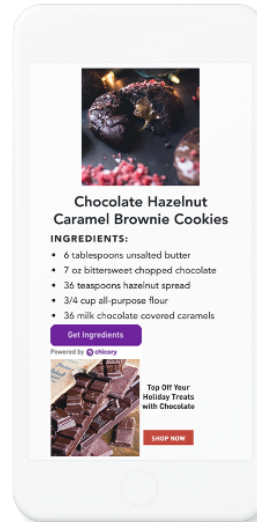


Case Study

Major Confections Brand Drives In-Store Holiday Sales Using Chicory Digital Tactics

A national chocolate and confections brand worked with Chicory to sell out their holiday-themed treats during a traditionally busy time for advertising. The result? Users flocked to stores at a record low acquisition.



Challenge

When the holidays hit, the name of the game is to reach consumers shopping for party-time necessities without getting lost in the barrage of messages about products that make the season merry and bright.

That's why this national chocolates and confections producer worked with Chicory to sell out their stock of holiday-themed treats at a major grocery store chain. Knowing that today's consumer is omnichannel, their strategy was to use Chicory's digital marketing tactics to translate to brick-and-mortar movement.

Strategy

The partners used Chicory's Premium pairings ad unit to advertise holiday chocolates on trending holiday recipes in the Chicory recipe network of 1,200 independent recipe sites. The user experience was two-pronged: users would see an ad, click, and be brought to a co-branded landing page (the retailer and the chocolate brand) that gave them ideas for using the seasonal goodies in recipes and fun craft applications. Or, in some cases the ads were made shoppable at the retailer.



Holiday classics



Decadent breakfasts

Results

Success was measured with a foot traffic study and an overall look at sell-through rate by the brand. Sell-through was successful and foot traffic results showed significant engagement at the store level attributed to the online tactics.

18.2%

Lift in store visits among
exposed audience

\$0.03

Cost per store visit

29.7%

Visited stores within 7 days of
campaign exposure