Footprints AI

Same Price, More Sold: How Beko Outgrew Its Categories in Altex

The power of retail media to keep a long, considered purchase moving toward one brand.



Featured Beko Models Outgrew Their Categories at Stable Prices

FEATURED REFRIGERATORS

+38.8%

units sold at stable prices, vs +15.4% for the refrigerator category

FEATURED WASHING MACHINES

+37.3%

units sold at stable prices, vs +6.5% for the washing machine category

Footprints AI and Beko built an omnichannel retail media strategy in Altex around Beko refrigerators and washing machines, designed to reach shoppers while they research a high-value purchase and again at the point of choice.

The strategy:

- Reach category buyers aged 25-55 while they are actively researching refrigerators and washing machines.
- Follow the full appliance journey, from the homepage to category pages to the store floor.
- Concentrate media on a defined set of featured models, so their performance can be read against the rest of the range.
- Read results only on models with stable prices, so price changes do not mask the effect of media.

Strategy At A Glance

Retail Network

ALTEX

Geo-Focus

National coverage

Retail Channels

- **In-Store:** Digital Screens, Radio
- **On-Site**: Mobile App and Website - Display Ad

Media budget

- Duration: 31 days

How We Read the Results

Product group	Models	Media	Price, July vs June	In the read
Featured refrigerators	12	Featured	Stable	Yes
Featured washing machines	14	Featured	Stable	Yes
Other Beko models	70	Brand presence	Stable	Yes
Price-moved models	37	Mixed	Moved by more than 10%	Set aside
Category (Altex)	All brands	N/A	Market	Benchmark

Campaign 1 to 31 July 2026 vs preceding period 31 May to 30 June 2026. Models whose average price moved by more than 10% in either direction are reported separately.

Challenge

Appliances are a long, considered purchase, and shoppers compare models and prices across several visits. The month before the campaign was promotion-heavy, with washing machine prices about 15% below their normal level, which made any comparison on the full range misleading. Beko needed to show what retail media added on models where price was not doing the work.

Execution

- **In-store visibility:** digital screens synchronised with the radio spot across Altex stores, activated when the target audience was in store and actively shopping.
- **Homepage presence:** banners at the start of the Altex shopper journey, building awareness of Beko refrigerators and washing machines.
- **Category placements: banners where shoppers browse and compare models, keeping Beko present at the moment of choice.**
- **App reinforcement:** display ads in the Altex app extended the same message to mobile browsing.

Shopping Missions

The campaign targeted the moments when a household decides on a new appliance:

- Replacement and upgrade: when an older appliance needs changing.
- New home setup: renters and new homeowners furnishing from scratch.
- Growing household: families who need more capacity.

Target Audience

- Men and women, 25-55, urban audiences with national coverage.
- Families with growing households, renters and new homeowners, category buyers actively researching refrigerators and washing machines.



Solution

Beko used retail media to stay visible across the whole appliance journey in Altex, from first search to final choice in store. Media focused on a defined set of featured refrigerators and washing machines, and reading them against the category at stable prices showed what retail media added beyond price.

Footprints AI enabled:

- **Omnichannel orchestration:** one Beko message across in-store screens and radio, the Altex homepage, category pages and app.
- **Audience precision:** delivery focused on shoppers researching refrigerators and washing machines.
- **Journey coverage:** presence at awareness, comparison and purchase, matching how appliances are actually bought.
- **Media-to-sales validation:** featured models read against the category, with price-moved models set aside so the result reflects media, not discounts.

Results

Featured models are compared with their own preceding month and with the category in Altex, on models whose price stayed stable.

Sales growth, July vs June	Volume	Value
Featured Beko refrigerators (12 models)	**38.80%**	**40.00%**
Refrigerator category	15.40%	22.30%
Featured Beko washing machines (14 models)	**37.30%**	**36.10%**
Washing machine category	6.50%	7.40%

- **Featured refrigerators led the way:** 715 units vs 515, up 38.8%, and €293K in sales value, up 40.0%, while the refrigerator category grew 15.4% in units.
- **Almost 6x faster than the category:** featured washing machines grew 37.3% in units and 36.1% in value, vs 6.5% for washing machines overall.
- **Close to 800 extra units:** featured models sold 2,897 units in July, 793 more than in June, adding €247K in sales value.
- **Growth at stable prices:** the average price held at about €410 for featured refrigerators and €285 for featured washing machines, so the growth came from more shoppers buying, not from cheaper units.
- **Ahead on value too:** featured refrigerators grew 40.0% in sales value, against 22.3% for the refrigerator category.
- **Bigger share of the category:** featured refrigerators rose from 2.4% to 2.9% of category units, and featured washing machines from 8.7% to 11.2%.
- **Media delivered above plan:** 657K shoppers reached and 1.35M impressions, both slightly above plan.

