















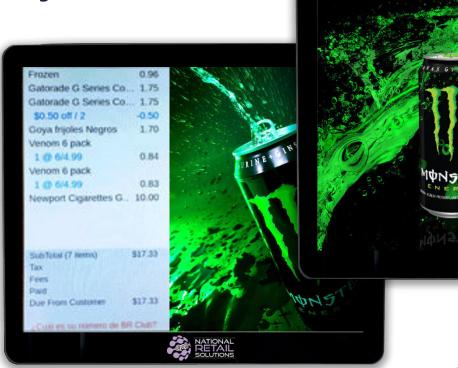
WAI K-UP

## 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





## 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?







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

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