

Connected TV and retail data: a natural way to drive sales for Rossmann

Client	ROSSMANN
Objective	Drive sales
Audience	Health-conscious 25- to 39-year-olds
Channel	Connected TV



ABOUT THE CAMPAIGN

As more people turn to trusted sources to make decisions that impact their health, Rossmann chose to run its latest campaign on Connected TV – the best medium to reach its audience with a compelling message.

THE RESULTS

99%

of all viewers were Rossmann's intended target audience

25%

of viewers were reached with first-party data

€0.03

cost per completed view

One thing's clear: The organic food and beverage market is growing rapidly, as more people recognise the wider health benefits of consuming natural foods free from synthetic pesticides, fertilisers, and chemicals.

But, in a bustling marketplace, European drugstore chain Rossmann needed an innovative way to boost sales of its own brand of certified organic foods, enerBIO.

The main challenge facing Rossmann wasn't the lack of brand awareness of its enerBIO products - it was that customers just weren't buying them. Yet, Rossmann knew that consumers were 95% more likely to buy again after that initial purchase. So, how could the brand persuade their health-conscious shoppers to give enerBIO that crucial first try?

SWITCHING ON TO THE POWER OF CONNECTED TV

Bringing a brand message to the heart of a person's living room is a powerful way to reach consumers at their most receptive. Which is why Rossmann chose to run its campaign on Connected TV. That way, the brand could use its own first-party data to identify and reach its target audience of health-conscious men and women, aged 25 to 39 years old, with much greater scale and accuracy.

Rossmann created two ads of different lengths: a 10-second spot highlighting the variety of products available, and then a 20-second spot, which emphasised three hero products from the enerBIO range. The creatives featured real people, catchy audio-visuals, and used recommendation rather than overt promotional language. Complete with images of the flagship products, the ads were designed to foster a powerful emotional bond with the audience and enhance brand recognition.

USING RETAIL DATA TO FIND AND IDENTIFY VALUABLE AUDIENCES

To build the most relevant targeting strategy, Rossmann prioritised spend on all audiences with first-party data applied. The team then worked with us to identify additional audience segments on our platform using our AI, Koa™. These segments included existing brand buyers, those who shop for food and beverages, and all app users.

ROSSMANN'S CAMPAIGN BREAKS INDUSTRY BENCHMARKS FOR CONNECTED TV

To measure success, the team looked at cost per completed view, supported by view-through rate. So, how did the campaign perform?

99% of all impressions that were served via audience targeting (25% of which used first-party data) reached the intended audience. The cost per completed view was 0.03 euros, which means Rossmann were able to reach a large audience while keeping their costs low. Plus, the completion rate outperformed the video benchmark and The Trade Desk's Connected TV goal value.

THE FINAL IMPRESSION?

Impressed by the success of its enerBIO campaign, Rossmann plans to continue using Connected TV and first-party data to promote other product ranges in the coming year.

FIND OUT HOW CONNECTED TV COULD MAKE YOUR NEXT CAMPAIGN A BIG HIT. GET IN TOUCH: [INFO@THETRADEDESK.COM](mailto:info@thetradedesk.com).