

PINTEREST BAKES UP A SWEET 8% SALES LIFT FOR A BAKING BRAND

Campaign Serves a Delicious 8% Sales Lift

OBJECTIVE:

Baking up an impactful ad campaign strategy is a challenge enough, but how do you prove to your client that your strategy worked? You'll want the confirmation of a trusted, independent, third party. For their holiday season campaign with a baking brand, the Pinterest team commissioned an NCS **Sales Effect Study** to answer the most crucial questions about performance. We confirmed **the campaign delivered almost 8% lift in incremental sales**. Pretty sweet! Learn the secret ingredients that made this collab a success.

For the holiday season, this baking brand sought to renew interest in its brand and products and drive a sales lift for its delicious delights.

STRATEGY:

They partnered with Pinterest, since so many people rely on this visual search platform for holiday baking inspo. The flight started well before the holiday season—Pinterest users are planners! Using the Pinterest Trends tool, the brand's team identified holiday baking search trends to inform their recipe-style ads. A variety of static and video formats mixed trendy ideas with nostalgic approaches to inspire every kind of holiday baker.

Even for a brand synonymous with holiday baking, staying on top in a competitive market demands consistent innovation and creative marketing strategies. Loads of advertisers are vying for consumers' attention during the holidays (along with parties, shopping, wrapping and hiding the dang Elf). Could pinner be enticed to purchase during these frenzied few weeks? An NCS Sales Effect study confirmed YES!



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RESULTS:

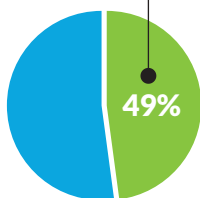


NCS was able to confirm the campaign's strategy perfectly aligned with category buyers, yielding tasty returns.

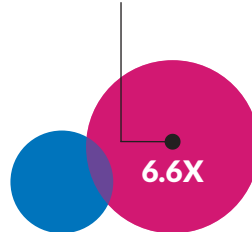
1 **8% LIFT IN INCREMENTAL SALES**



2 **49% OF INCREMENTAL SALES CAME FROM NEW BUYERS**



3 **6.6X MORE ROAS COMPARED TO NCS FOOD NORMS**



4 **HOUSEHOLDS EXPOSED TO ADS 1-3 TIMES CONTRIBUTED TO 61% OF THE TOTAL INCREMENTAL SALES FROM THE CAMPAIGN.**



NCS Sales Effect studies inform how key elements of the campaign worked like creative, frequency, audience, etc. The insights are actionable and used to create short and long-term advertising strategies.

MARKETING TIPS

- ★ **Expose the same people to different types of creative.** Folks who were served both recipe-driven ads and product-focused ads contributed the most to incremental sales in this campaign.
- ★ **Test targeting methods to see what works.** The best recipes are tested multiple times, with variations. The same is true for targeting! Pinterest tried several methods and found that first-party data and purchase-based targeting were most effective.

Andrew Knoop
Vertical Lead,
Measurement,
Pinterest



“Our client needed to understand how their campaign performed and the reasons why. By partnering with NCS, we determined what drove Pinterest's users to buy. Just as valuable, we delivered details into what creative performed best and with which audiences.”

DISCOVER YOUR CAMPAIGN'S IMPACT:
START MEASURING TODAY.

FOR MORE INFORMATION

<https://ncsolutions.com/solutions/measure/>



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