

CASE STUDY:

Halo Top Drives Sales During the Off-Season

Challenge

Halo Top is a lower-calorie, higher-protein light ice cream that people feel good about eating. The challenge was to cut through the increasingly cluttered “better-for-you” category while enticing people to buy ice cream heading into the winter months.

Solution

Wells Enterprises partnered with Aki Technologies, the media division of Inmar Intelligence to drive sales of Halo Top pints. First, Aki identified the target audience based on a combination of data signals. MomentsAI then fused these signals with pattern recognition and Machine Learning to determine when the audience would be most receptive to the brand’s message. Aki’s dynamic personalization technology turned Halo Top’s custom-built creative assets into over 325,000 personalized permutations. This included several personalization variables such as the occasion, flavors, time of day, location and shoppability. Each audience was then reached during the moment they were known to be most receptive, including the college students who were new to this personalization approach.

Results

The campaign delivered an impressive 22.8% sales lift, driving over \$373,000 in incremental sales. An increase in purchase frequency among existing customers accounted for \$170K in additional sales. By leveraging personalization at scale, Halo Top cut through the clutter and proved that any time of year is a good time for a sweet treat.

Highlights



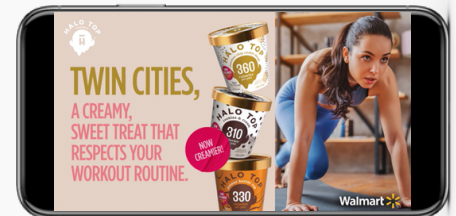
325K
personalized
advertisements



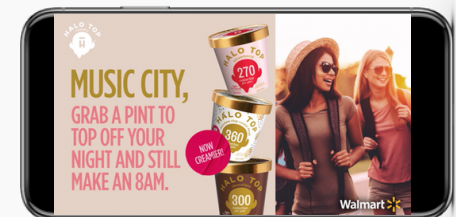
22.8%
sales lift



\$373K
incremental sales



Young Traditional, Workout, Morning, Flavor



College, Active, Afternoon, Flavor



College, Active, Afternoon, Flavor