



CROSS STUDY DETAILS

ADVERTISER Campbell's

BRAND Swanson

CHANNEL Millennial

GOAL Grow Sales

Campbell's Swanson Brand Measures ROI on Mobile

OPPORTUNITY

Campbell's Swanson brand was looking to drive in-store sales by inspiring foodies across the nation to bring its products to life at the holiday dinner table.

With the perfect ingredients for almost any dish, the brand needed a comprehensive - and impactful - mobile strategy that would encourage creativity in the kitchen, drive in-store action and deliver measured results.

STRATEGY

Campbell's Swanson brand and media agency MEC partnered with Millennial Media, a full-stack mobile platform offering a vast suite of creative, targeting and measurement capabilities to meet specific tactics required for the campaign.

The brand's first-ever campaign with Millennial Media utilized Product Purchase Rate measurement solution; combining Nielsen Catalina and Experian matched profiles with Millennial Media's scale to measure the impact of mobile ad spend on in-store purchases.

By executing multiple audience targeting tactics - demo targeting, retargeting and 3rd party audience targeting - ensured campaign messaging reached the consumers most likely to take action and drive sales.

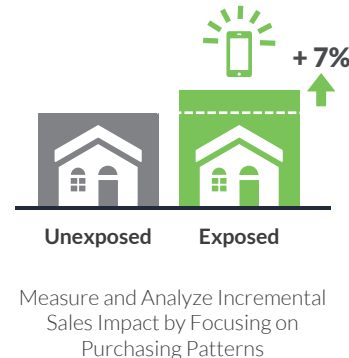
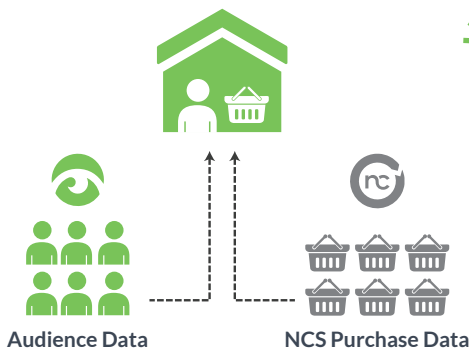
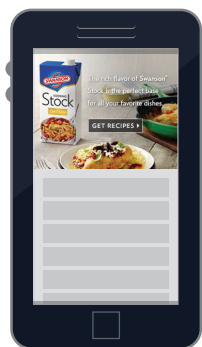
METHOD & RESULTS

CAMPAIGN COMPLETE

EXPOSURE DATA SENT

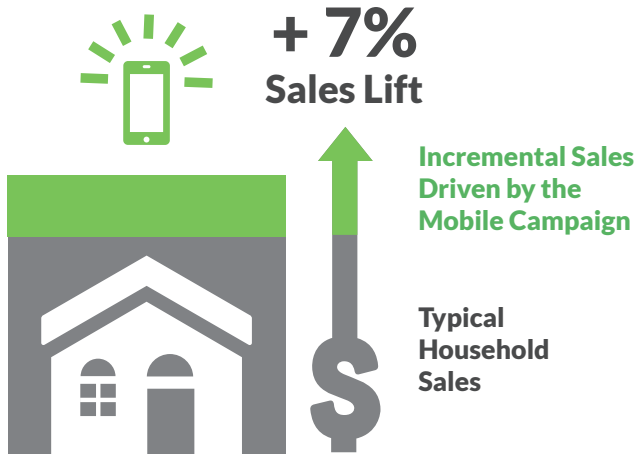
TEST & CONTROL

MEASURE INCREMENTAL SALES IMPACT

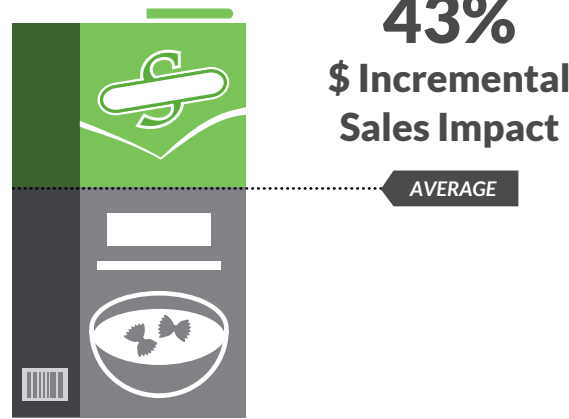


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Campaign performance attributed to more than 7% lift in in-store sales.



Return on Millennial Media ad spend exceeded Nielsen Catalina's food/CPG benchmarks by 43%.



RETURN ON ADVERTISING SPEND

**4X+ ROAS**

*Campbell's Swanson brand garnered more than 4x return on Millennial Media ad spend.*



Email us at [Hello@NCSolutions.com](mailto:Hello@NCSolutions.com) to find out how we can measure your mobile campaigns.

Nielsen Catalina SOLUTIONS



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