COGNITIV CASE STUDY



HOW A NATIONAL CHEESE BRAND LIFTED SALES BY 35.5% AND CAPTURED NEW CUSTOMERS

THE CHALLENGE

A national cheese brand wanted to increase household penetration and sales for its refrigerated snack line while proving that media investments could drive measurable sales, not just engagement. Traditional targeting reached known cheese or snack buyers, but the real opportunity lay in finding new households and turning them into repeat purchasers.

To do this, the brand needed a partner that could identify high-value prospects, influence competitive switching, and validate results with a measurable sales lift through Circana.

THE SOLUTION

Cognitiv built a custom deep learning algorithm using:

- Circana category purchaser data
- Real-time behavioral and transactional signals
- Cross device activation (CTV & OLV)

The model continuously learned which households were most likely to become future buyers of the brand's featured product line. The campaign used cross-device messaging across CTV and OLV, and creative featured UPCs for select SKUs to tie media exposure to product choice at the shelf.

RESULTS

+35.5%

Sales Lift

$1.47MM

Incremental Sales

$5.89

Incremental ROAS

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THE RESULTS

Deep learning grew category popularity and shifted market share toward the national cheese brand.

- An impressive 35.5% household sales lift, 13x higher than Circana refrigerated aisle benchmarks
- $1.47MM in incremental sales and $5.89 incremental ROAS
- The strongest lift, 62%, came from new and competitive buyers
- Repeat purchase emerged naturally, with 18 percent of trial buyers purchasing again during the campaign
- Creative featuring product-level UPCs for select SKUs generated a 2.5x higher share of sales
- Households exposed to both CTV and OLV converted at 11.69%, seven times higher than single-channel exposure

YEAR-OVER-YEAR PERFORMANCE (2024 VS. 2025)



Lift grew by 886%;
from +3.6% to +35.5%



Incremental sales grew by 182%;
from $52K to $1.47MM



Reach increased by 221%;
from 1.4MM to 4.5MM households

> "OUR LONG-TERM PARTNERSHIP WITH COGNITIV CONTINUES TO DELIVER IMPRESSIVE RESULTS FOR ADVERTISERS. WE'RE COMMITTED TO THE WINNING COMBINATION OF REAL-TIME OPTIMIZATION AND CONSUMER-LEVEL CONVERSION DATA, AND LOOK FORWARD TO DELIGHTING OUR MUTUAL CUSTOMERS FAR INTO THE FUTURE."

– David Page, Director, Global Media, Circana

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