

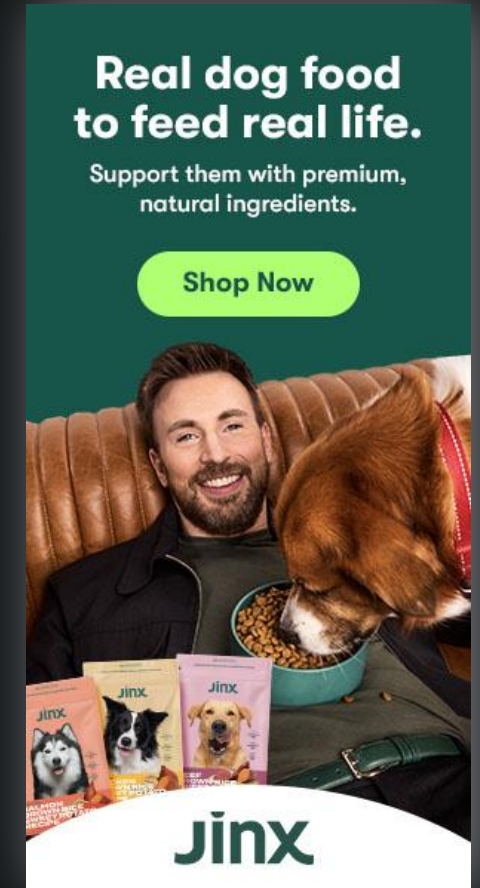
CPG CASE STUDY

Emerging Pet Food Brand Implements Omnichannel Approach to Drive Awareness & In-Store Sales

Objective

Jinx, a high quality dog food brand, sought an experienced media partner to help drive campaign performance and provide actionable measurement and reporting. Digital Remedy built the brand a strategic omnichannel approach, focusing on:

- Identifying and effectively targeting incremental audience personas
- Educating dog owners on the key points of brand differentiation within a crowded category.
- Leveraging Pathformance shopper data to measure campaign effectiveness through in-store sales lift analysis



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Measuring The Journey From Screen To Store

Solution

Performance: Digital Remedy launched across CTV/OTT and OLV by targeting high-value, custom audiences like those in-market for healthier dog food options. To maximize engagement even further, Digital Remedy ran sequential display retargeting to ensure consumers were reached across all channels at peak decision making moments, since MRI-Simmons data shows that 87% of dry dog food purchasers buy only one brand ([Source](#)).

Measurement: Pathformance shopper data showcased in-store sales lift across key retailers, regions, and SKU/product level details. Additionally, Advanced TV measurement tactics like Halo Effect and Incrementality highlighted the positive impact CTV/OTT had on other media channels and the campaign overall.

Results

Digital Remedy's omnichannel approach, optimization tactics, and valuable data enabled Jinx to exceed in-store sales lift benchmarks and gain transparency into what factors truly drove consumers to take action.

5.4%

Incremental Sales Lift
(Pathformance benchmark
for the Pet Food Category
is 3%)

100k+

Page Visits

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“

Partnering with Digital Remedy helped us gain deeper insight into how our media was influencing in-store activity. In a category as competitive as pet food, being able to validate what drives results – and where – is critical. The transparency, measurement, and optimization provided through this campaign made a real difference.

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– CAITLIN MORALIC, BRAND DIRECTOR AT JINX