



Driving Meaningful Sales Across the UNFI Media Network for Pet Food Advertisers

OBJECTIVE

A large national brand wanted to drive sales for pet food products across the UNFI Retail Media Network during Summer 2025.

SOLUTION

UNFI recommended an omnichannel media plan that included both Onsite and Offsite media. This campaign ran across multiple banners on the UNFI Media Network to drive in-store sales.

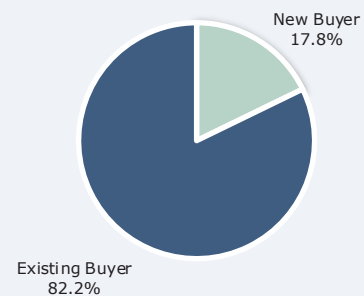
TAKEAWAYS

Not only were **17.8%** of buyers being new-to-brand customers, but **63.0%** of these individuals were also buying from this brand category for the first time.

Onsite and Offsite media generated **\$6.67 ROAS** during the campaign period.

\$6.67
ROAS
(May-June '25)

Brand Buyer Breakdown



Category Buyer Breakdown

