

AdTheorent Health Successfully Drove New Households to Purchase OTC Product, Resulting in 3.2 Incremental ROAS

Campaign Objective:

Reach qualified users to drive incremental sales lift for an OTC product

AdTheorent Health's Solution:

AdTheorent Health's proprietary machine learning platform identified consumers with the highest probability of purchasing the OTC product. Custom, interactive click-to-cart banners reached consumers when they were most likely to purchase and enabled them to directly add the product to their local retailer's online cart

CAMPAIGN RESULTS



Drove a sales lift of 5.7% over the control group



Exceeded sales lift benchmark by 3.3x

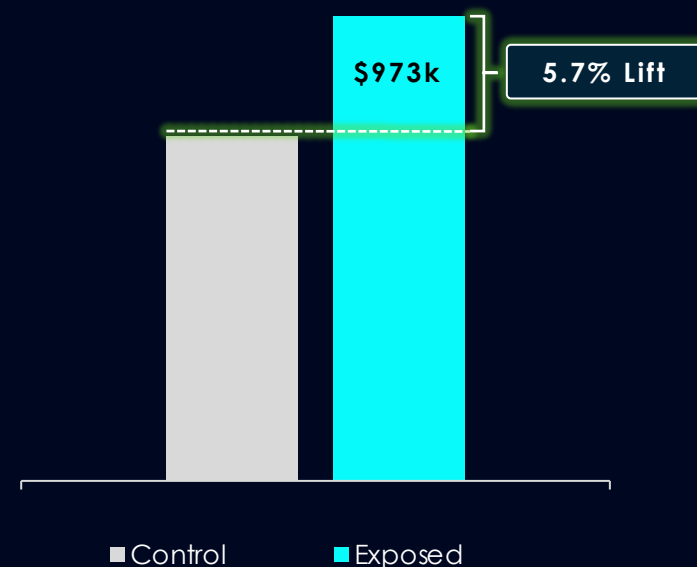


Generated incremental sales among new and existing households totaling \$973k



Exceeded cost per household lift benchmark by 5x

ADTHEORENT HEALTH OBSERVED SALES LIFT



In addition, existing households were motivated to spend more per trip (0.77% lift)