

## BEEF COUNCIL UTILIZES PROGRAMMATIC NATIVE ADVERTISING TO BOOST BEEF SALES AROUND THE STATE

### CLIENT

Beef Council

### CAMPAIGN DATES

6 month campaign

### OBJECTIVE

The goal of this campaign was to drive sales of beef products by branding seasonal recipes where beef was the main ingredient.

### CHALLENGE

The Beef Council wanted a way to drive more grocery sales of beef products. These products had seen a decline in recent months.

### SOLUTION

The campaign leveraged Programmatic Native advertising to brand to consumers. Native allows us to develop highly-appealing creatives that match the look and feel of the site where the ads are being served. This provides customers a more quality interaction with the brand.



### RESULTS

**The campaign generated 5,575 total conversions** with over 600 conversions coming from the recipes page alone. Additionally, we delivered over 1,000 post-impression conversions to the Beef Council's website. This helped boost beef sales in grocery stores around the state.

### KEY FINDINGS

Programmatic Native advertising is a fantastic tool for overall branding and awareness. **Native ads should be used in conjunction with relevant content such as blogs, recipes, product galleries or user-driven content.**