

Hearst and Chicory Partnership Helps Bob's Red Mill Achieve 66% Add-to-Cart Rate

Using contextual commerce media to drive results during the holiday baking season



CHALLENGE

With increased consumer interest in “better for you” baked goods, Bob’s Red Mill, a trusted leader in wholesome baking ingredients, sought to capitalize on the Q4 baking surge by reaching health-conscious female bakers who like to entertain. The brand’s goal was twofold: build top-of-mind awareness and drive measurable sales during a critical holiday window.

To make this happen, Hearst, a leading global media and services company, partnered with Chicory, a contextual advertising platform built for Grocery and CPG advertisers, to add shoppability to a holiday activation sold to Bob’s Red Mill. Together, they aimed to reach consumers in relevant, high-intent moments during the holiday season.

SOLUTION

The campaign ran throughout Q4 and was designed to meet consumers where they were while engaging within premium recipe content on Hearst properties. Chicory’s contextual ad formats appeared alongside seasonal recipes for baked goods, like breads, cakes, cookies, and desserts.

Once the consumer engaged with the ad, they could seamlessly add the product to cart at one of many featured retailers using Chicory’s shoppable technology, enabling a seamless transition from inspiration to purchase.

“This partnership and leveraging contextual commerce media enabled us to bridge the gap between the upper and lower funnel in a way no other media has. We look forward to expanding this partnership to drive more outcomes in the future.”

— Lesley Rush, Shopper Marketing Manager,
Bob’s Red Mill

RESULTS

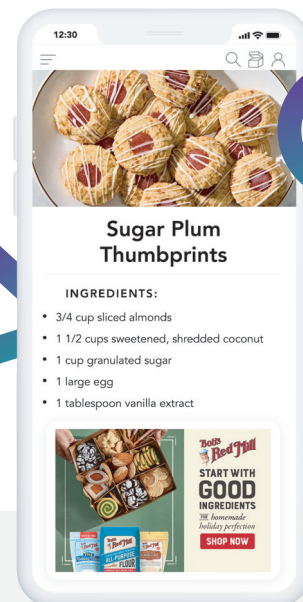
The two primary campaign objectives were to aid top-of-mind awareness and drive purchase. Overall, this campaign delivered positive results with:

- **0.15% CTR**, above industry average
- **66% Add-to-Cart Rate**

Chicory’s latest research found that 88% of consumers say they use digital recipes and 54% say they are using digital recipes more often than a year ago. Bob’s Red Mill’s campaign was able to take advantage of that consumer behavior to deliver positive results.

This campaign illustrates how publishers can leverage Chicory’s technology to help their brand partners go beyond traditional digital tactics and connect with high-intent consumers in meaningful moments. By embedding themselves into the food moments that matter most, like holiday baking, Hearst and Bob’s Red Mill turned inspiration into measurable outcomes.

Simply put: It’s about reaching the right audience, at the right time, with the right mindset.



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

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