

**MAI MOLTE
EXTRA
OPZIONI**



**50% Uplift In Brand &
Ad Recall**

**The Unmatched Power of Retail Media to
Drive High-Impact Brand Awareness**

Romania's first eSIM offering from Orange, the largest telecom operator on the local market.

Challenge

YOXO faced a significant challenge in increasing its brand awareness and consideration in small and medium-sized urban areas in Romania. Despite identifying high-potential customer bases in these regions, YOXO struggled with low visibility and relevance. Competing against established players who controlled expensive traditional media channels, YOXO needed an impactful and cost-effective media strategy to effectively reach and engage their target audience.

Strategy

Execution

YOXO leveraged retail media and audience insights to boost brand awareness and reach a high penetration rate with relevant in-store messages. The specific retail media creatives emphasized savings, cost control, and flexibility, appealing to shoppers looking to reduce monthly communication costs without compromising quality.

Retail Network

In partnership with Profi, Romania's largest retail network with extensive national coverage and hyper-local targeting at store level, YOXO promoted their exclusive one month free of charge offering to Profi's shoppers. The campaign reached in-store shoppers in smaller and mid-sized towns to effectively communicate its message and drive downloads of their service management app.

Target Audience

YOXO's target audience includes cost-conscious shoppers in small and medium-sized urban areas in Romania. Using Footprints AI's retail media network, Profi leveraged proprietary AI to transform real shopping data into precise media audiences. Unique insights included household disposable income, life stage and affinities towards cost-effective products and services. This enabled YOXO to deliver highly relevant messages about savings, flexibility, and quality directly to shoppers, maximizing engagement and awareness.

Strategy At A Glance

Retail Network

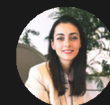


Retail Channels

- In-Store: Digital Screens, Radio, Info Kiosks

Media Investment

- Duration: 8 weeks
- Budget: €29,500



Partnering with Footprints AI provided us with unmatched retail media power and precision. It is the most efficient media we've discovered to reach our goals, significantly enhancing our brand awareness and engagement in key urban areas.

Raluca Vidrascu

Team Lead Manager @ YOXO



Solution

Powered by Footprints AI, Profi Retail Media Network is Romania's most advanced ad network that ensures brands to engage with the right audience based on both shopping and purchase behaviors, maximizing customer intelligence and media investment impact.

The solution involves:

- Omnichannel retail behavior analysis.
- Profiling to generate socio-demographics, and household-level econometrics.
- Predict next 30-day behaviors.
- Use geolocation for precise insights and community-level targeting.
- Generate hyper-personalized media messages and creatives to drive unmatched relevance and engagement.

Retail media campaigns allow precise targeting throughout the purchase path, offering competitive media costs, real-time campaign measurement, and direct sales outcome monitoring, opening new channels for non-CPG brands.

Results

Most Efficient New Media Channel

The YOXO campaign effectively leveraged Footprints AI's retail media network to drive significant brand awareness and new subscriptions. By strategically using in-store and retail media audience insights, YOXO successfully engaged a highly relevant audience in smaller and mid-sized urban areas with a high precision and high impact. The campaign achieved impressive engagement metrics when compared to either Social Media benchmarks, or the traditional TV and radio investments. YOXO's investment in retail media surpassing the campaign budget expectations in terms of Return on Ad Spend and demonstrating the impactful power of retail media, driving more than 50% uplift in brand awareness and ad recall.



Cost per Click

€0.44

5 times lower



Media Value

2.5X

Compared to other media



Brand Awareness

+50%

Compared to benchmarks