

RESEARCH  
REVIEW

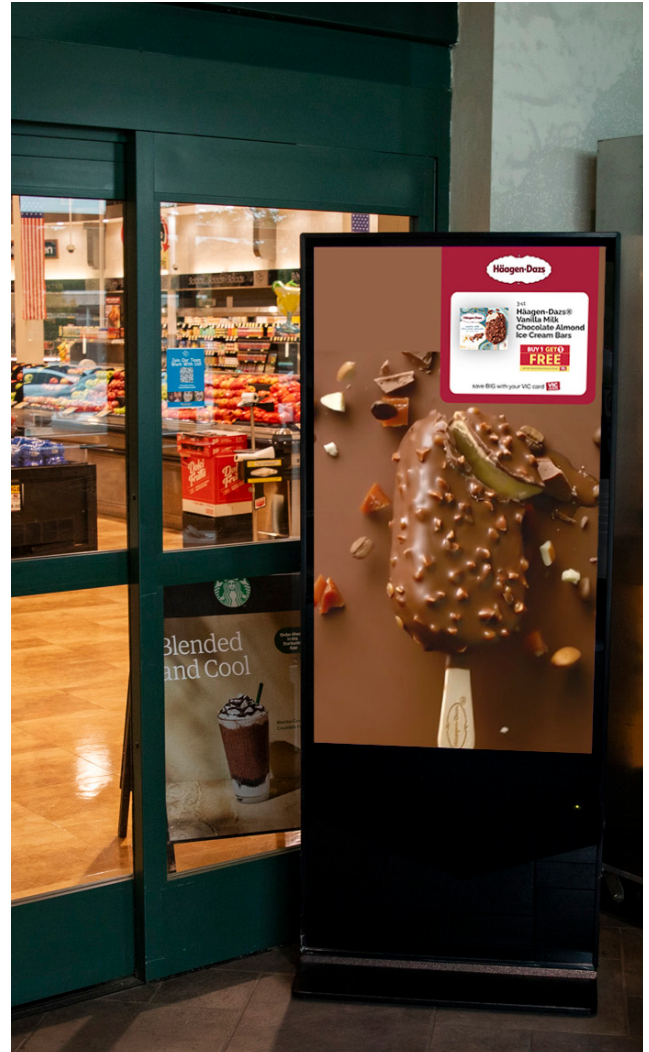
# In-Store Digital: A Study on Upper-Funnel Effects

In-store digital media proves to be a powerful brand-building channel that delivers meaningful upper-funnel results, even for highly established brands

# Results That Build Brands

**H**äagen-Dazs reinforced its brand equity using Looma's in-store screens, right where shoppers make their decisions. This resulted in an impressive and consistent lift across upper and mid-funnel metrics—a significant achievement for a brand as well-known as Häagen-Dazs.

To validate the upper-funnel impact, an in-depth study with MFour surveyed consumers exposed to the ads. This confirmed that the in-store campaign successfully influenced key brand metrics like ad recall and brand opinion a critical stage of the customer purchasing journey.



## STUDY FRAMEWORK

### Research Scope

**1** week

**260** stores

**598** verified study participants

## EXHIBIT 1

### Entrance Screen Results\*

**26%**

of exposed shoppers reported purchasing the product immediately after viewing the ad

**57%**

"Better" brand opinion reported by exposed group

**71%**

of exposed shoppers were incremental to the brand's omnichannel campaign, reporting no exposure to Häagen-Dazs ads across other channels

