

## PARTNERSHIP SUCCESS STORY

# OBJECTIVE



## DRIVE SALES & CONVERSION



# ENGAGE & EXCITE SHOPPERS



## LIFT A LOW SALE PRODUCT

## CHALLENGE

How do you stimulate an overwhelmed shopper that has become desensitized to sales?

## CALCULATED RISK

During the busiest time of the year,  
December– Chilli Beans removed  
**ALL SALE AND PROMOTIONAL**  
signage from all four U.S. Locations.

## APPROACH

DON'T TELL THEM THAT EVERYTHING IS ON SALE.

# PURCHASE INTENT DATA DIRECT FROM SHOPPERS HANDS

## HAFTA HAVE BENEFITS

# CAPTURE SHOPPER DATA, DATA, DATA:

PHONE NUMBER

NAME \_\_\_\_\_



EMAIL

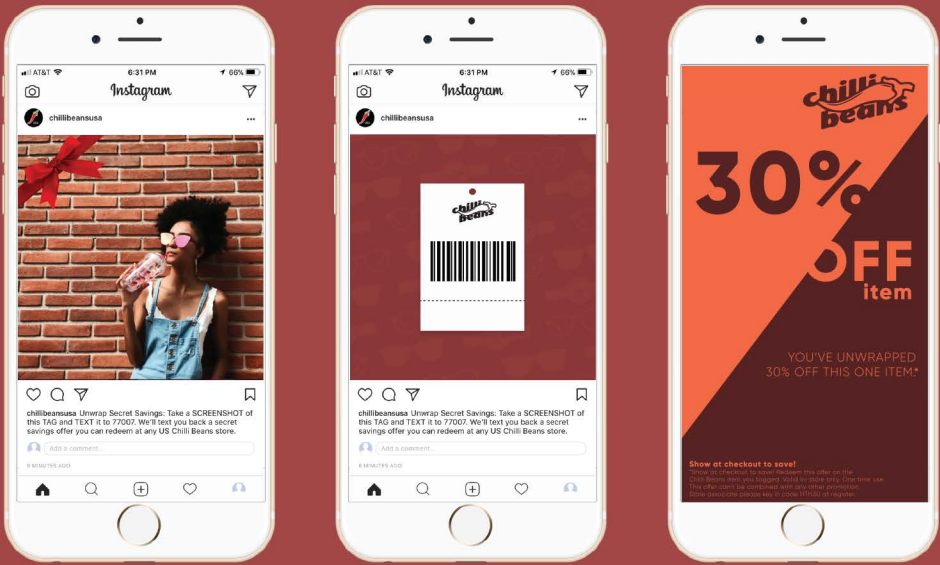


## PRODUCT-SPECIFIC PURCHASE INTENT DATA + CTR

IT'S ALL COLLECTED REAL-TIME ON OUR  
RETAILER DASHBOARD TO BE USED FOR:



CAMPAIGN: UNWRAP SECRET SAVINGS



SOCIAL EXECUTION TO DRIVE FOOT TRAFFIC

Targeted social posts exposed customers to the process and drove them into store to further experience the promotion of “Unwrap Secret Savings.”

IN-STORE EXECUTION

In-store signage promoted the shopper experience.

Shoppers texted a picture of the tag to get a product-specific offer.

Shoppers were instantly texted back a product-specific offer.



RESULTS

4 WEEKS • NO SALE OR DISCOUNT SIGNAGE • 4 LOCATIONS



INCREASE  
IN SALES

11%



LIFT IN  
CONVERSION RATE

23%



INCREASE  
FRAME SALES

26%



We found that shoppers exhibited higher conversion, because they felt that they had ‘won.’ Can you imagine, no sale signs in-store and you, the shopper, are texted a digital coupon; specifically for you—specifically for a single product? It’s like a game.

- Mar Diteos  
CEO, CHILLI BEANS U.S.

ADDITIONAL IMPACT

- Chilli Beans gained new insights regarding:
- + Product demand
  - + Product merchandising
  - + Offline A/B testing of messaging & promotions
  - + How to energize sale associates

eTail

2018 FINALIST EMERGING  
ETAILED BEST-IN-CLASS