



## Digital Out-of-Home Strategy Proves Successful in an Omnichannel Customer Journey

### Objective

Coca-Cola® wanted to utilize Volta Media's™ Digital Out-of-Home (DOOH) network to drive sales for their Sprite, Seagram's, and Fresca brands over the winter holidays. With access to AD Retail Media's valuable measurement capabilities, campaign success was gauged by the Return on Ad Spend (ROAS) - a metric still relatively nascent in DOOH.

The impact of Volta Media's™ Digital Out-of-Home (DOOH) network was tested using AD Retail Media's ROAS data that is unique to ADUSA locations where Coca-Cola® products are found. To expand our measurement options, Volta Media™ also partnered with Quotient for attribution.

The strategic placement of Volta's engaging platform combined with the full circle customer data from AD Retail Media and Quotient proves the impact Volta Media™ makes in an omnichannel path to purchase.

### Results

The halo brands featured in the campaign - Sprite, Seagram's and Fresca - racked up **\$2.51M in attributable sales** and a **ROAS +56% higher** than the average for DOOH ROAS across all ADUSA Food & Beverage campaigns.

The campaign was also successful in converting new customers: **8.2% of the purchasers were new to the brands**, and **7.6% were new to the category**. Shoppers qualified as new customers by making no brand and/or category purchases in the 52 weeks prior.

### Methodology

Strategic partnerships with AD Retail Media for purchase-level data and Quotient for attribution quantified the impact of Volta Media™ on Coca-Cola® sales. In partnership with Quotient, we measured this impact through a three-step process:

- 1. Capture DOOH Ad Exposure:** Collect exposure data through mobile device IDs via DSP impression logs
- 2. Map Exposure to Loyalty Cards:** Find loyalty card shoppers exposed to the Coca-Cola® ad
- 3. Attribute Sales to Media Exposure:** Measure total attributable sales and ROAS\*

**+56%**

ROAS vs. Industry Average\*\*

**\$2.51M**

Attributable Sales

**+8.2%**

New Brand Buyers

**+7.6%**

New Category Buyers

\*Analysis used a 28-day attribution window, which captures most products' full purchase cycle and allows for campaign comparison.

\*\*Average DOOH ROAS across all ADUSA Food & Bev campaigns