



CASE STUDY: Driving \$1.85M in Incremental Sales for Bob Evans Farms with Contextual Commerce Media



CHALLENGE

Bob Evans Farms, a leading provider of quick-to-table, farm-fresh foods for more than 75 years, has tactfully navigated the challenges of the grocery shopping landscape over the last four years. From the COVID-19 pandemic to rising inflation, these factors have prompted consumers to change their grocery shopping behaviors and embrace online channels. For Bob Evans Farms, this paradigm shift meant the brand could no longer rely on in-store shelf recognition to drive awareness and sales alone. The brand needed to explore new strategies to sustain and grow its market presence in an increasingly digital and competitive environment.

blogs, including popular publishers such as Delish, The Kitchn, and The Food Network, Chicory enabled Bob Evans Farms to reach consumers in the right mindset and seamlessly guide them from inspiration to checkout.

In addition to the new drive period, Bob Evans Farms also tested two new ad products, Chicory Reach and Chicory Portfolio, alongside a legacy ad format, Chicory Premium.

SOLUTION

To address these challenges, Bob Evans Farms decided to implement a shift in its media strategy and experiment with new ad formats and drive periods. Partnering with Chicory, the end-to-end contextual commerce media and long-term collaborator, Bob Evans decided to extend its media activation into the key Q4 holiday entertaining season with a goal of driving incremental sales across its portfolio of dinner sides and breakfast solutions.

Chicory’s suite of innovative ad formats and best-in-class contextual recipe targeting allowed Bob Evans Farms to run media across a network of contextually relevant, brand-safe recipe content. With access to over 5,200 recipe sites and food

Glazed Holiday Ham

INGREDIENTS:

- 1 bone-in smoked ham
- 24 whole cloves
- 1 medium onion
- 4 bay leaves
- 6 thyme twigs

Get Ingredients

Powered by chicory

BUY NOW

Chicory Premium Pairings unit

Chicory Portfolio unit

Shop Now

1. Chicory Premium

Allowed Bob Evans Farms to reach high-intent shoppers directly within the recipe card by 1:1 targeting specific ingredients and aligning with relevant recipe types based on lifestyles, occasions and seasonality.

2. Chicory Reach

Extended campaign reach beyond the recipe card through standard display ads, utilizing larger ad formats and proprietary contextual targeting to highlight the Bob Evans Farms' brand more effectively.

3. Chicory Portfolio

Enabled Bob Evans Farms to promote multiple products within a single rich media ad, highlighting the brand's product range and providing a seamless path to conversion at a retailer.

Each ad format leveraged Chicory's proprietary contextual targeting to align with relevant ingredients and recipe categories including Holiday Entertaining, Dinner Sides, Quick & Easy, etc. In addition to this base targeting, Chicory Reach and Chicory Portfolio were further targeted to reach past brand purchasers, competitive buyers, and consumers interested in breakfast and convenient meal solutions via third-party behavioral segments.

RESULTS

The campaign, which ran from December 1st through January, delivered impressive results, exceeding the primary KPIs set by the Bob Evans Farms team. To measure the sales impact of the campaign, Chicory worked with a third-party measurement partner.

By strategically shifting their media timing and testing new ad formats, Bob Evans Farms was able to achieve incremental sales during a competitive holiday drive period. The campaign's success highlights the power of contextual commerce media to drive sales growth and consumer engagement. Bob Evans Farms' four-year partnership with Chicory has allowed the brand to continually reach the right audience, at the right time, with the right mindset, ultimately delivering a seamless and convenient commerce experience that aligned with the brand's vision to provide value and convenience to their customers.

KEY OUTCOMES INCLUDED:



Incremental Sales

The campaign generated \$1.85 million in incremental sales.



Sales Lift

The campaign yielded a 1% sales lift overall and drove consistent weekly lift leading up to the new year.



Add-to-Cart (ATC) Rates

Both new ad products achieved over 70% ATC rates, surpassing industry benchmarks which typically range around 10%.



Halo Effect

While the campaign primarily focused on dinner sides, it also drove incremental sales across the brand's other breakfast products.



Curious how Chicory can help your brand reach, influence and engage new customers?
Reach out to our team.

chicory.co | hello@chicory.co