**98%**

Likeability reported by exposed group

\*Data source: MFour mobile panel, June 2024



## EXHIBIT 2

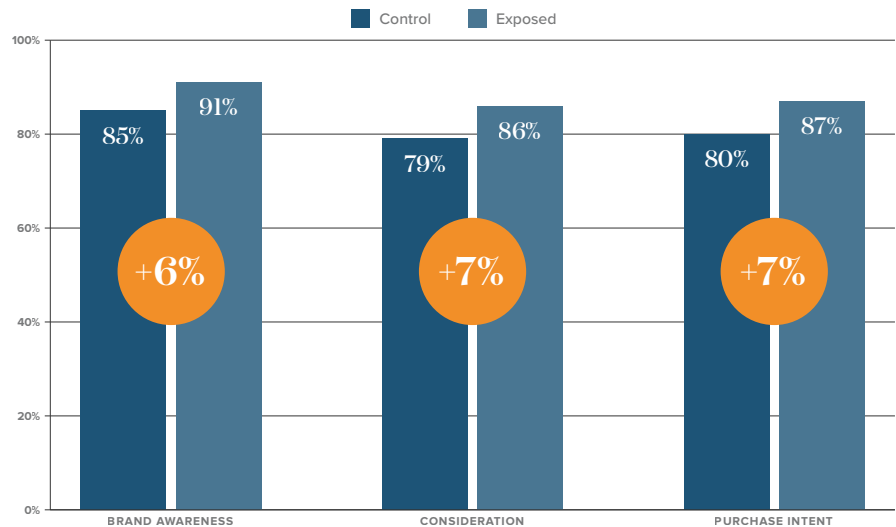
### The Full-Funnel Effect of Entrance Screens

#### BRAND LIFT

Haagen-Dazs' campaign successfully introduced the brand to new shoppers, while also reactivating and strengthening its relationship with its customer base, ultimately moving them to action.

Results like these indicate that **targeted, effective messaging can create significant growth**, not just for new or niche brands, but for market leaders as well.

#### CONSISTENT LIFT FOR A HEAVILY ESTABLISHED BRAND



## EXHIBIT 3

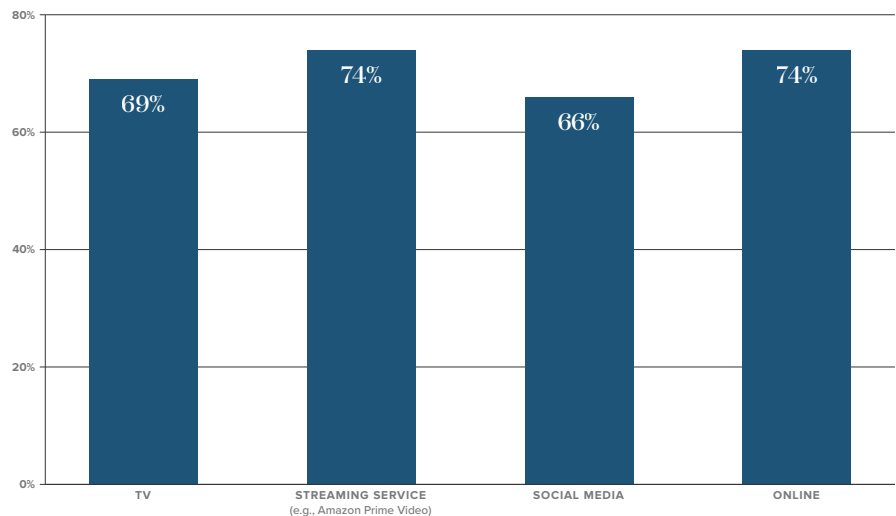
### Reaching the Unreachable Shopper

#### INCREMENTALITY

Haagen-Dazs' Entrance Screen campaign enabled the brand to **tap into a largely un-exposed audience of shoppers**.

Of exposed users, **the vast majority reported not having encountered advertisements for Haagen-Dazs through any other media**, aside from the grocery store Entrance Screen.

#### LOOMA ENTRANCE SCREEN'S INCREMENTAL REACH TO CHANNEL



PERCENTAGE OF NEWLY EXPOSED SHOPPERS WHO REPORTED NO EXPOSURE TO HAAGEN-DAZS ADS ACROSS OTHER AD CHANNELS (TV, DIGITAL, ETC)