SALES UPLIFT

€247K

extra sales value from featured models vs preceding period

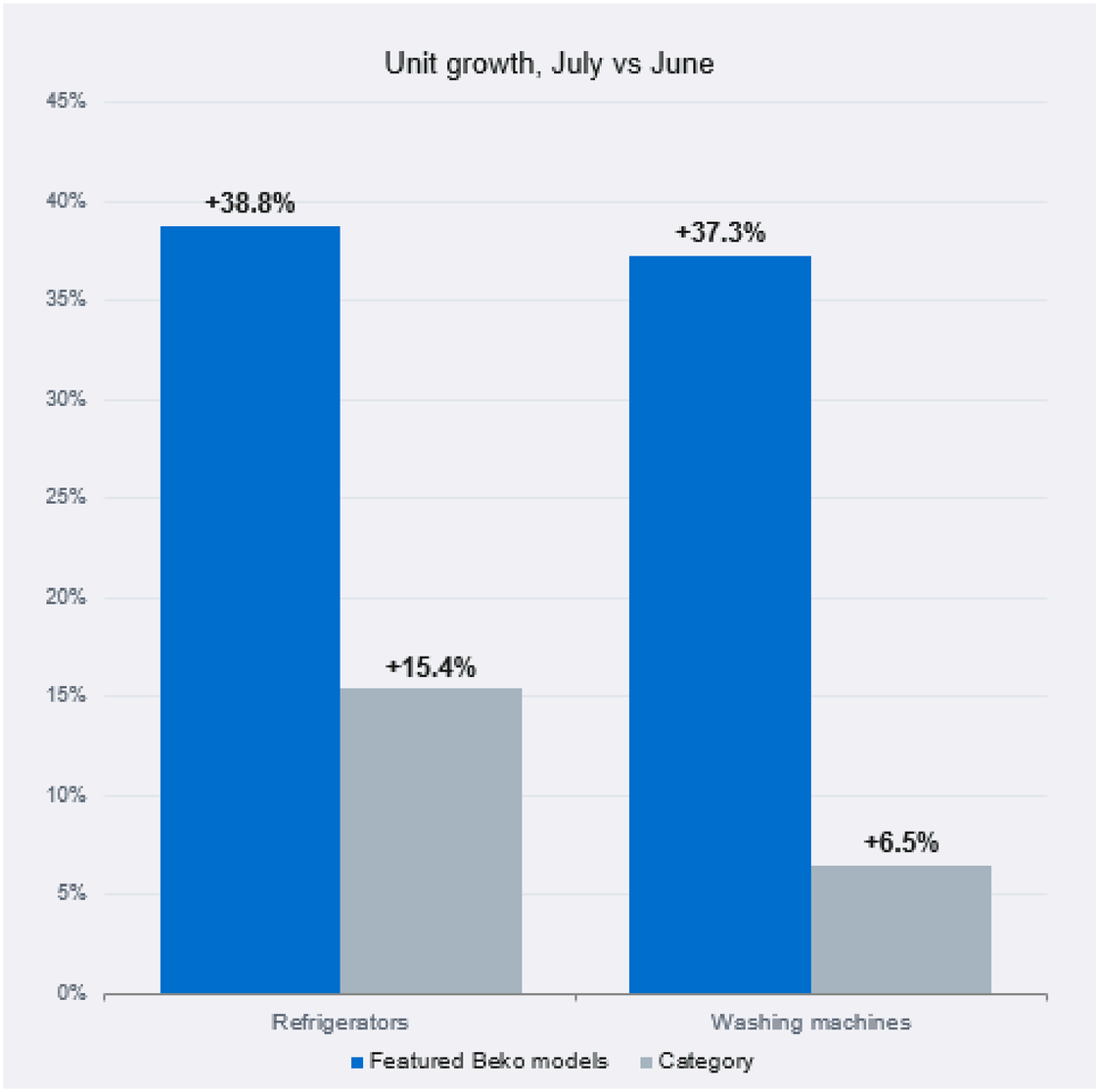
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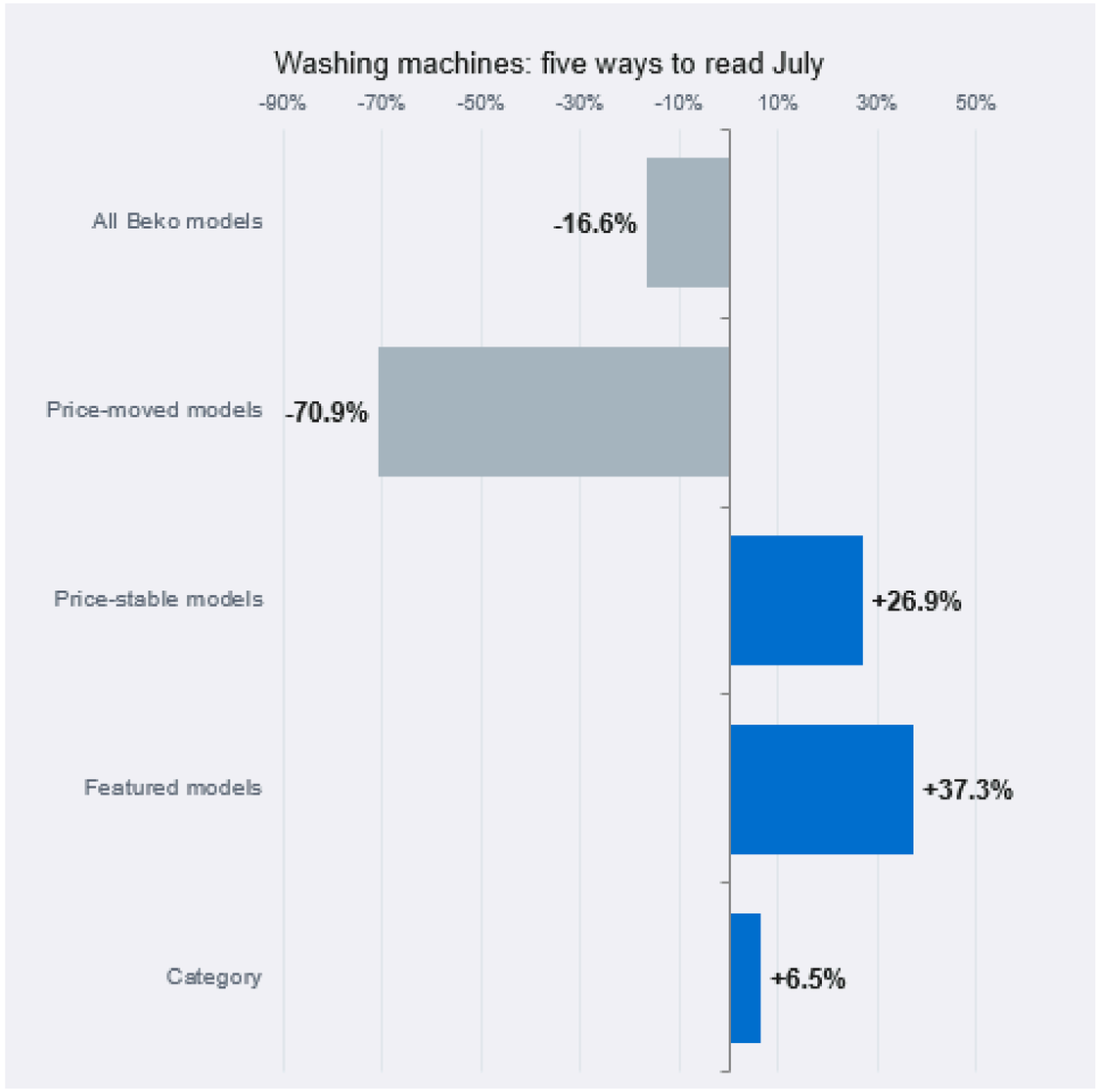
+2.5 pp

