

BWS CASE STUDY

How we delivered a positive ROAS for BWS in just 10 days





BWS CASE STUDY

What was the brief?

Understanding the importance of relevancy with shifting Australian consumer behaviour, BWS asked Crimtan to deliver relevant, targeted messaging to new and existing customers within their three core pillars of convenience, value and range.

BWS wanted to:



Deliver a positive ROAS deduped alongside existing channels



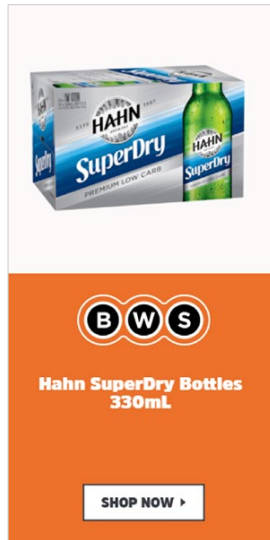
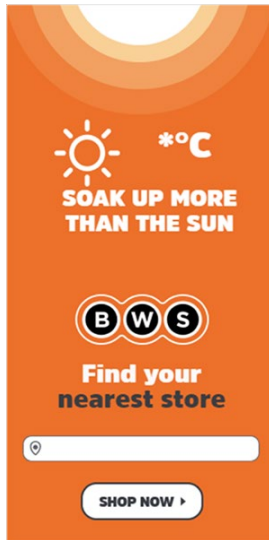
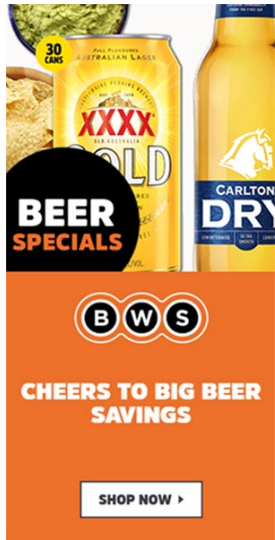
Leverage a single partner for all their display activity



Align their display activity with a fast-moving marketing and trade calendar keeping it current with weekly initiatives of their key products.

What was our strategy?

We used a full lifecycle approach to tackle each of BWS' three pillars by building a DCO template of a single animated into **three frames**:



Range

Specific ad units for each products category - Beer, Wine & Spirits

Convenience

Ability to find you nearest store and see your local weather to help plan your purchase

Value

Show specific and relevant products

Creative

Dynamic messaging and content updated in real time to match trade calendar.

Strategy

Real time optimisations to balance frequency and reach focussing on the best performing creative combinations



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What value did Crimtan add?

Crimtan's proprietary technology is one of only a handful marketing platforms that can seamlessly link creative intelligence, audience intelligence and investment intelligence for fully optimized delivery through display.

This means we were able to build a bespoke **decision tree** that would influence image and message and message combinations instantaneously, and test which combination worked best in real time against different subsets of BWS audiences across key trade activities.

And with access to our platform, BWS had **FULL** control of design and branding at full transparency. Crimtan used a dynamic strategy for this campaign that created seamless user experiences with decision tree:



