LOOMA

RESEARCH
REVIEW

In-store digital media displays grow leading grocer's wine category by 2.0%

Test also yielded merchandising efficiencies,
ROI for brands, and positive customer reviews

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A thorough 32-week pilot designed to test the efficacy of Looma's in-store digital media platform in the wine and beer departments of a leading U.S. grocery chain has delivered strong performance across every measure.

The test pitted a tranche of 50 stores equipped with Looma's digital displays against an equivalent group of 150 control stores without. Physical displays included end caps, impact displays, and in-aisle screens, while digital experiences included video-based storytelling, education, and personalized wine recommendations. Featured products were co-merchandised with content.

After 32 weeks of activity, the retailer's own data analytics firm concluded that test stores had outperformed control stores across several predetermined metrics.

STUDY FRAMEWORK
Research Scope

32 weeks

50 test stores

150 control stores

EXHIBIT 1
KPI Test Results*

2.0%
CATEGORY LIFT

98%
CUSTOMERS RATED EXPERIENCE AS NEUTRAL, POSITIVE OR VERY POSITIVE

50%
IMPROVED END CAP EXECUTION

5-8x
FULL FUNNEL INCREMENTAL RETURN ON AD SPEND, FOR BRANDS

*Full test results in Appendix

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EXHIBIT 2

Physical Experience Samples

The test measured three end caps and an open floor impact display

THEMATIC WINE

WINE 101

DIGITAL SOMMELIER
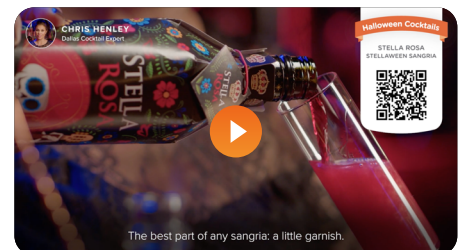

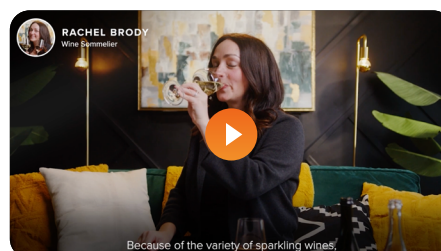**WINE BRAND SPOTLIGHT**

EXHIBIT 3

Digital Experience Samples

Each display had a distinct experience featuring some blend of branded storytelling, category or product education, and interactive recommendations
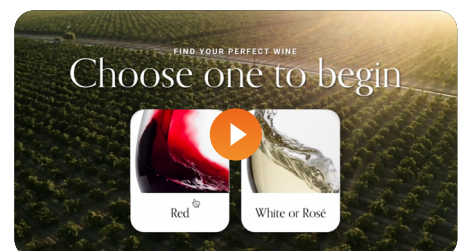

