



14% In-Store Sales Uplift: Winning Strategy

The Unmatched Power of Retail Media
to Boost Sales.

Nutline is a popular snack brand owned by Intersnack, known for its range of high-quality nuts and seeds.

Challenge

Nutline, a key brand under Intersnack, faced the challenge of acquiring new customers while increasing sales and strengthening its presence in a competitive snack market. The brand needed to effectively reach and engage a diverse audience across urban and non-urban areas, ensuring that its retail media campaign resonated with potential buyers and converted them into loyal customers.

Strategy

Execution

Nutline employed a data-driven approach, leveraging AI-powered retail media through the Profi retail network to precisely target predictive audiences most likely to purchase their products. By utilizing Footprints AI's advanced Retail Media Network capabilities, the campaign integrated real-time sales data with dynamic media delivery, enabling continuous optimization and effective engagement across multiple retail channels within the Profi network.

Shopping Missions

The campaign was tailored to align with various shopping missions, from quick trips to planned stock-ups. By understanding the specific intent behind each shopping mission and using Footprints AI's insights, Nutline was able to deliver relevant messaging and promotions within the Profi stores, driving higher engagement and sales conversion at critical moments.

Target Audience

Nutline targeted a broad demographic across Profi's retail network, including all genders and age groups in both urban and non-urban locations. By leveraging Footprints AI's capabilities, the focus was on identifying and engaging consumers with a high likelihood of purchasing Nutline products based on their shopping behaviors and preferences. This ensured the campaign reached the most relevant and responsive audience segments within the Profi stores.

Retail Network



Retail Channels

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

Media Investment

- Duration: 5 weeks
- Budget: 8% from total



By integrating AI-powered retail media delivery with real-time sales data, we achieved a unique and unprecedented level of precision in targeting predictive audiences. This dynamic approach allowed us to adjust our strategy on the fly, directly correlating our efforts with in-store sales.

Marian Chiracheș

Head of Marketing @ Intersnack
Romania & Bulgaria



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.

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

Sales Boost

The campaign achieved a significant 14% sales uplift in Nutline products across the Profi retail network. This increase was driven by the precise targeting of predictive audiences and the strategic alignment of messaging with various shopping missions, resulting in higher in-store conversions and sales growth.

Unique Retail Customer Data Insights

By leveraging Footprints AI's Retail Media Network, the campaign not only boosted sales but also provided valuable insights into customer behavior. The real-time data correlation between media delivery and actual sales allowed Nutline to refine its targeting and gain a deeper understanding of customer preferences and their shopping patterns.



Share of Budget

8%



Direct Impact into Sales Uplift

14%