HIGH IMPACT



RELEVANT PRODUCT
RECOMMENDATIONS



INTEREST, UNDERSTANDING
AND LOCATION



ALWAYS-ON ACTIVITY
DELIVERING FRONT-OF-
MIND CONSIDERATION

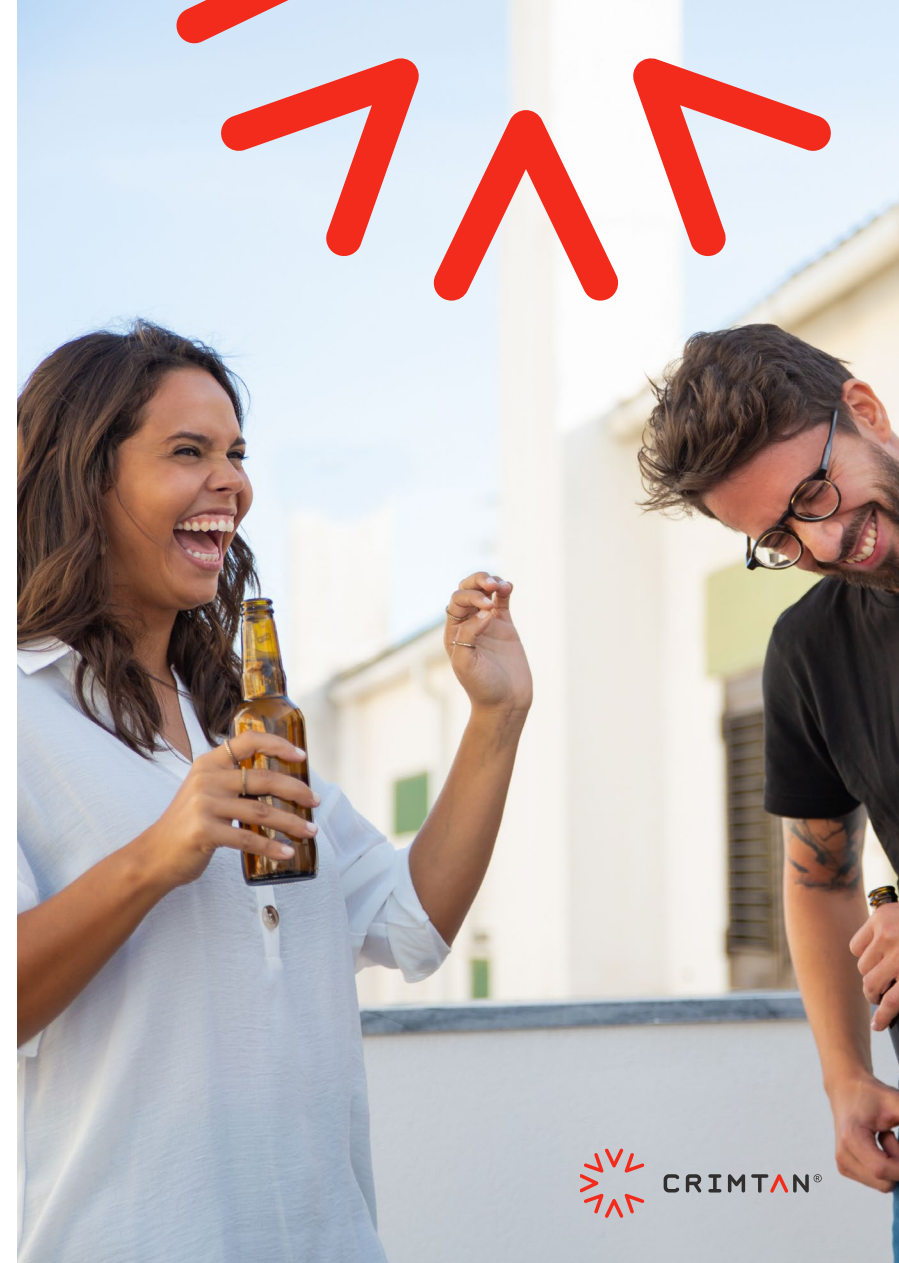
What did we learn?

In the lead up to the NSW State of Origin Rugby Series we defined specific activity using data on past beer and wine purchase by location to identify potential new customers.

Different areas have very different tastes, so we first understood existing customer buying behavior by postcode. Then we overlaid their recent 'sporting interest signals' to define which customers were more inclined to stock up with what and when.

During delivery, we ramped up frequency closer to kick off, leveraging hundreds of dynamic creative variations for relevant offers by postcode to allow:

- A.** Re-engagement of the existing customers to grow their lifetime value
- B.** New customer acquisition through high performing look-a-like groups built out against the most valuable existing customers
- C.** Exclusion of browsers where messaging specific to the event lacked relevance





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This culminated in the best day of online revenue in the campaign, and an overall 33% increase in online revenue generated for that month.

Through these types of strategies, we learnt that custom mini campaigns continuously helped drive performance. Whether it be across sports, long weekends or any other specific indicators that drive new sales.



TIME

Day and time matter. Our delivery changed in real time to match the browsing habits of potential or existing customers.



DELIVERY

The ideal delivery frequency from NEW to CONVERT stages in the BWS lifecycle is 12 times. After this performance starts to drop, and impressions can be considered a waste as ROAS begins to decline.



SALES

Beer sales peaked from Wednesday-Friday, and wine from Thursday-Saturday.

What were the results?



Crimtan hit a de-duped **ROI of nearly 3:1** in the first campaign and has since gone onto achieve **6:1**.



We also hit a **positive return on ad spend within 10 days** (20 days ahead of schedule).



Average Order Value increased across new and existing customers by **6%** compared to other channels (de-duped).



We tasked Crimtan to create relevance and recall with messaging that was specific to each new and existing BWS customers at a specific time, location and the right product based on their interest and intent.

And to make things even more challenging, we asked them to hit a positive ROAS by the end of month one, deduped through our own attribution platform.

They exceeded our targets and we were very happy with the results.

JOHN FRANCIS, BWS.

