



From Reward to Behavior Change: How Schweppes Used Cashback to Drive Repeat Purchase

The Unmatched Power of Retail Media to Transform Rewards into Shopper Action



Schweppes used retail media to turn a standard promotion into a rewards-based shopper experience, showing how cashback can drive engagement and repeat purchase.

**Încheie anul cu gustul un
Schweppes și câștigă gara**



**Cumpără Schweppes în valoare
de 20 lei, din orice magazin Profi**



Scanează PROFI APP



**Câștigă garantat unul dintre cele
10.000 de bonusuri în aplicație**

10.000
bonusuri în



Campania este valabilă în perioada 24.11.2025 - 14.12.2025, în toate magazinele Profi. Participarea este condiționată de activarea prealabilă a cam
în aplicația Profi. Pentru acordarea bonusului, este necesară efectuarea de cumpărături în valoare de minimum 20 lei per tranzacție (cu excepția p
tutun și a garanției SGR) și scanarea codului QR la casa de marcat, înainte de finalizarea scanării produselor. Bonusul de 5 lei se acordă autom
după fiecare achiziție eligibilă. Detalii și regulament: www.profi.ro

Strategy

Footprints AI and Coca-Cola built a retail media strategy around using cashback as a behavior-changing layer within the Profi app. Rather than simply announcing a potential offer, media placements guided shoppers from discovery to activation and reward redemption.

The strategy:

- Use app-native cashback to turn communication into rewarded action
- Place the mechanic in high-visibility app touchpoints to support discovery and repeated use
- Reduce friction with pre-activated offers and simple redemption
- Encourage repeat purchase by linking media exposure directly to voucher earning and reuse

Challenge

Coca-Cola needed Schweppes to stand out in a highly competitive carbonated drinks category where traditional price-led promotions can be easy to ignore. The task was to use retail media not just to communicate an offer, but to upgrade a standard promotion into a measurable, repeatable shopper behavior inside the Profi app.

Execution

- Activated a cashback mechanic directly inside the Profi app, rewarding Schweppes purchases with an instant in-app voucher
- Maximized in-app visibility through bubble ad and top-feed app placements, ensuring the cashback offer was impossible to miss
- Triggered push notifications to notify relevant app users about the active cashback, driving awareness and re-engagement
- Simplified the redemption journey, with the offer pre-activated in the app and clearly explained, allowing users to earn and redeem vouchers seamlessly after purchase

Shopping Missions

The campaign targeted shopping missions where soft drinks are a natural basket choice:

- Deal-driven fill-in trips, triggered by promotional offers and cashback mechanics
- Routine convenience trips for everyday refreshment and at-home consumption
- Impulse purchases, influenced by in-app prompts and instant rewards

Target Audience

- Adults 25-34, all genders
- Life stages: Young Professionals, Empty Nest, DINKs

Strategy At A Glance

Retail Network



National coverage,
All store types

Retail Channels

- **In-Store:** Digital Screens - Video Ad, Radio - Audio Ad
- **On-Site:** Mobile App - Display Ad, Mobile App - Text Notifications, Website - Display Ad
- **Off-Site:** Facebook Page - Sponsored Post, Instagram Page - Sponsored Post, Email - Banner Insert

Media budget

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



The cashback activation enabled us to explore a new way of leveraging retail media, highlighting the channel's versatility. By combining media exposure with an app-native cashback mechanic, we drove faster conversion and sustained engagement, transforming a traditional promotional tactic into a more meaningful, data-driven, and fully measurable shopper experience.

Iulia Guran

Channel Marketing Activation
Manager



Solution

The Schweppes cashback campaign showed how retail media can elevate traditional promotional communication by turning it into a closed-loop, app-native shopper journey. Media placements did more than build visibility: they connected exposure, purchase verification and reward delivery inside the Profi ecosystem.

Footprints AI enabled:

- From discount to behavior change: The cashback mechanic shifted shopper behavior from one-off promotional buying to repeated, reward-driven purchasing
- Retail media as a transaction trigger: Media exposure was directly linked to an in-app action and a tangible reward, not just to awareness
- App as a conversion engine: Profi's app became the central layer connecting media, purchase verification and reward delivery in a single flow
- Sustained engagement, not just trial: The mechanic encouraged shoppers to return and reuse the offer, driving frequency and loyalty

Results

The cashback activation delivered strong engagement inside the Profi app, validating the effectiveness of a reward-based retail media mechanic:

- **7,552 unique users engaged** with the Schweppes cashback mechanic during the campaign period
- **10,709 vouchers redeemed** across **9,400 transactions**
- **56,898 units sold** through the Profi app, directly linked to the cashback mechanic, meaning **7.5 units per user**
- **Over 20% returned** multiple times, earning **two or more vouchers**
- A highly engaged core audience emerged, with top users accumulating between RON 40 and RON 80 in cashback value, proving the mechanic's ability to drive loyalty and frequency
- **Week-over-week growth** in engagement, with app sales increasing from 10,731 units in week one to 19,589 units in the final week, alongside a steady rise in vouchers redeemed
- **Clear shopper appetite for instant rewards:** The strong adoption and repeat usage indicate that cashback resonates more strongly than traditional promotions within app-based shopping journeys

Share of Budget

8%



Unique Users Engaged

7,552