



16X Better Return on Ad Spend

The Unmatched Power of Retail Media
to Boost Sales.

Chio is a top European snack brand known for its savory potato chips and crunchy snacks.

Challenge

Chio Chips aimed for a 2% sales increase and 35% uplift in digital engagement for their main annual promo campaign. The campaign featured prize-based sweepstakes, encouraging engagement through on-pack promo unique code.

For the first time, Chio Chips incorporated retail media into the mix, working with Footprints Retail Media Network alongside traditional and digital media. They focused on expanding reach, smarter audience targeting, and improving point-of-purchase sales metrics.

Strategy

Execution

The retail media campaign was omnichannel — executed in-store, on-site, and off-site — utilizing dynamic ad delivery tailored to consumer profiles with precise geolocation accuracy down to the store location level. The strategy was looking to activate retail media exposure at every relevant step on the path-to-purchase. This approach was bolstered by AI-generated recommendations.

Shopping Missions

Chio Chips aimed to appeal to a broad audience by prioritizing its position as the preferred choice across a variety of shopping missions relevant to the category. These missions are key to influencing buyer decisions at the point of purchase and include Convenience Top-up, Cherry-Picking and Stock-Up.

Target Audience

Chio Chips activated retail media campaigns with national coverage, spreading the campaign message across urban areas, including both cities and small towns, as well as large rural areas.

Retail Network



Retail Channels

- In-Store: Digital Screens, Radio & Info Kiosk
- On-Site: Website, Mobile App
- Off-Site: Social Media Posts

Media Investment

- Duration: 8 weeks
- Flights: 1
- Budget: 6% from total



The recent campaign with Footprints Retail Media Network exceeded expectations for any other new media we tried in the past. By using advanced AI and personalized ads, it achieving a 48% share of total results, with just 6% share of total media investment we spent for this campaign.

Marian Chiracheș

Head of Marketing @ Intersnack Romania & Bulgaria



Solution

Footprints Retail Media Network is Romania's most powerful and largest ad network that ensures brands to engage with the right audience based on both shopping and purchase behaviors, maximizing customer intelligence and media investment impact.

The solution involves:

- Omnichannel retail behavior analysis.
- Profiling to generate socio-demographics, and household-level econometrics.
- Predict next 30-day behaviors.
- Use geolocation for precise insights and community-level targeting.
- Generate hyper-personalized ad content.

Retail media campaigns allow precise targeting throughout the purchase path, offering competitive media costs, real-time campaign measurement, and direct sales outcome monitoring, and real time media-to-sales attribution.

Results

User Acquisition

The retail media campaign captured 48% of conversions on digital channels, outperforming traditional platforms like YouTube, Facebook, social media ads, and influencer marketing.

Sales Boost

The campaign outperformed its sales objectives, with retail media generating a 12% volume increase, representing 3% in additional sales. This led to 16 times better Return of Ad Spend versus all other media channels.

Chio
CÂȘTIGI și dai PLAY distracției!
Te poți înscrie la premiile zilnice și săptămânale până pe 30 aprilie

ZILNIC
iPhone 15

SĂPTĂMĂNAL
MacBook Air

LUNAR
Experiență VIP la
UNTOLD
pentru toată gașca

Share of Budget

6%



Share of Sales

Results

48%