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Executive summary

Results show a 106% increase in sales in the promotional month, compared to the prior month. Sales were driven by online awareness and promotional coupons, delivered through AoFrio™ Beacons and proximity marketing at retailers



Challenges

A retailer wanted to compare digital consumer marketing to the results obtained from traditional marketing methods. Their digital marketing included social media, mobile apps, and proximity technology activated via instore beacons.

To keep the experiment manageable and quick to implement, store selection was restricted to just 10 locations. The cluster was chosen to make targeting easier and simplify promotional control during the trial.

For 30 days, discount and promotional coupons for the beverage brand were delivered via a local app and Beacons located in the stores. App download was promoted via social media as well.

Consumers received promotional offers for the beverage when they entered the 10 selected stores. Their phones were automatically prompted by a coupon notification as soon as they were in the range of the smarter coolers (with our AoFrio™ SCS controllers) with the promotion's target.

Consumers redeemed the promotion by showing their mobile phone screen to the cashier, who scanned a barcode to redeem the offer.

Results

The overall results from this trial were impressive! The retailer saw 8% redemption based on registered users of the app.

The redemption rate was an amazing 47% when shoppers received the coupon via a Beacon at the Smart Cooler. Influencing the consumer at their point of decision was critically successful.

