



In-Store Sales Surge by 22% in 5 Weeks

The Unmatched Power of Retail Media to Boost Sales.

Birra Moretti Sale Di Mare is a premium Italian lager infused with sea salt. It is owned by Heineken.

Challenge

Heineken aimed to significantly boost sales for the newly launched Birra Moretti Sale di Mare flavor, leveraging retail networks of Profi and Auchan.

For the first time, Birra Moretti incorporated retail media into the mix, working with Footprints Retail Media Network alongside traditional and digital media. A project trial was planned and designed for both testing and sales increase.

Strategy

Execution

The campaign mixed online & offline media channels creating a combination of in-store digital signage and radio, with online retail media assets to engage customers. It also leveraged advanced retail media data that allows predictive analytics, being able to identify in real time the right target audiences that had the highest likelihood of purchasing beer. With this unique set of data, the campaign could test various scenarios of shopping missions that could add the Birra Moretti Sale di Mare in the shopping basket.

Being able to correlate the communication with real time sale data, the focus was on expanding reach and smarter audience targeting that increased the point-of-purchase sales metrics.

Shopping Missions

Throughout the campaign, data was continuously monitored to assess key metrics, enabling real-time adjustments in digital and in-store channels. This ensured messaging aligned with the most responsive audience segments and their specific shopping missions, whether they were on quick trips, stock-up runs, or browsing for inspiration, driving stronger engagement and sales.

Target Audience

The campaign targeted beer drinkers aged 25-44 across urban and rural areas, with no gender bias.

This involved analyzing historical purchase data, consumer behavior patterns, and demographic insights to create precise audience segments.

Retail Network



Retail Channels

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

Media Investment

- Duration: 5 weeks
- Budget: 10% from total



By leveraging the unique set of first party data that retailers own, and with the help of AI-powered predictive targeting, retail media is a strong solution any advertiser that want to serve relevant and meaningful ads to their consumers. By correlating the communication efforts with real-time retail sales at the store level, we were able to adapt our media strategy in an unprecedented way.

Daniel Corneanu

Digital Lead,
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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 combined effect of these targeted strategies led to a 22% uplift in sales for the Birra Moretti Sale di Mare flavor.

Sustained Brand Recall

Beyond the immediate sales boost, the campaign also helped to establish a stronger brand presence among beer consumers, setting the stage for sustained future sales and entering in the set of beers to consider in the two largest retail networks: PROFI and Auchan.



Share of Budget

10%



Direct Impact into

Sales Uplift

22%