With Sizmek direct response, Birds Eye sales take flight with 3.5X better ROI

Pinnacle Foods’ Birds Eye® Voila! is a line of frozen skillet meals that can be prepared in minutes. These meals contain delicious Birds Eye vegetables with lean cuts of meat or seafood, pasta, or rice, seasoned with a variety of flavorful sauces. Birds Eye’s ad agency, Optimedia, chose Sizmek to deliver on Pinnacle’s specific awareness, engagement, and “most important” trial goals, which included the ability to:

- Build preference and intent over strong competitors
- Generate awareness and trial of Birds Eye Voila! frozen skillet meals in a cost-efficient manner
- Generate awareness of and purchase consideration for Birds Eye Voila! frozen skillet meals through the use of real-time brand optimization (survey-based methodology)
- Drive offline sales through online exposure
- Reinforce Birds Eye’s reputation for delicious, high-quality vegetables
- Reduce purchase of competing brands

Sizmek Direct Response picked up where traditional retargeting and prospecting would leave off. Predictive retargeting identified the highest performing retargeting inventory and the impressions likely to have a significant impact. It even determined if worthy impressions were more valuable on a CPA- or conversion-rate basis. Using Sizmek Direct Response, marketers reduced waste by spending their budget on an intelligent platform that finds an efficient and effective balance of retargeting, prospecting, and conquering.

With Sizmek, Birds Eye’s campaigns learned and improved, revealing that the ideal audience for Birds Eye Voila! tended to be:

- Women 35 to 54
- Anyone who prepares family meals
- Busy singles

Sizmek offered Birds Eye an exceptional capability to drive sales, one-stop shopping for all digital-advertising needs, and hands-on customer service.
RESULTS
Drove a short-term sales impact for Birds Eye of $1.2M

The Sizmek Direct Response campaign drove an 18% increase in purchase consideration for frequent frozen food consumers as well as driving:

- Birds Eye Voila! incremental ROI of $3.09 : $1.00
- Birds Eye incremental ROI of $3.58 : $1.00
- Short-term sales impact for Birds Eye Voila! of $1M
- Short-term sales impact for Birds Eye of $1.2M
- Reduced attention share given to key competitors
- 130% higher CTR than CPG benchmarks
- Exceeded CPC goals, with 70% more efficient CPC for coupon downloads

“The Sizmek campaign was great because it allowed Birds Eye Voila! to deliver its message to a targeted group of consumers. It also gave us the opportunity to optimize throughout the campaign and ensure we were reaching those households most likely to buy.”

DIANA BRICENO,
ASSOCIATE BRAND MANAGER, BIRDS EYE VOILA!
PINNACLE FOOD BRANDS

About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients’ media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at go.sizmek.com/contact.