



How Pre Brands Partnered with Chicory to Drive \$600K in Incremental Sales Using Contextual Commerce

Pre Brands works to bring high-quality, healthy beef to home cooks across the country. All of their products are pasture-raised, and grass-fed and finished — and their customers can taste the difference. From filet mignon to ground beef, consumers can purchase Pre Brands products in-store or for delivery through subscription boxes, Instacart or Amazon Fresh.



THE CHALLENGE

Grow Top-Of-Funnel Reach and Be More Data-Driven

To keep up their momentum and scale the company, the Pre Brands team saw a need to invest further in boosting sales, growing their awareness and gaining a deeper understanding of their performance across regions. They'd invested in bottom-of-the-funnel strategies, as well as recipe creation that showed off their products, but wanted to improve their top-of-funnel reach.

By 2023, they'd grown to a point where they had to find the balance between supporting legacy business with new business — continuing customer acquisition while making it easy for current customers to buy again. "As we move forward too, we're becoming increasingly data-driven," explained Nicole Schumacher, Chief Marketing Officer at Pre Brands. But unlike direct-to-consumer CPG companies, "We didn't have the luxury of just driving [customers] back to our website and measuring sales," she added.

They wanted to grow brand awareness and drive conversions, but had to find a way to do so that let them drive traffic to retailers, where the bulk of their sales are made. However, tracking off-platform activity and purchase behaviors is tricky without the right resources. "How are we not only driving awareness, but growing demand — and being able to show what that lift looks like?" shared Nicole.

THE SOLUTION

Partner With a Strategic Contextual Commerce Provider

In early 2023, the Pre Brands team brought on [Chicory](#) to create and run campaigns that promote their products in recipes across Chicory's network of 5,200+ top-tier food publishers and blogs — and supercharge their presence on Instacart.

"Chicory is such a great partner — I see them as an extension of our team. They have our best interests in mind and help us navigate not only where we want to go, but how to get there."



Nicole Schumacher
Chief Marketing Officer,
Pre Brands



CHICORY PREMIUM

In-Recipe Contextual Ad Placements

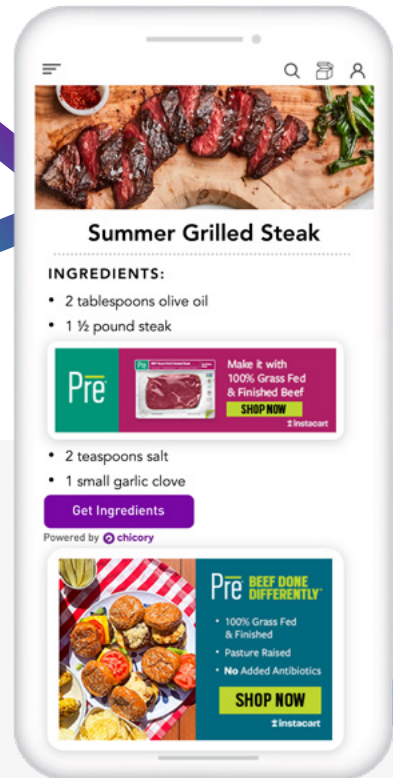
Chicory worked with Pre Brands to create and place high-quality, contextually relevant ads within recipes on popular sites, helping them strongly influence shoppers as they browse for meal ideas and make their shopping lists. These in-lines and pairings ads leverage best-in-class contextual recipe targeting to align brands with specific ingredients and meal occasions by lifestyle, occasion, seasonality and more. On the right are examples of [in-line](#) and [pairings](#) ads in action.

“There’s something more authentic about seeing the brand within a context that makes sense, that feels relevant to them. It’s fitting a need, as opposed to just seeing [an ad] on social media where it might feel inauthentic or sort of forced in.”



Nicole Schumacher

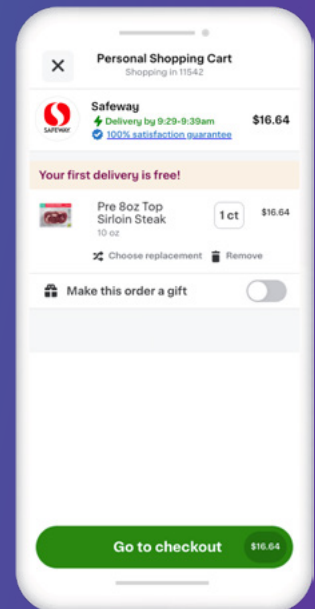
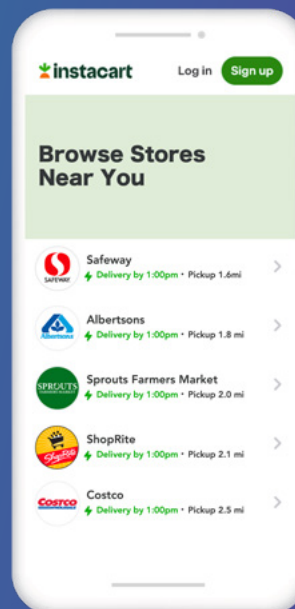
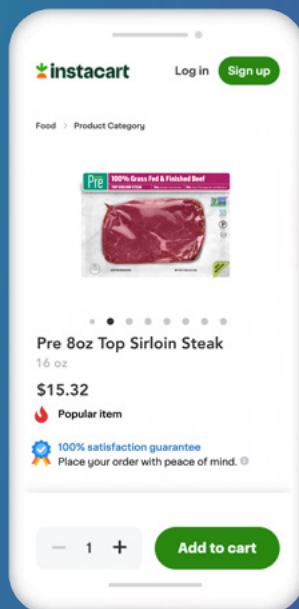
Chief Marketing Officer, Pre Brands



Shoppable User Experience

For over five years, Pre Brands has worked with Instacart, which is one of 70+ retailers that Chicory directly integrates with. Chicory was able to boost the company’s performance on the platform by directing traffic straight to a Pre Brands Instacart landing page, where consumers could cart the promoted product at their preferred retailer.

Not only did this help grow their sales, but it also provided a trackable path that let the Pre Brands team glean new insights about where they’re thriving and where they could invest further.



THE RESULTS

Increased Awareness and \$600K in Incremental Sales

With Chicory's help, Pre Brands saw a **5.1% sales lift in their first two-month campaign** — and a **5.2% lift in in their second three-month campaign**.

In the first five months, Pre Brands generated **\$600K in incremental sales** and over **20 million media impressions**.

And on top of these bottom-line bonuses, Chicory provided the detailed campaign insights that Pre Brands was looking for, including media performance, creative analyses and Chicory's proprietary recipe insights.

"[With Chicory], we get real-time information and data with recommendations and a forward-looking view."



Chicory and Pre Brands Partnership Results From the First Five Months



5%+

SALES LIFT



\$600K+

IN INCREMENTAL SALES



20M+

MEDIA IMPRESSIONS



2.4X - 4.8X

iROAS



Curious how Chicory can help your business reach, influence and engage new customers?
Book a meeting with our team and we'd love to discuss how we can help.

chicory.co | hello@chicory.co

