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Video-Optimized End Caps More Performant Than Standard, in Frozen Category

Brands that participated in on-screen representation
with educational video saw consistently higher sales
uplift than brands that did not, in a major regional grocer

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An A/B test conducted across 260 Harris Teeter stores evaluated the impact of Looma's in-store digital media platform on frozen food product sales. The study compared the sales performance of featured products that included educational video content on in-store screens with those that did not. Results consistently showed a higher sales uplift for brands that participated in the video program.

Brands leveraging Looma's digital media experienced a +41.6% average year-over-year (YoY) sales lift, compared to +22.8% for non-participating brands — nearly double the sales growth.

STUDY FRAMEWORK
Frozen End Cap Methodology

76 days   **260** stores

19 campaigns   **14,104** unique transactions

Creative: short educational videos on a short loop, with audio on, largely showcasing product visuals, serving inspiration, and promotional information

EXHIBIT 1
Sales Lift Comparison

41.6%
AVERAGE YEAR-OVER-YEAR SALES LIFT FOR LOOMA PARTICIPATING BRANDS

22%
AVG YOY SALES LIFT FROM NON-PARTICIPATING BRANDS

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EXHIBIT 1 (CONT.)

Sales Lift Comparison

The graph in Exhibit 1 shows that participating brands achieved higher average sales growth compared to those not utilizing the platform
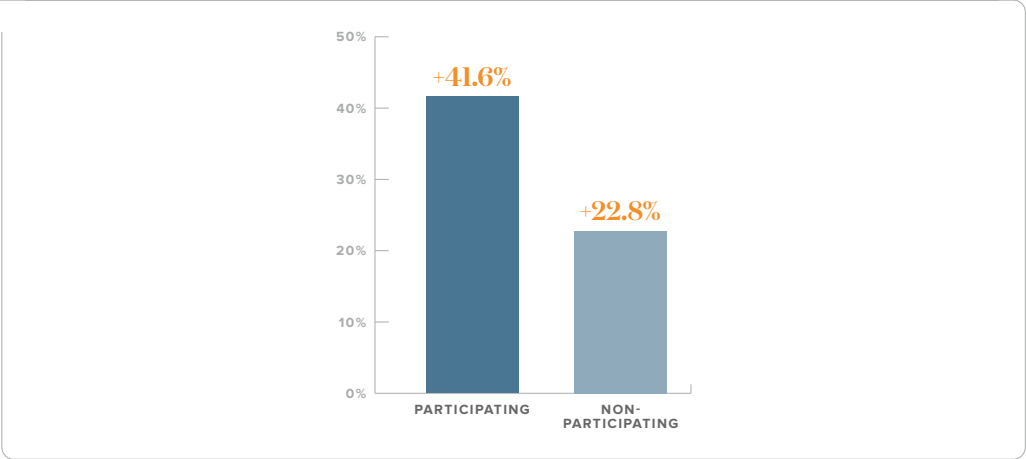

EXHIBIT 2

Distribution of Sales Lift

Exhibit 2 demonstrates a broader and higher range of sales lifts for participating brands, with a pronounced rightward skew, indicating consistent overperformance
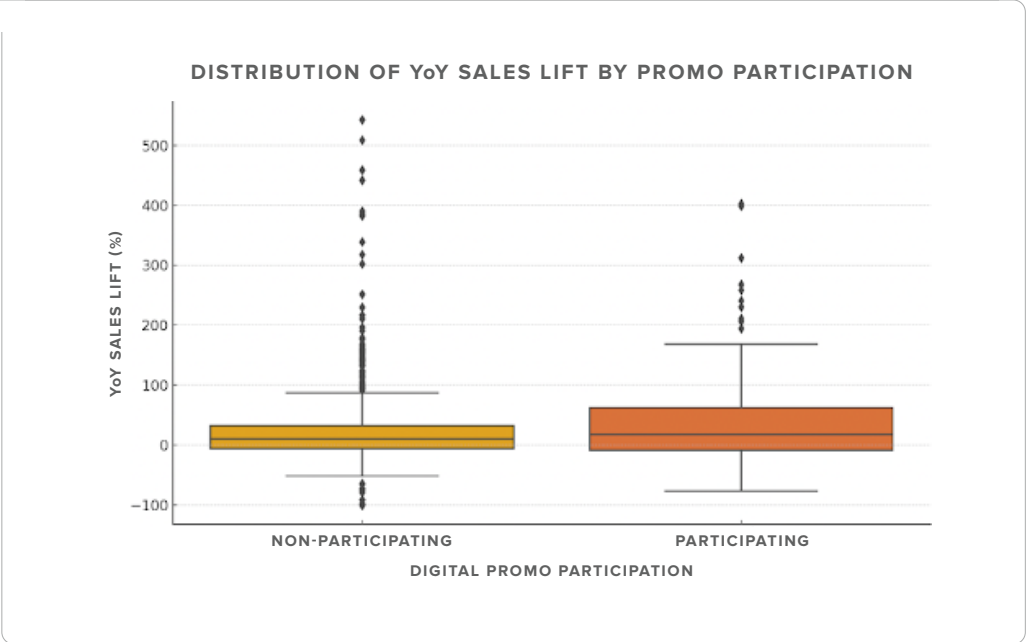

DISTRIBUTION OF YoY SALES LIFT BY PROMO PARTICIPATION

EXHIBIT 3

Summary Statistics

Higher median and upper-quartile figures among participating brands suggest that Looma's tools benefit a wide spectrum of products, not just top performers

METRIC	PARTICIPATING	NON-PARTICIPATING
Mean YoY Sales Lift	+41.6%	+22.8%
Median YoY Sales Lift	+17.7%	+10.3%
75th Percentile	+62.2%	+32.4%
Standard Deviation	77.9	63.0

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EXHIBIT 4

Content

Short educational videos played on a continuous loop. Content was co-branded with Harris Teeter and presented as shopper inspiration, rather than branded advertisements.