



Ham It Up: Cold Cut Sales Surge by 5.4%

The Unmatched Power of Retail Media to Boost Sales

Matache Măcelaru' is a Romanian meat brand, inspired by the legacy of a 19th-century butcher

Challenge

Cris-Tim sought to launch their new product, Matache Măcelaru's Praga Ham, and secure its foothold in the highly competitive processed meats category. The key objectives were to:

1. Boost product sales across the largest retail network in Romania, Profi.
2. Build brand awareness and drive recall for a new SKU in a fragmented consumer market.
3. Engage diverse audience segments, including both urban and rural shoppers.

Strategy

Execution

Cris-Tim leveraged Footprints AI's Retail Media Network to implement a highly targeted, omnichannel retail media campaign. Key execution elements included:

- In-store Digital Screens: Strategically placed digital signage (e.g., bistro areas, entrance screens) ensured high visibility.
- Audience-Driven Targeting: Personalized messaging tailored to audience behavior and shopping patterns.

Shopping Missions

- The campaign was designed around typical shopping missions in the processed meats category, such as weekly grocery restocks, quick meal solutions, and festive meal planning.
- Screens were programmed to align with high-traffic times, emphasizing convenience and freshness during weekday afternoons and weekends.

Target Audience

- Urban and rural shoppers with no demographic restrictions to maximize reach.
- Messaging designed to appeal to families and individuals seeking premium, traditional meat products.

Strategy At A Glance

Retail Network



Retail Channels

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

Media Investment

- Duration: 35 days
- Budget: €15,000



Ligia Smadu

Marketing Director, Cris Tim Romania

"Footprints AI has shown us how advanced retail media can unlock new opportunities for growth. This partnership sets a benchmark for future campaigns as we continue to innovate in engaging our customers."

It created a seamless customer experience and drove measurable results for Matache Măcelaru's Praga Ham."



Solution

Footprints AI deployed its advanced Retail Media Network to drive targeted, measurable outcomes:

1. Audience Insights and Activation: Footprints AI utilized behavioral data to identify propensity-to-purchase scores, optimizing ad placement to align with shopper intent.
2. Campaign Optimization: Real-time performance tracking allowed for dynamic adjustment of screen frequency and messaging to maximize engagement.
3. Seamless Integration: Campaign content was seamlessly integrated across Footprints AI-enabled Profi retail locations, ensuring consistency and scale.

The Retail Media Network provided a scalable and standardized solution, combining:

- In-store digital media placements.
- Advanced audience analytics.
- AI-driven campaign adjustments.

Results

Sales Boost

- 0.78% increase in SKU market share in category
- 5.41% increase in sales compared to control stores where the campaign was not active.

Sustained Brand Recall

- High visibility in-store placements and targeted messaging enhanced consumer awareness.
- Shopper recall studies indicated a significant improvement in brand recall metrics post-campaign.



Share of Budget

16%



**Direct Impact into
Sales Uplift**

5.41%