BRANDED STORYTELLING
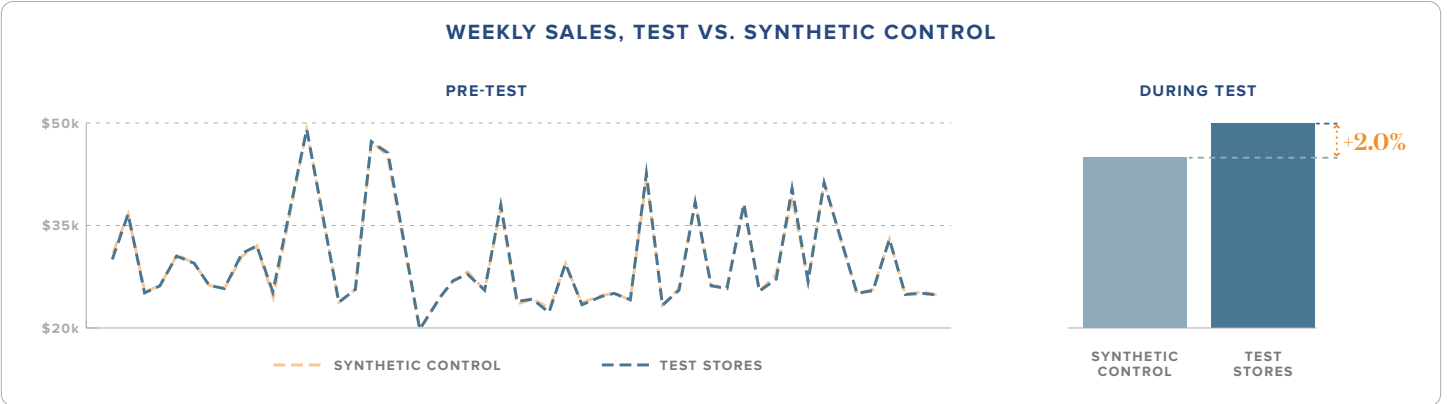

SEASONAL INSPIRATION
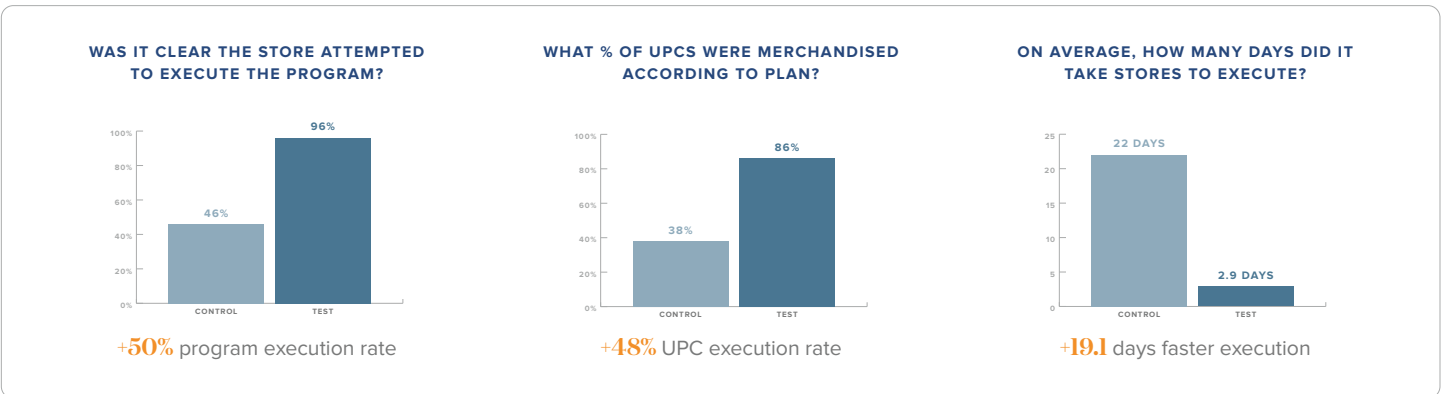

CATEGORY EDUCATION

INTERACTIVE RECOMMENDATIONS

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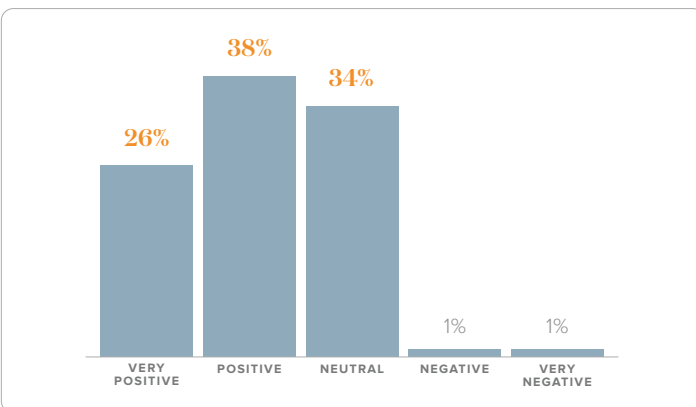## TOTAL CATEGORY LIFT
Looma grew the wine category by +2.0%

WEEKLY SALES, TEST VS. SYNTHETIC CONTROL

PRE-TEST

- - - SYNTHETIC CONTROL   - - - TEST STORES

DURING TEST

+2.0%

SYNTHETIC CONTROL   TEST STORES

EXECUTION RATE
Execution rate improved by 50%, and speed-to-execution improved by 19 days

WAS IT CLEAR THE STORE ATTEMPTED TO EXECUTE THE PROGRAM?

46%   96%

CONTROL   TEST

+**50%** program execution rate

WHAT % OF UPCS WERE MERCHANDISED ACCORDING TO PLAN?

38%   86%

CONTROL   TEST

+**48%** UPC execution rate

ON AVERAGE, HOW MANY DAYS DID IT TAKE STORES TO EXECUTE?

22 DAYS   2.9 DAYS

CONTROL   TEST

+**19.1** days faster execution

CUSTOMER SATISFACTION
98% of customers rated the Looma experience positively

26%   38%   34%   1%   1%

VERY POSITIVE   POSITIVE   NEUTRAL   NEGATIVE   VERY NEGATIVE

BRAND FULL-FUNNEL iROAS
Full-Funnel iROAS ranged from 5-8x

PROGRAM	FULL-FUNNEL iROAS
Thematic Wine	8.06x
Wine 101	5.44x
Digital Sommelier	8.54x
Wine Impact	5.52x