



How Mutti Used Retail Media to Deliver 4.78x ROAS and Stronger Category Outperformance

A coordinated activation across Eurocash, Glovo and Bolt Food that combined scale, efficiency and share capture in one omnichannel model

Mutti used retail media to move from visibility to measurable sales growth across Eurocash, Glovo and Bolt Food, turning one coordinated activation into scale, efficiency and category outperformance across three different retail environments.



Footprints AI and Mutti built an omnichannel retail media strategy across Eurocash, Glovo and Bolt Food to boost sales while reinforcing visibility throughout the shopper journey. The activation was designed so each retail environment played a distinct commercial role, from scale in Eurocash to faster conversion on delivery apps.

The strategy:

- Reinforce Mutti visibility at every stage of the shopper journey, from in-store screens to digital browsing and delivery apps.
- Concentrate on high-density urban markets (300K+ population) where category competition and purchase frequency are highest.
- Run a true omnichannel setup, using each channel for its strength: Eurocash for scale, Glovo for efficiency, Bolt Food for share capture.
- Prove incremental impact by isolating campaign-supported stores against non-campaign stores, and Mutti performance against the category, on every channel.

Challenge

Mutti needed to drive sales across a fragmented shopper journey spanning traditional retail and q-commerce, in a highly competitive category where visibility alone is not enough to convert demand. The challenge was to prove that one coordinated retail media campaign could work across very different channel environments: protecting performance in Eurocash, accelerating conversion in Glovo and Bolt Food and delivering measurable return at total level.

Execution

- **In-store visibility:** digital screens delivered dynamically and synchronized with the radio spot, activating when target shoppers were in store and actively buying.
- **On-site reinforcement:** retailer mobile app and website display ads, plus push notifications, extended visibility into digital planning and browsing and routed shoppers to the Mutti contest page.
- **Off-site amplification:** sponsored Facebook and Instagram posts targeted shoppers in the selected urban regions, extending reach beyond retailer-owned touchpoints.
- **E-commerce conversion:** sponsored placements on Glovo and Bolt Food redirected users to dedicated Mutti product pages, shortening the path from awareness to purchase.

Shopping Missions

The campaign aligned with the missions where tomato sauces are a natural basket choice:

- Routine / Replenishment: where Mutti can win regular household tomato-pantry demand.
- Stock-up: where larger baskets create room for stronger product consideration and higher value.
- Discovery / Browsing: where digital placements can turn exploration into direct product-page visits and purchase.

Target Audience

- Adults 25-60, all genders
- Life stages: Full Nest I, Full Nest II, DINKs, mid to upper-mid income households in large urban areas, buying tomato products for everyday cooking and household consumption.

Strategy At A Glance

Retail Network



Regional coverage

- Large urban areas (300K+ population)

Retail Channels

- **In-Store:** Digital Screens – Video Ad, Radio
- **On-Site:** Mobile App Display Ad, Website Display Ad, push notification
- **Off-Site:** Meta Sponsored Post

Media budget

- Duration: 28 days
- Share of Budget: 8%

W Mutti wiemy, że
prostota nie oznacza,
że czegoś brakuje,
ale że wszystko jest w
idealnej *harmonii*.

Francesco Mutti



Tylko pozornie proste.

Solution

Mutti used retail media to stay present across the entire shopper journey in Poland and to convert that presence into measurable, store-level sales performance against both non-campaign stores and the category.

Footprints AI enabled:

- **Omnichannel orchestration:** consistent Mutti visibility across in-store screens and radio, mobile app and website placements, social media and the Glovo and Bolt Food delivery apps.
- **Contextual relevance:** dynamic in-store delivery synchronized with radio, timed to moments when target shoppers were in store and ready to buy.
- **Frictionless conversion:** delivery-app placements routed shoppers straight to dedicated Mutti product pages, shortening the path from exposure to purchase.
- **Media-to-sales validation:** performance measured store by store, campaign vs non-campaign, and against the category on every channel, isolating the true media effect.

Results

The campaign delivered strong commercial return and a clear, repeatable media effect: across the Eurocash network, campaign-supported stores consistently outperformed non-campaign stores, and Mutti beat category growth on every channel.

- The campaign generated PLN 550,660 in sales value and a ROAS of 4.78x.
- Campaign stores outperformed non-campaign stores across the entire Eurocash network, with incremental volume uplifts of +11.14% in Delikatesy Centrum, +7.95% in ABC, +13.43% in Groszek and +8.23% in EuroSklep.
- Eurocash was the scale driver, delivering the highest sales volume at 11,919 products sold, ahead of Glovo (7,036) and Bolt Food (815).
- Glovo was the most efficient channel: Mutti grew +24.93% in volume and +24.90% in value vs the preceding period, well ahead of category.
- Bolt Food delivered the strongest category outperformance: Mutti grew +5.03% in volume and +26.00% in value while the category fell -11.55% in volume and -3.48% in value. This indicates an incremental uplift of +16.58% in volume and +29.48% in value.

Share of Budget

8%



ROAS

+4.78x