

Product Showcase: Audience Hub

Reactivating Customers & Rebuilding Trust:

A 1st-Party Data Success Story

The Challenge

A leading snack food brand faced a major challenge: reversing sales declines and rebuilding trust after sourcing backlash. A focused strategic campaign was the key to winning back shoppers and restoring loyalty.

Shopper Insight

Shifts in public sentiment directly impact brand trust and sales, but first-party data reveals exactly which shoppers have drifted. By targeting these lapsed customers with precision, brands can rebuild relationships and convert disengagement into measurable growth.

Results

- ✓ \$602k in attributed Core sales
- ✓ \$4.7M in attributed combined sales
- ✓ 400k customers re-engaged
- ✓ 5 Core ROAS & 39 Combined ROAS
- ✓ 19.8% Conversion Rate Lift in Lapsed Buyers Audience

Takeaway

Audience Hub delivers **accurate, privacy-safe insights** that help **brands understand their customers, target with precision, and build lasting relationships that drive growth**. First-party data is the cornerstone of modern marketing, and Audience Hub, our self-serve platform, empowers marketers to achieve their objectives in a meaningful way.

Solution

By tapping into Loblaw's first-party data—powered by Canada's largest loyalty program—through our Audience Hub platform, the brand gained a clear view of **which shoppers to engage**. These insights shaped precise audience segments that were **seamlessly activated** on offsite placements, enabling an omnichannel campaign that connected the brand with the right consumers at every key moment.

