



# Top Food Brand captures Share of Voice at Sam's Club

Case Study: Fortune 500 Food brand with over \$10 Billion in annual revenue

## The Problem

- Brand was already using a competing retail media software platform, but ad spend was underperforming by focusing on ineffective branded campaigns that cannibalized organic Share of Voice
- Old retail media presence lacked strategic presence. Brand had no means of understanding how their ad spend was allocated and couldn't see the true drivers of performance
- As a result, retail media strategy could not be improved over time with input from the team

## The Solution

### Find incremental spending opportunities with...

CommercelIQ's integrated retail ecommerce platform

**Key Feature - Incremental ROAS (iROAS):** By estimating organic performance, the brand can use CommercelIQ to find keywords with the largest opportunities for incremental ad spend that won't cannibalize organic sales. Example tactics:

- Shifting budget mix from low iROAS brands to high iROAS brands within the same category
- Boosting bids and budgets for keywords with higher iROAS
- Maintaining SOV on priority keywords



# Brand invests in crucial keywords to gain Share of Voice, Sales

## The Result

### In 3 months...

**2.8x**

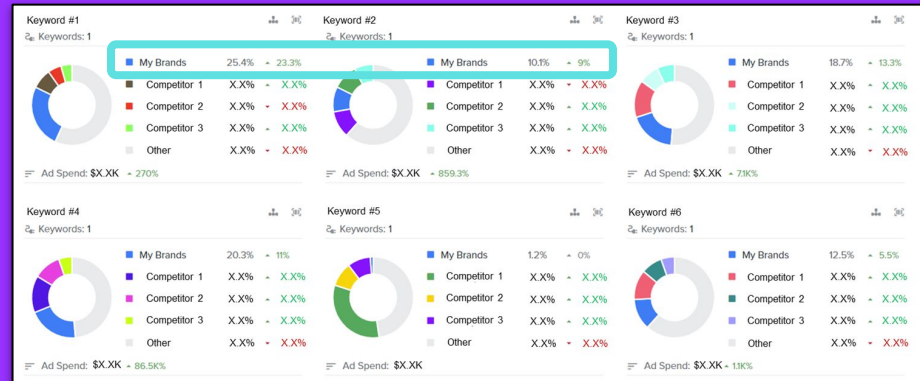
Amount that ad sales rose faster than ad spend increase in dollars over 3 month period.

**+800%**

Sponsored Share of Voice increase vs. the base in the prior 3 months, driven by increasing presence in most relevant keywords

**+180%**

Total Share of Voice increase for the whole brands across its categories vs. prior 3 months



Brand achieved a 10x gain for the most important keywords during a 3 month period