

**NEUMARKT®**

How AI Drives 39.51% Sales Volume Uplift

**The Unmatched Power of Retail Media
to Boost In-Store Sales.**

Neumarkt is a Romanian beer by Heineken, known for its strong taste and focus on masculinity.

Challenge

Heineken, through its Neumarkt brand, launched a targeted national campaign with Dentsu to boost sales over a 14-day period in September 2024. The key challenge was to increase product visibility and engagement while driving conversions across a diverse audience of male customers in both urban and rural areas.

Strategy

Execution

The campaign needed to effectively reach over 2.2 million customers through a mix of in-store and digital channels while leveraging insights to maximize its impact. The campaign was executed across 938 Profi stores nationwide and leveraged both in-store and digital retail media channels. The media mix included digital signage in bistros and at store entrances, in-store radio, website display ads, and mobile app sponsored posts. Neumarkt also incorporated strong incentives in the form of prize giveaways, including Volkswagen Tiguan vehicles, daily cash prizes, and 2 million cans of Neumarkt beer. Promo codes were distributed under bottle caps and can tabs, encouraging customers to visit the campaign website or claim their prizes in-store.

Shopping Missions

By aligning media delivery with distinct shopping missions, the campaign was able to capture shopper attention at key moments, such as during routine grocery trips and planned beer purchases. The simplicity of the prize mechanic (promo codes and high-value rewards) made it easy for customers to engage with the campaign, while the digital and in-store media ensured broad visibility.

Target Audience

The campaign targeted male customers aged 18 and above in both urban and rural areas. By using the extensive reach of the Profi retail network, Neumarkt was able to deliver its message to a wide audience, ensuring high visibility for the brand.

Strategy At A Glance

Retail Network



Retail Channels

- In-Store: Digital Screens, Radio
- On-Site: Mobile App, Website

Media Investment

- Duration: 2 weeks
- Budget: 7.5% from total



Collaborating with Footprints AI on the Neumarkt campaign not only allowed us to reach our audience effectively but also delivered a surprise and delight effect with the scale of the sales boost. The campaign generated over 124,000 units sold, with a 39.51% uplift in SKU share and a remarkable 9.10x return on ad spend, far surpassing our expectations.

Daniel Corneanu

Digital Lead,
Dentsu Romania



Solution

Footprints Retail Media Network is Romania's most powerful and largest ad network that ensures brands to engage with the right audience based on both shopping and purchase behaviors, maximizing customer intelligence and media investment impact.

The solution involves:

- Omnichannel retail behavior analysis.
- Profiling to generate socio-demographics, and household-level econometrics.
- Predict next 30-day behaviors.
- Use geolocation for precise insights and community-level targeting.
- Generate hyper-personalized ad content.
- In-store, on-site and off-site real-time campaign delivery optimization

Retail media campaigns allow precise targeting throughout the purchase path, offering competitive media costs, real-time campaign measurement, and direct sales outcome monitoring, and real time media-to-sales attribution.

Results

In-Store Sales Uplift

The Neumarkt campaign delivered exceptional results across all KPIs, achieving significant engagement and sales outcomes:

- Reported Reach: 2,207,785 customers
- Reported Impressions: 2,838,470
- Cost Per Purchase: €0.11
- Conversion Rate: 3.38% (Transaction Count / Reach)
- SKU/Brand Volume Share Uplift: 39.51%
- Incremental Return on Ad Spend (iROAS): 9.10 (For every €1 invested, Neumarkt generated €9.10 in sales)
- Sales Volume: 124,028 units sold, generating €124,028 in estimated monetary value.

Share of Budget

7.5%



**Brand Market Share
Uplift**

39.5%