



97% Sales Growth with AI-Powered Retail Media

The Unmatched Power of Retail Media
to Boost Sales for New Product Launch

Case Study

Fuzetea is a premium iced tea by Coca-Cola, blending tea extracts with fruit and botanical flavors

Savurează aromele preferate într-un nou ambalaj

Challenge

Coca-Cola HBC Romania sought to maximize the visibility and sales of its new Fuze Tea can packaging (Peaches & Hibiscus, Lime & Citronella) during its launch in stores. The objective was to boost sales by engaging high-intent shoppers at the most relevant moments in their in-store journey, ensuring the product gained strong category penetration and became a preferred choice among iced tea consumers.

Strategy

Leveraging Footprints AI, the largest retail media ecosystem in CEE, the campaign targeted Profi (Ahold Delhaize) convenience and supermarket formats where the product was available, dynamically expanding to new locations as soon as transactions were detected.

Execution

- Retail Media Activation included in-store digital screens, info kiosks, and mobile app display ads to reinforce product visibility at every stage of the shopper journey.
- AI-driven targeting ensured the campaign engaged shoppers in the iced tea category, competitive switchers, and impulse buyers, optimizing frequency based on real-time store traffic and purchase data.
- Sequential omnichannel messaging guided shoppers through the awareness → engagement → conversion funnel, ensuring impact where it mattered most: at the shelf.

Shopping Missions & Target Audience

- Focused on on-the-go shoppers looking for a convenient, high-quality refreshment.
- Engaged urban and rural shoppers aged 18-54 with a mix of planned and impulse buying behaviors.
- Shopping missions aligned with meal accompaniments, quick refreshment stops, and category switchers exploring new beverage options.

Strategy At A Glance

Retail Network



Retail Channels

- In-Store: Digital Screens, InfoKiosk
- On-Site: Mobile App

Media Investment

- Duration: 15 days
- Budget: 5% from total



Footprints AI's precision targeting and real-time optimization allowed us to seamlessly introduce Fuze Tea's new canned format to the right shoppers at the right moment. The campaign delivered impressive sales uplift and strong category penetration, proving the power of data-driven retail media

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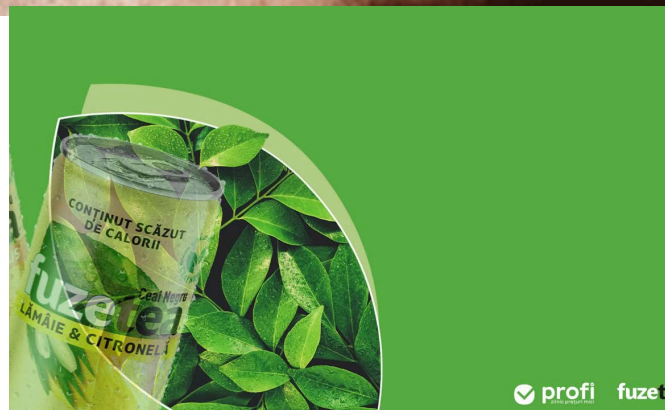


Solution

Footprints AI's real-time access to more than 25 million unique retail customers across CEE enabled hyper-targeted, real-time execution based on actual in-store behavior and transactional data.

- Predictive omnichannel media delivery activated the right touchpoints at the right moment to drive in-store conversions.
- AI-powered dynamic store expansion ensured instant activation in new Profi (Ahold Delhaize) locations as soon as sales data confirmed SKU availability.
- Real-time analytics, predictive targeting, and omnichannel ads enabled Footprints AI to attribute media-to-sales impact and adjust campaign delivery dynamically for maximum category penetration and incremental sales.
- Live campaign optimization reallocated media spend based on in-store engagement and purchase patterns to maximize ROI.

By combining AI-driven insights with precision targeting, Footprints AI ensured Fuze Tea's launch maximized visibility, category growth, and sales impact where it mattered most—at the shelf.



Results

Sales Uplift

+97% Increase in Units Sold – From 2,752 pre-campaign to 5,414 during the campaign, doubling sales within 15 days.

AI-driven targeting optimized conversion at key in-store moments, maximizing shopper engagement and purchase intent.

Brand Penetration in Category Index

+47.29% SKU Volume Share Growth – Fuze Tea's category share jumped from 4.61% to 6.79%, solidifying its position among top iced tea choices.

Retail media precision ensured competitive growth, capturing new shoppers and expanding brand footprint in the iced tea segment.

Share of Budget

5%



Incremental Sales

+97%