

CASE STUDY JAGERMEISTER

CAMPAIGN OBJECTIVE

Jägermeister wanted to drive volume and trial leading up to the gift-giving holiday season, specifically with the 750ml bottle business. The brand wanted to test the impact of combining CTV with an in-store promotion to effectively and efficiently increase sales amongst new 21-year-olds.

SOLUTION IMPLEMENTED

Cadent and Catalina partnered to strategically target audiences most likely to try Jägermeister by using exclusive, real-time purchase insights and shopping behaviors to identify the Brand’s current and lapsed 750ml buyers. The audience was targeted via addressable CTV using Jägermeister’s current equity ad campaign, “Meister the Moment.™” Audiences were then followed up by being served with a trial offer in-store.*

RESULTS ACHIEVED

Campaign drove \$2.34 in ROAS**

Cadent and Catalina’s campaign worked at every point in the purchase funnel, from awareness to trial, helping Jägermeister bottles quickly fly off the shelf and into their homes for the holidays.

4M impressions

across CTV

+53% lift

in overall sales rate,
vs prior period

+59% CTV sales lift

directly correlated to campaign
exposure, vs prior period

To learn more about how Cadent can help you with a data-driven TV campaign, contact a [Cadent sales representative](#) or visit us at [Cadent.tv](#).