



Media On, Media Off, Media On: How Caroli Proved Retail Media's Incremental Value in Profi

Two flights, a nine-day gap in media and a national raffle mechanic turned promo activation into provable, network-wide growth



CUMPĂRĂ CAROLI



Și poți câștiga un lăntșor de aur!



Cumpără ori
scanează P

Footprints AI and Caroli built a two-flight retail media strategy around the “Cumpără Caroli și poți câștiga un lăntșor de aur” raffle, which offered 300 14K gold necklaces to shoppers who bought any Caroli product and scanned in the Profi app. The activation ran from 1 June to 15 July 2026 across the Profi network.

The strategy:

- Use retail media as the activation layer for the raffle mechanic, converting on-pack eligibility into actual app scans and entries.
- Open with a full media mix to build reach and participation fast, then close with a targeted digital flight before the 15 July deadline.
- Concentrate app targeting on customers with category purchase history, and use push notifications specifically against users who had not yet entered.
- Measure the campaign against category performance rather than raw period comparisons, so seasonal demand could be separated from campaign effect.

Challenge

Raffle mechanics are common in FMCG and easy for shoppers to scroll past. Caroli needed the campaign to do more than announce a prize: it had to reach shoppers at the moment of choice, convert into scans inside the Profi app, and prove it lifted sales beyond a naturally strong summer grilling season. In a category where volumes rise anyway between June and July, proving incrementality mattered as much as proving reach.

Execution

- **Flight 1 (1–21 June), full media mix:** digital screens and in-store radio across 356 Profi stores, supported by Profi app push notifications, social posts and stories and newsletter banner inserts.
- **Dynamic in-store delivery:** creatives were triggered when the target audience was present in store and actively shopping, rather than played on a fixed loop.
- **Behaviourally targeted app activation:** the app promo bubble was served primarily to shoppers with purchase history in the category, while push notifications were timed to peak engagement moments and focused on users who had not yet converted.
- **Flight 2 (1–15 July), a targeted digital close:** app promo bubble, push notifications and social posts, focused on converting the audience that had not yet entered before the deadline.
- **A nine-day gap between flights:** media stopped on 21 June while the raffle continued to 15 July, leaving a window in which the mechanic ran with no media support behind it.

Shopping Missions

The campaign targeted missions where processed meats are a natural basket choice, and the mission mix shifted visibly between the two flights:

- **Special Occasion:** the dominant mission in Flight 1 at 31.09%, matching the early-summer gathering and grilling season.
- **Fill-in:** grew from 29.01% in Flight 1 to 47.30% in Flight 2, as the closing digital flight captured quick top-up trips.
- **Replenishment:** 26.33% in Flight 1, reinforcing repeat purchase of core Caroli SKUs across the raffle window.

Strategy At A Glance

Retail Network



Geo-Focus

- National coverage

Retail Channels

- **In-Store:** Digital Screens - Video Ad, Radio - Audio Ad
- **On-Site:** Mobile App - Promo Bubble, Mobile App - Push Notification
- **Off-Site:** Meta - Sponsored Post, Newsletter Banner Inserts

Media budget

- Duration: 36 days
- Share of Budget: 12%

Performance Highlights

- Unique participants: 43,126
- New-to-brand customers: 13,689

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Solution

Caroli used retail media to turn a national raffle into a measurable customer journey inside Profi, and structured the two flights so that the commercial contribution could actually be isolated rather than assumed.

Footprints AI enabled:

- **Two-flight orchestration:** a broad, high-reach opening flight to build participation, followed by a precision digital flight that converted the shoppers it had reached but not yet recruited.
- **An observed benchmark, not an assumed one:** because media stopped for nine days while the raffle kept running, the campaign could be measured against a real no-media reading rather than a modelled baseline.
- **Behavioural targeting:** category purchase history drove promo bubble delivery, while push notifications were reserved for shoppers who had seen the campaign but not yet entered.
- **Media-to-sales validation:** performance was tracked at SKU, brand and category level, showing where the campaign lifted results beyond seasonal demand.

Results

Caroli used retail media to make its range grow faster than the category across the Profi network, and a nine-day gap in media confirming that the campaign, not the season, drove the difference.

- **Caroli outgrew its category in both flights.** Volumes rose 7.31% against 4.74% for bulk and packed sausages in Flight 1, and +11.10% against +8.30% in Flight 2. Volume share climbed from 12.27% to 12.57% and value share from 16.28% to 16.62%, delivering the category positioning the campaign set out to improve.
- **Shoppers bought heavier, not just more often.** Caroli volumes in kilos rose 10.39% against 5.85% for the category in Flight 1, and +15.28% against +9.37% in Flight 2, widening the gap to the category further than unit sales did.
- **The gap between flights showed what stopping costs.** Over those nine days, with the raffle still running, daily volumes fell from 16,748 units to 15,525 and category share dropped to 11.99%. Volumes recovered to 17,514 a day once media returned, evidence that sustained presence, not isolated bursts, is what holds the gain.
- **Retail media recruited, it did not only activate.** 13,689 unique customers who had not bought Caroli in the previous 90 days entered the raffle, and in Flight 1 alone 36% of all participants were new to the brand.

Eligible Transactions

95,497



iROAS

4.6x