Todis Supermarket Chain
Digiseg Audience Data Ensures Contest is a Smashing Success

Campaign Goal: Encourage online grocery shoppers to enter a contest to win a bike or scooter.

Challenge:

Prior to the pandemic online grocery sales were enjoying a slow but steady increase. Once lockdown orders took effect, however, sales grew exponentially -- as did the number of grocers wanting to get in on the game.

To attract customers to its online grocery and delivery service in an increasingly competitive sector, Todis Supermercato announced a contest for frequent shoppers: enter to win a bicycle or scooter. The supermarket chain tapped Digital Angels media planners to help get word out to potential contestants and shoppers.

Audience: Shoppers who prefer to order groceries online and take advantage of home delivery.

Targeting Strategy:

During COVID-19 pandemic, Digiseg observed distinct shifts in consumer behaviors, including a keen interest in online grocery services that offered home delivery. We examined which households ordered groceries most frequently, and used that insight to build an off-the-shelf grocery-shopper segment as a part our #stayathome taxonomy, which Digital Angels then used for the Todis campaign. The audience targeted people who live in cities and suburban areas, were medium to high-level tech users, and come from the top 80% of wealthiest households.

Composition:

Neighborhood B,C,D + Tech-level B,C + Income B,C,D,E

Results: The custom Digiseg audience segment delivered spectacular results, driving contest entries -- and more importantly -- grocery sales:

CPC	CPA	Conversions
131% higher	54% lower	44% lift

Contact: +45 42 22 81 34 Support@digiseg.io www.digiseg.io

D Digiseg