

"Partnering with Ourcart was a major factor in the success of our campaign. The outcomes were remarkable, surpassing client expectations. In addition to adding almost 10,000 consented consumers to the brand's first-party dataset".



Todd Schramek
Sr Director, Digital
Promotion Innovation

Case Study

Driving quality promotional activity and loyalty program sign ups for a large Health and Beauty Care brand

The Challenge

The brand, an expert in skincare, and their digital marketing partner, Catalina, wanted a replacement solution to threshold based promotions that also helped gain privacy compliant, marketing consented consumers for their loyalty program.

Potential Loyalty Consumers

9,992

The Solution

They used Ourcart to create a customized solution to activate a promotion targeting consumers via their Owned & Operated platforms plus Catalina's media solutions. They ran a variety of communications for a four week period, offering cashback incentives for \$15 or \$30 single transaction purchases of participating products.

Marketing Consent

100%

The Results

The response was exceptional. Over 9,990 consumers registered for their offer and gave marketing consent for future communications, and 6,057 purchased the product at local retailers (primarily Walgreens) and successfully received the cashback incentive. Over 75% of buyers, via a custom survey, confirmed they wanted to receive tips and personalized content.

Total Conversion

61%

Ourcart



"Ourcart allowed us to bypass traditional paper couponing, while connecting with our consumers digitally, and driving in-store trial".



Katie Parrish,
Brand Manager at
Perfect Snacks

Case Study

Driving product trial and sales velocity with Perfect Snacks

The Challenge

Perfect Snacks aimed to boost in-store trial and sales of their refrigerated protein bar while expanding their CRM and gathering consumer feedback.

Opt-ins
+49k

The Solution

Perfect Snacks used Ourcart's Free Bar offer to drive trial and sales, while capturing first-party data and feedback — all tracked in real time.

Confirmed Purchases
12,700

The Results

49K+ consumers engaged
12K+ validated purchases
100+ retailers across the U.S.
22K+ CRM opt-ins (with consent)
26% overall conversion rate

Different Retailer Purchases
102

Ourcart

MUSH

"Offering free MUSH through Ourcart drove trial, delivered insights, and created a seamless user experience — a smart way to build loyalty and results."



Hannah Whitlock,
Marketing at
MUSH Foods

Case Study

Driving sales and brand awareness with MUSH, on a Strava challenge

The Challenge

MUSH partnered with Strava to reward active consumers and used Ourcart to power rewards, capture first-party data, and boost sales.

Challenge Participants
+136k

The Solution

MUSH used Ourcart's iframe and landing page to offer a 100% rebate to Strava challenge participants, capturing first-party data while driving sales and promoting a healthy lifestyle.

Opt-ins
25,672

The Results

136K+ Strava challenge participants
25K+ landing page visits
7.7K+ new marketing opt-ins
1,836 units sold at key retailers

Confirmed Purchases
1,836



"Ourcart is a cost-efficient solution that enables us to run product trials without waste"



Theresa Sarna,
Marketing Manager at
Bubbies Ice Cream

Case Study

Driving brand awareness and repeat purchase with Bubbies

The Challenge

Bubbies Ice Cream, a Mochi frozen dessert brand, struggled with low brand awareness and found traditional sampling challenging due to the perishable nature of their product.

Registrations

5,661

The Solution

Bubbies used Chop to activate around National Ice Cream Day, targeting consumers unfamiliar with their products. They ran Instagram and Facebook ads for one week, offering cashback incentives for purchase, trial, and feedback. Their media spend was a modest \$400.

Valid Purchases

4,489

The Results

The response was outstanding. Over 5,600 consumers registered for their offer, and 4,489 purchased the product at local retailers and successfully received the cashback incentive. Over 90% of buyers said they were likely to purchase Bubbies again.

Repurchase Intent

90%

TiD BiTS

"Specifically, partnering with OurCart gave DoJo Brands the ability to execute a full scale go-to-market launch for TiDBiTS Gummies with immediate success".



Ryan Bouton,
CMO of Dojo Brands

Case Study

Achieving sales velocity at Target with TiDBiTS Candy

The Challenge

Tidbits, a candy brand, faced the challenge of increasing sales velocity to ensure its products were moving swiftly off the shelves at Target. Upon recognizing the importance of incentivizing purchases, Tidbits Candy wanted a new strategy to not only attract customers but also drive consistent and sustained sales.

Opt-ins

+4,600

The Solution

Tidbits Candy centered their efforts around a free bag offer at Target leveraging the capabilities of Ourcart's CPG Marketing Solution. They were able to monitor consumer engagement, gather real-time data, and assess the effectiveness of the campaign via the customized marketing research survey and real-time dashboard.

Marketing Consent

84%

The Results

Tidbits engaged over 4,600 consumers in two months, converting 38% of those into validated purchases. 97% of consumers who purchased the product confirmed repurchase/sharing intent. The brand also reached an amazing 84% marketing consent mark, building a consumer base of almost 4,000 people, all while gathering important consumer impressions on the quality of their product and what makes it attractive to consumers.

Repurchase Intent

97%



POP & BOTTLE

"Ourcart has enabled us to target and increase sales velocity at key retailers like Sprouts and Aldi."



Charis Lee,
Sr. Brand Manager at
Pop & Bottle

Case Study

Increasing sales velocity at key retailers with Pop & Bottle

The Challenge

Pop & Bottle, an RTD beverage brand, is nationally distributed in Sprouts health food markets and Aldi grocery stores. One of their three approved SKUs was not performing and they were concerned about losing product assortment.

