

Industry / Retail



SodaStream refreshes campaign strategy to boost sales and brand impact

Challenge

SodaStream sought to boost awareness amongst their audience of “Wellness Optimisers” and drive sales of their sparkling water makers, validating their success in brand lift and conversions with transparent, measurable results.

Solution

Their agency Mindshare partnered with GroupM Nexus and Quantcast to connect SodaStream's upper-funnel activity with lower-funnel outcomes. First, they set up precise tracking, using first-party signals on SodaStream's website to measure conversions. Next, they built custom interest-based "health," "family," and "lifestyle" audiences to connect consumers with relevant display ads. To evaluate the impact of their brand advertising, SodaStream utilized Brand Lift Live by Quantcast™, an integrated, real-time solution that enables marketers to optimize campaigns continuously against brand awareness and consideration metrics. For their performance advertising, SodaStream expanded their reach by activating the campaign in cookieless environments. The impact of the campaign was further enhanced by an industry-first collaboration to enable addressable creative via GroupM Nexus' proprietary dynamic creative optimization (DCO) technology and creative production capabilities.

“Collaborating with Quantcast enabled GroupM Nexus to uplevel SodaStream's brand-to-performance strategy.”

Rich Cavill
Director, Client Leadership
GroupM Nexus

Results

Through this meticulously crafted strategy, SodaStream achieved remarkable outcomes. When viewers were exposed to both brand and performance ads, the conversion rate increased by 107%. The campaign overperformed the key sales objective by 28% with a 19% lower CPA than their goal. Notably, the campaign resulted in an impressive 11% lift in the 'family' audience, 10% lift in the "health" audience, and 2% lift in the "lifestyle" audience, even though the brand already has a high awareness base.

Key results

28%

More sparkling water makers sold (vs. goal)

107%

higher conversions with exposure to brand + DR ads