



# VANTAGE UNLOCKS NEW SHOPPER MARKETING DOLLARS FOR GROWING CUSTOMER BASE

Online grocer FreshDirect used the Vantage Digital Co-op Advertising Platform to exceed their online traffic and conversion targets quickly, with minimal investment.

**One of the key results of FreshDirect's collaboration with Vantage was a huge Return On Ad Spend (ROAS) from a retargeting campaign for Kimberly-Clark's Cottonelle brand.**

## Background

FreshDirect was taking steps to grow the company's sales and increase its competitive advantage. Strategic decisions included improving customer service and investing in ecommerce.

Vantage developed and implement a scalable digital marketing solution that would enable FreshDirect to reach millions of online grocery shoppers with ads containing the right messages at the right times.

*Vantage has given us a new way to connect with our vendors and get the most out of our retail data. With Vantage we are able to generate real-time insights and new growth with every launch.*

*Michelle Harmon-Madsen, SVP Brand Partnerships, FreshDirect*

FreshDirect's main campaign goal was to enhance their already strong relationships with vendor partners, allowing brands to leverage shopping data to their mutual benefit.

By pooling data from the brands and the retailer, FreshDirect expected to increase conversions through digital advertising and drive growth.

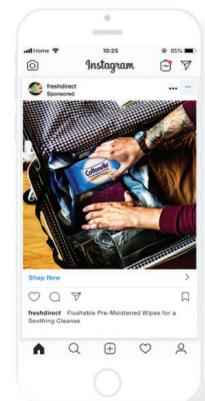
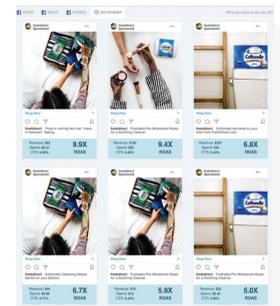
## FreshDirect Marketing Partnership Powered by Vantage

Vantage provided FreshDirect with a turnkey solution that enabled the online grocer to roll out highly effective digital co-op ad campaigns for Cottonelle in just days.

Using real-time shopping behavior observed on the website, Vantage created custom targeted audiences and applied proprietary algorithms to present ads to the right consumers at times they were most likely to make a purchase.

Kimberly-Clark used Vantage to create hundreds of variants of Cottonelle ads with just a few clicks. This eliminated lengthy ad content creation and cycles, reducing the entire process from weeks to hours.

To ensure the greatest ROAS the Vantage AI platform automatically determined the initial bidding and budgeting strategies, and then re-allocated budget to the top-performing ads, placements, and channels. Vantage's exclusive partnerships with Facebook and Google helped maximize ROAS for FreshDirect and Kimberly-Clark.



“*Kimberly-Clark’s collaboration with FreshDirect Marketing Partnerships powered by Vantage has been very successful in acquiring and converting new customers. We would love to work with this technology in all our retail partnerships.*”

*Francisco Silva, Ecommerce Business Development Manager - U.S Grocery, Sales Agency, and Emerging Models, Kimberly-Clark*

### Vantage Delivers Incredible Results

With a modest advertising budget, Kimberly-Clark was excited to have the opportunity to drive traffic to its Cottonelle products on FreshDirect’s ecommerce site – especially with the transparency Vantage offered.

Kimberly-Clark’s Cottonelle campaign generated spectacular results: a very high ROAS.

Retargeting campaigns achieved an impressive 4.6X ROAS. The campaigns averaged a **higher overall ROAS** for FreshDirect, as shoppers added other products to their carts while buying Cottonelle products.

Each optimized ad leveraged FreshDirect data to drive new traffic, higher conversions, and better long-term engagement of the online grocer. As a result, Vantage and FreshDirect surpassed their anticipated campaign goals.

▶ **8,000**

New visitors to the FreshDirect website in just 5 months from one single brand.

▶ **2 million**

Views on the ads, from Cottonelle alone taking FreshDirect to top-of-mind for online grocery shoppers on the east coast of the US

### Get Massive Returns on Minimal Investment

As a Google Global Partner and Global Facebook Marketing Partner, Vantage’s game-changing advertising co-op platform helped FreshDirect.



Drive profitable new customers to their online grocery store



Unlock the value of ad budgets for their long-tail brands



Ensure high returns on minimal time and resource investment



Increase the lifetime value of all your customers

### Vantage is the world’s only digital co-op advertising platform.

Vantage can perform multivariate tests and optimize hundreds or even thousands of ads across multiple channels, right down to the SKU level return live, in real time.

Built to exceed your targets quickly and with minimal investment, Vantage has a unique ability to engage shoppers and drive them to purchase online or in-store when they are most likely to buy. No other platform comes close.

**Partner with Vantage to provide a smarter, more profitable customer experience and unlock new revenue today!**

Email: [partnerships@gotvantage.com](mailto:partnerships@gotvantage.com)



Marketing Partner



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