Registrations
509

The Solution

Pop & Bottle used Chop to increase overall sales velocity by offering cashback incentives through geotargeted ads to consumers. In their first activation, they ran Instagram and Facebook ads for one month targeting Sprouts zip codes, achieving 3% CTR and 60% conversion rate over the course of the campaign. Later, they ran a similar campaign targeting Aldi zip codes in Southern California.

Confirmed Purchases
322

The Results

509 consumers registered for their offer, and 322 purchased products at Sprouts and Aldi and successfully received the cashback incentive. The lift in sales velocity directly led to the approval of an additional SKU and increased their product assortment on store shelves.

SKU Increase
+33%



"Using OurCart to acquire real customers & shelf velocity has been a huge success, I would recommend it to any brand that has a goal of moving their product off retail shelves. This is a tactic that actually allows you to measure sales velocity at your retailers".



Ryan Bouton,
CMO of Gatsby
Chocolate

Case Study

Driving sales velocity and brand engagement with Gatsby Chocolate

The Challenge

Gatsby Chocolate, a premium artisanal chocolate brand, wanted to strengthen customer loyalty and drive sales velocity on their Bars. With a competitive market and changing consumer preferences, they needed a strategy that would not only drive trial and incentivize repeat purchases but also gather actionable data on customer behavior and engagement.

Opt-ins

+8,500

The Solution

By offering a Free Chocolate Bar to be purchased at any retailer, Gatsby leveraged the Ourcart CPG Marketing Solution to track consumer interactions, gather data on purchase patterns, gain valuable insights into their behaviors using a real time dashboard included with the solution. The brand looked to measure effectiveness of their email campaign and a widget placed on the website campaign.

Marketing Consent

57%

The Results

The results showcased the success of Gatsby Chocolate's personalized campaign, which engaged +8,500 consumers in three months, with over 50% of confirmed purchases made at Walmart. The brand was able to build a consumer base of over 4,500 people who provided marketing consent during the engagement flow of the campaign, reaching 74% conversion from people who registered and made a valid purchase of the product.

Purchases after Registration

74%



"OurCart was a great way to drive trial in-stores for a new product launch. The post sampling surveys gave us valuable insights into product attributes to highlight to our target audience".



Kelcy Spaete,
Marketing Manager for
Ingenuity Brands

Case Study

Increasing sales velocity at Walmart with limited budget with Brainiac.

The Challenge

Brainiac Foods, a brain health and wellness brand, wanted to increase sales velocity of one of their products at Walmart. They were looking for a solution that drove trial in-stores quickly.

New consumers in 15 days

2,200

The Solution

Brainiac used Ourcart during a 15 day period in which they offered 100% cashback for the purchase of one item at Walmart. The program was set up rapidly, with Ourcart's team monitoring the number of people engaging on a daily basis to guarantee Brainiac would not go over budget.

Purchase Conversion

87%

The Results

The response was outstanding. Over 2,200 consumers were engaged during the program, with 87% making a valid purchase. More than 75% of consumers gave Marketing Consent for future communication, and by the end of the 15 day period, 90% of Brainiac's consumers said they would purchase their product again for them and their family.

Repurchase Intent

90%

**BORN
SIMPLE**



"The entire game is velocity, and there is no more efficient way to get someone to try your product".



Rob Johnson
CEO of Born Simple

Case Study

Driving trial and brand awareness at Target with Born Simple Pasta Sauce!

The Challenge

Born Simple, an organic pasta sauce brand, wanted to drive trial for specific pasta sauce flavors, as well as increase their brand awareness to Target consumers. For that, they had particular media strategies to build and expand their consumer base.

Opt-ins

+42k

The Solution

Along with a consistent marketing strategy, they used Ourcart's CPG Marketing Solution to power a free offer at Target. The brand was able to quickly drive sales and successfully achieve product trial, all while gathering real time product feedback from consumers by utilizing a custom survey.

Marketing Consent

51%

The Results

The response was extraordinary. Over 42,000 consumers were engaged, leading to almost 10,000 confirmed purchases at Target. In addition, the brand was able to build a great lead generation list, as 51% of the participant audience gave marketing consent for future communications.

Purchases at Target

9,400



OurCart was a fantastic partner — responsive, effective, and willing to help us navigate through every question. Thanks to their support, we were able to launch our program quickly and effectively, successfully reaching our goal!



Nina Ungers,
Marketing Lead at
Bobbie

Case Study

Building an active consumer base while driving Velocity and Brand Awareness with Bobbie

The Challenge

Bobbie needed to drive awareness and sales of their Organic Infant Formula in Target stores. The brand wanted to gather a quick turnaround to also build their consumer base.

Opt-ins
2,178

The Solution

Combined with an efficient marketing strategy, Bobbie team chose Ourcart's brand marketing solution to ensure a targeted approach into the needed retailer and quickly executed their campaign, which offered 100% rebate for the purchase of one can of milk. The brand efficiently gathered real-time consumer data, gaining valuable insights into their audience via a customized survey.

Total Conversion
33%

The Results

In less than 36 hours, the offer engaged over 2,100 consumers, with a total of 712 confirmed purchases. The analysis showed that 93% of consumers were new to the brand and also presented results on which marketing strategy used to promote the offer was brought more value. Bobbie also increased their consumer loyalty list by over 1,100 consumers in this period of time.

Marketing Consent
1,187