



NATIONAL
RETAIL
SOLUTIONS



DOOH
MEDIA

CASE STUDY



SOLUTIONS THAT DRIVE RESULTS



DIGITAL AD NETWORK



SHOPPING TRENDS



PRODUCT INSIGHTS

Monster Sales Lift Case Study

CAMPAIGN DETAILS: Monster campaign running in 362 NRS POS stores for two weeks, April 11 – April 25, 2019.

METHODOLOGY: National Retail Solutions (NRS) measured product level SKU scan data from 362 independent retail stores during the campaign period, when digital ads were being run, and compared with pre-campaign levels.

RESULTS: 12% Revenue Lift in Monster sales during campaign period.



IN-TRANSACTION



NATIONAL
RETAIL
SOLUTIONS








NATIONAL
RETAIL
SOLUTIONS



OVERVIEW



Purchase Lift Measurement

-  Pre/post or control/exposed measurement of spending can drive concrete ROI analysis
-  SKU-specific items are recorded real-time from partner's point of sale system
-  Purchase quantities and revenue analyzed from retail locations throughout the United States



About National Retail Solutions



Point-of-Sale (POS)

platform in 8,000+ independent convenience stores across the US.



Product-Level (SKU) Data

to understand if on-screen ads impacted sales in those locations.



Sales Analyses:

- Did on-screen ads help sales of product?
- Did sales increase during the campaign?
- Did sales outperform competitors?





**DOOH
MEDIA**

REACHING CONSUMERS WHERE THEY SHOP,
WITH A DIGITAL OUT OF HOME SOLUTION
TO LIFT SALES & DRIVE RESULTS

844.NRS-MEDIA (677-6334)

ADVERTISE@NRSPLUS.COM
WWW.NRSADVERTISING.COM