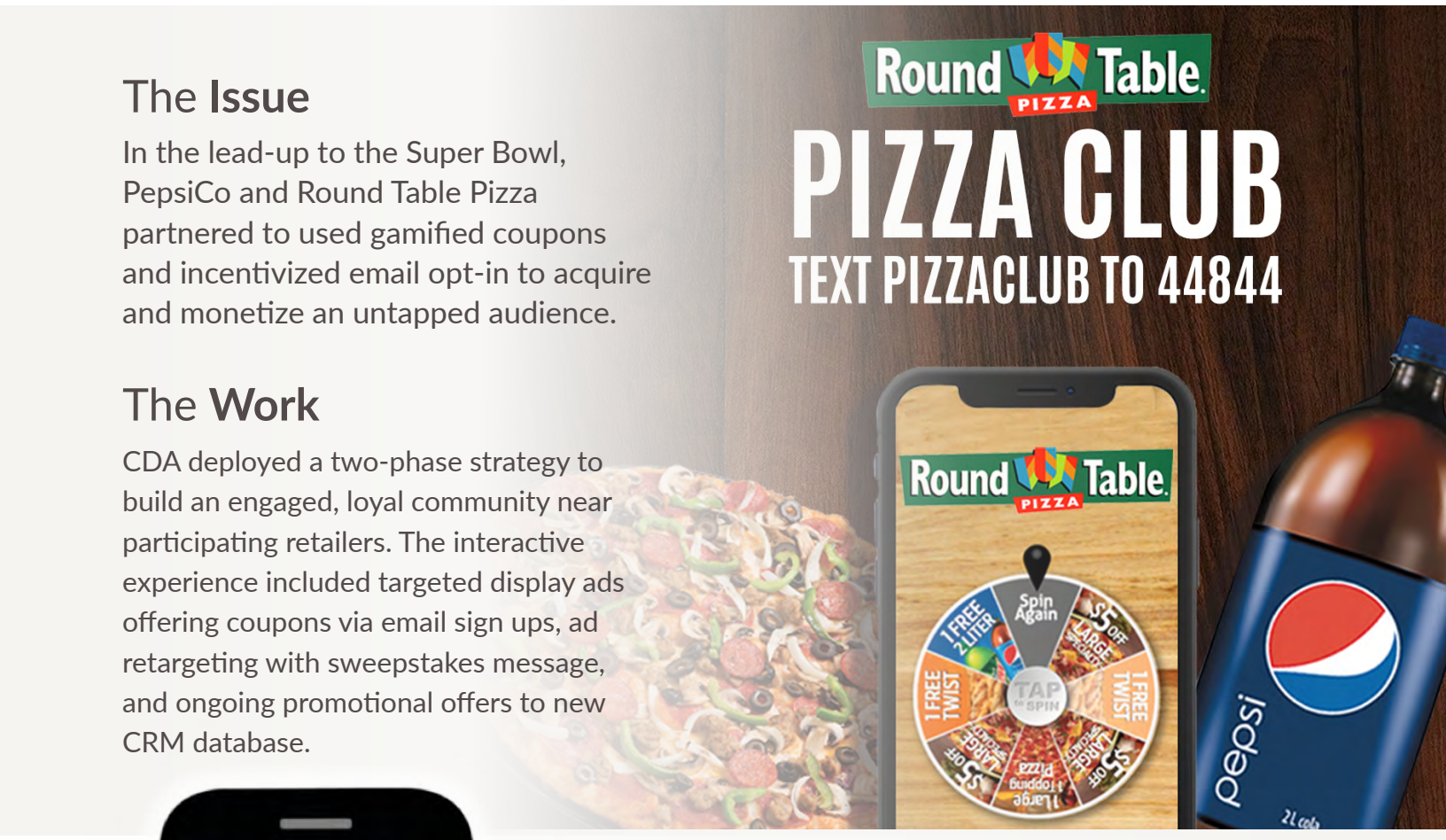
An instant **win** with Pepsi and Round Table Pizza

Case Study

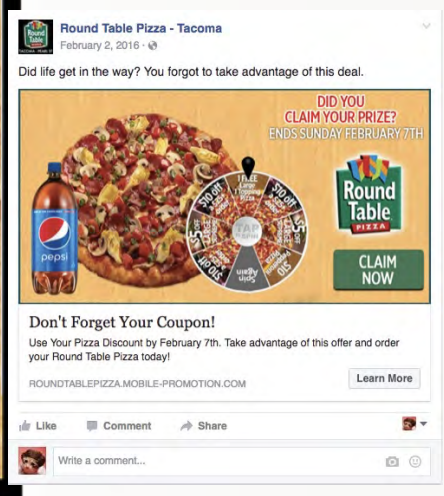


The **Issue**

In the lead-up to the Super Bowl, PepsiCo and Round Table Pizza partnered to used gamified coupons and incentivized email opt-in to acquire and monetize an untapped audience.

The **Work**

CDA deployed a two-phase strategy to build an engaged, loyal community near participating retailers. The interactive experience included targeted display ads offering coupons via email sign ups, ad retargeting with sweepstakes message, and ongoing promotional offers to new CRM database.



What We Did

Audience-first Targeting

- Millennial Males
- Sports Fans

Our Roles

- Display Advertising
- CRM
- Sweepstakes & Contests
- Content Creation
- Personalization

The **Results**

Phase 1: Display

94%	8x	$25	$3	1.01%	1K+
post-click engagement	ROI	average cart size	cost per coupon	CTR	Facebook likes within target dates

Phase 2: CRM

30%	2x	4.4%	$3.39	$1.10
email opt-in rate	ROI after 6 emails	average coupon conversions per email sent	cost per new opt-in	recurring value of avg. opt-in per email sent

CDA Creative Digital Agency
is a local full-service firm created to help brands cross the ever-widening cultural gap between generations, lifestyles, and behaviors.

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