

dish media

DRIVES SALES & BRAND SWITCHING

for a national ice cream brand

Target: Premium ice cream buyers, brand buyers, & key competitive buyers

Data Partner: 3rd-party CPG match partner

Campaign Flight: 18 weeks

Goal Frequency: 40 ads (avg. 2 per week)

 NCSolutions®

dish + sling

Exposed vs. Control

Sales +9%

Buyer Type Sales Contribution

Brand Loyal
Retained **10%**

Brand Non-Loyal
Switched **53%**

Prior Non-Brand
New/Converted **35%**



Higher Ad Frequency = Higher Spend

57% of incremental sales came from consumers exposed 31+ times