

## CASE STUDY:

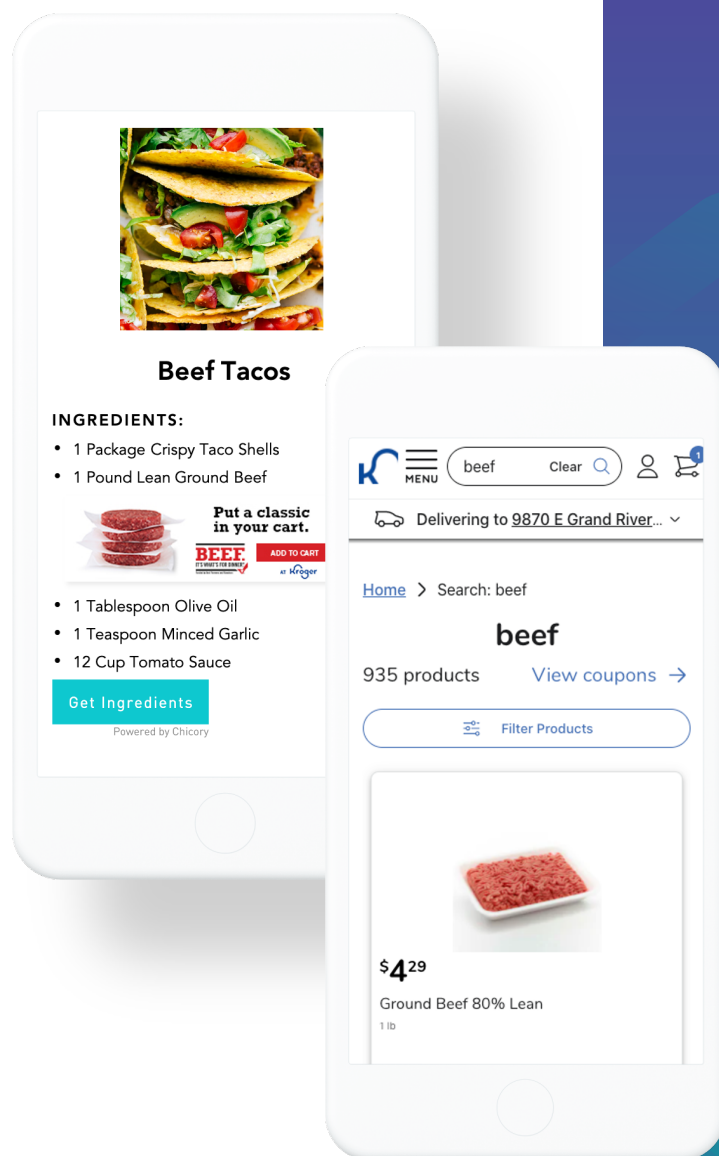
# Beef's Ecommerce Push Drives \$4.21 ROAS and Comfortability with Online Purchases

For the National Cattlemen's Beef Association (NCBA)—a contractor to the Beef Checkoff program and manager of the *Beef. It's What's for Dinner.* brand—overcoming consumer objection to purchasing beef online was a challenge. Unlike some other grocery categories, when it came to purchasing meat, many shoppers felt that they were only able to judge the quality and freshness of beef cuts by seeing them in person. As a result, NCBA was cautiously testing marketing efforts to grow ecommerce engagement, as some shoppers weren't quite ready to take a leap of faith and change their purchase routines.

2020's Coronavirus pandemic, however, proved to be a catalyst for rapidly changing consumer behavior and increasing online grocery adoption. Industry experts reported that online grocery accelerated by five years and orders sent to baskets within Chicory's shoppable recipe network grew 86% year over year. With shoppers prioritizing safety and convenience over tradition, NCBA quickly realized it was critical to adapt to evolving preferences and engage in a more robust ecommerce strategy for beef.

One piece of NCBA's strategy was using Chicory's contextually relevant media to grow beef consumption during the key grilling season throughout the summer months. NCBA worked with several state-level beef councils to scale the campaign for each state council buying into the campaign. Together, the associations were able to "own" beef as an ingredient across Chicory's network and inspire new use cases for beef consumption by appearing alongside top trending summer recipes.

Ad placements were made shoppable with Chicory's Click-to-Cart tech, facilitating seamless basket building, and Digital Shopping Aisle, allowing equitable representation of beef brands.



A portion of the campaign also drove shoppers to ecommerce-enabled product description pages on Kroger's site.

The Kroger portion of the campaign included a post-campaign attribution study (made possible by a relationship with 84.51°, Kroger's retail media agency) that measured Chicory's impact on beef sales at Kroger. The results showed that this campaign generated a \$4.21 ROAS. Of the total attributable sales, 15% were ecommerce sales—a huge accomplishment, as typically about 5-7% of sales come from online.

The campaign's stellar engagement and impressive ROAS proved that the Beef was able to shift shopper mindsets to test the convenience of ecommerce for beef purchases and cultivate new shopping practices.

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## Campaign Results

**18M**

In-market beef shoppers reached

**120%**

Higher CTR than industry benchmarks

**16.4%**

Total attributable sales that came from new and lapsed shoppers

**15%**

Total attributable sales that were generated via ecommerce purchases

**4.21**  
ROAS

