

CARREFOUR CASE STUDY



MAIN CHALLENGE

Carrefour Links is a dedicated department that is tasked with distributing and managing ad placements on the Carrefour website, Carrefour.es. Links works to promote premium exposure through optimising placements for selected products and partner-brands.

To really capitalize on the unique opportunities inherent in in-site advertising, Colgate and Carrefour saw a need for a more innovative format where they could help users in finding the right product for their specific needs.

CREATIVE SOLUTION

Cavai created an interactive ad that asked customers to share their biggest concern regarding oral hygiene that was placed under the Mouth & Smile category. Based on the answer, the customers were then recommended a product that would suit their needs.

Complete protection and teeth-whitening were the most pressing concerns, providing valuable feedback for future campaigns.

RESULTS

- Of those exposed to the ad, an amazing **1%** interacted with the ad. This is **12.5x** the benchmark!*
- Despite promoting only 4 products, we could attribute **31,7%** of total product sales to the campaign.
 - Based on Carrefour Links own data, an on-site campaign will contribute **33.6%** of total sales during a campaign, promoting between 24 and 48 products.
 - This is an effectiveness increase of an incredible **6x!**

*Cavai Iberia benchmark

