

# CASE STUDY: FOOD & BEVERAGE

Seasonal snack food company promoting their products during their peak holiday season.

Included multiple display ad sizes.

Seasonal snack food company wanting to promote their product in local stores during their holiday season (Halloween).

Targeting tactics included geotargeting locations that carried their products including Walmart & Schnucks Grocery stores, audience targeting toward Halloween shoppers, party planners, and moms, as well as contextual targeting toward Halloween and party planning content.

Budget: \$6,000

Impressions Contracted: 622,222

Impressions Delivered: 642,899

Creatives: Multiple display ad sizes

**0.21%**

CTR

**0.11%**

Above Industry  
Standard

**640K+**

Impressions  
Delivered