featured washing machines' share of category units, from 8.7% to 11.2%

Take the Discount Out, and Growth Shows

June was a promotion-heavy month in Altex. Comparing July with June on the whole Beko range mixes the end of those discounts with the effect of media. Setting aside models whose price moved by more than 10% gives a cleaner read.





Unit sales in Altex, campaign 1 to 31 July 2026 vs preceding period 31 May to 30 June 2026. Price-moved models: average price changed by more than 10% in either direction.

What the data shows

- **The June discounts ended:** 13 washing machines went back to their normal price in July, 11% to 23% higher, and their sales fell from 2,650 to 770 units. That drop is larger than the decline of the whole range.
- **At stable prices, the range grew:** the 32 washing machines whose price held steady rose 26.9% in units, against 6.5% for the category.
- **Featured models did best:** the models the media featured grew fastest: 37.3% for washing machines and 38.8% for refrigerators, both well ahead of their categories.
- **A fair rule:** models with price cuts were set aside too, so the read is not tilted in Beko's favour.

SHARE OF CATEGORY UNITS

Featured refrigerators	Featured refrigerators	Featured washing machines	Featured washing machines
June	July	June	July
2.4%	**2.9%**	**8.7%**	**11.2%**

Featured Beko models as a share of all units sold in their category in Altex, June vs July 2026.