

bbIG & ACME FRESH MARKET CASE STUDY

We created a highly targeted custom email campaign to category shoppers within a 3-mile radius of Acme stores. Sales of all 3 participating brands increased throughout the program - product was even out of stock on most shelves!



Sales Results:

- 7/6-7/12: Brand 1, Weekly unit volume doubled, Share increased +11 points over average resulted in 6 month high in category with +3 share points over average
- 7/13-7/19: Brand 2, Weekly unit volume tripled, Share hit a 1 year high with +3 share points over average
- 7/20-8/12: Brand 3, Hit highest share ever with +20 share points over average



MY HOME BASE VIDEO - HOW TO DECORATE FOR THANKSGIVING ON A BUDGET

Our My Home Base pages deliver military community content, news, and resources for authorized shoppers, while increasing strategic value and the power of geo-targeting for sponsors! Let our military spouse influencers help increase your sales while attracting new customers with a custom video that will appear on all My Home Base pages.



<https://youtu.be/QLAIAzEYODc>

OUR bBIG PARTNERS



Our bBIG COMPANIES

