



SPOTLIGHT ON VALENTINE'S DAY



A Case Study



Overview

- What is Spotlight and how is it used?
- Campaign background and execution
- Results and insights
- Contact information

What is Spotlight?

ESL & Pulse

Developed by MarketHub, Spotlight is a feature of Pulse which lets you promote a range of products instantly on your digital labels.

Simply create a campaign using Pulse, select the products you want included and choose your custom message. In this instance, we made a heart template available for all users creating Valentine campaigns.



Why Spotlight?

EFFORTLESS PROMOTION

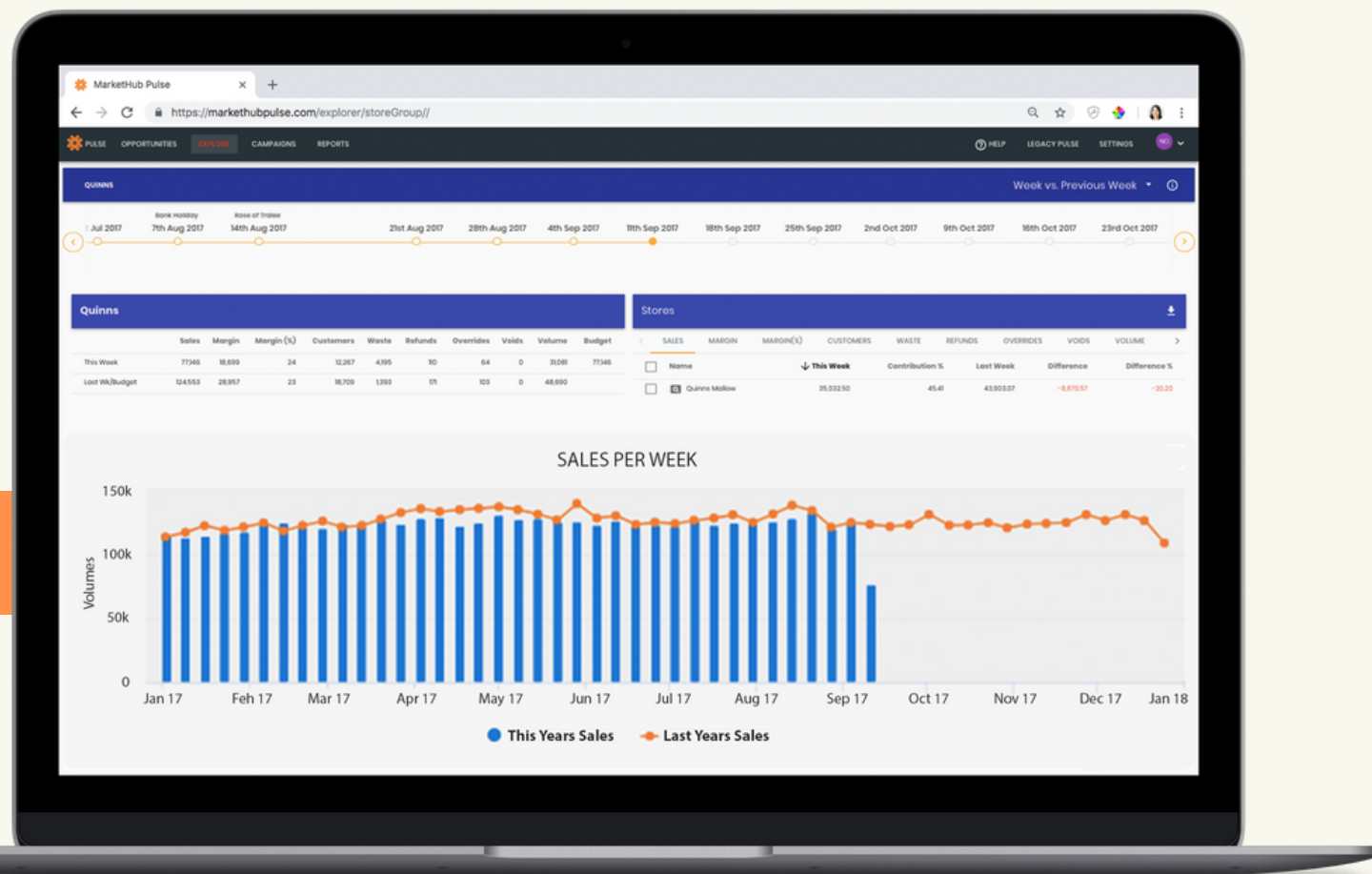
Promote a range of products within moments. Setting up a campaign is quick and easy, and updates all corresponding labels automatically.

EYE-CATCHING DESIGN

Combining the red design with a compelling statement gives your customers a strong call-to-action.

DETAILED REPORTING

Discover precisely how the products in your campaign sold compared to the same period last year (or the preceding weeks) with our built-in reporting tool.





Campaign background & execution



In February 2019, we decided to put Spotlight to the test by encouraging all our retailers with ESLs to create Valentine's day campaigns of their own with our custom heart template.

7 stores created campaigns across Ireland and the UK, including:

- 3 motorway service stations
- 2 privately-held high-end service stations
- 1 rural country store
- 1 university campus store

In all but one store, we had last year's sales data to compare to, which allowed us to analyse the results and measure the uplift in sales to the same period in 2018.

Timeline



8TH FEB

Campaigns launched in
store



14TH FEB

St Valentine's Day



15TH FEB

Campaigns end

Key insights





To put it into perspective, 2018 saw an overall sales increase of 28% from the week before Valentine's to the week of Valentines.

That figure in 2019 was 115%.



To break that down, of the 129 SKUs that had sales during the course of the campaign, a combined sales value of £3,325 was recorded versus £1,545 sales the week before the campaign kicked off.



Of the 219 products selected, 77 sold the week before the campaign, whereas 129 sold during the campaign. That's an increase of 60%.



102%

THE AVERAGE INCREASED UPLIFT IN
SALES OF PRODUCTS WITH SPOTLIGHT
COMPARED TO THE PREVIOUS YEAR'S
SALES

The background is a warm-toned photograph of a hand holding a tablet. The tablet screen shows a grid of product images, likely from an e-commerce app. Overlaid on the image are several white geometric shapes: a large circle in the top right, a right-angled triangle in the middle right, and another circle in the bottom right. The overall aesthetic is clean and modern, emphasizing technology and commerce.

525%

ONE STORE INCREASED SALES FROM
€142.18 IN THE LEAD IN TO €889.51 THE
WEEK OF



60%

**THE INCREASE IN UNIQUE SKU SALES
DURING THE CAMPAIGN**

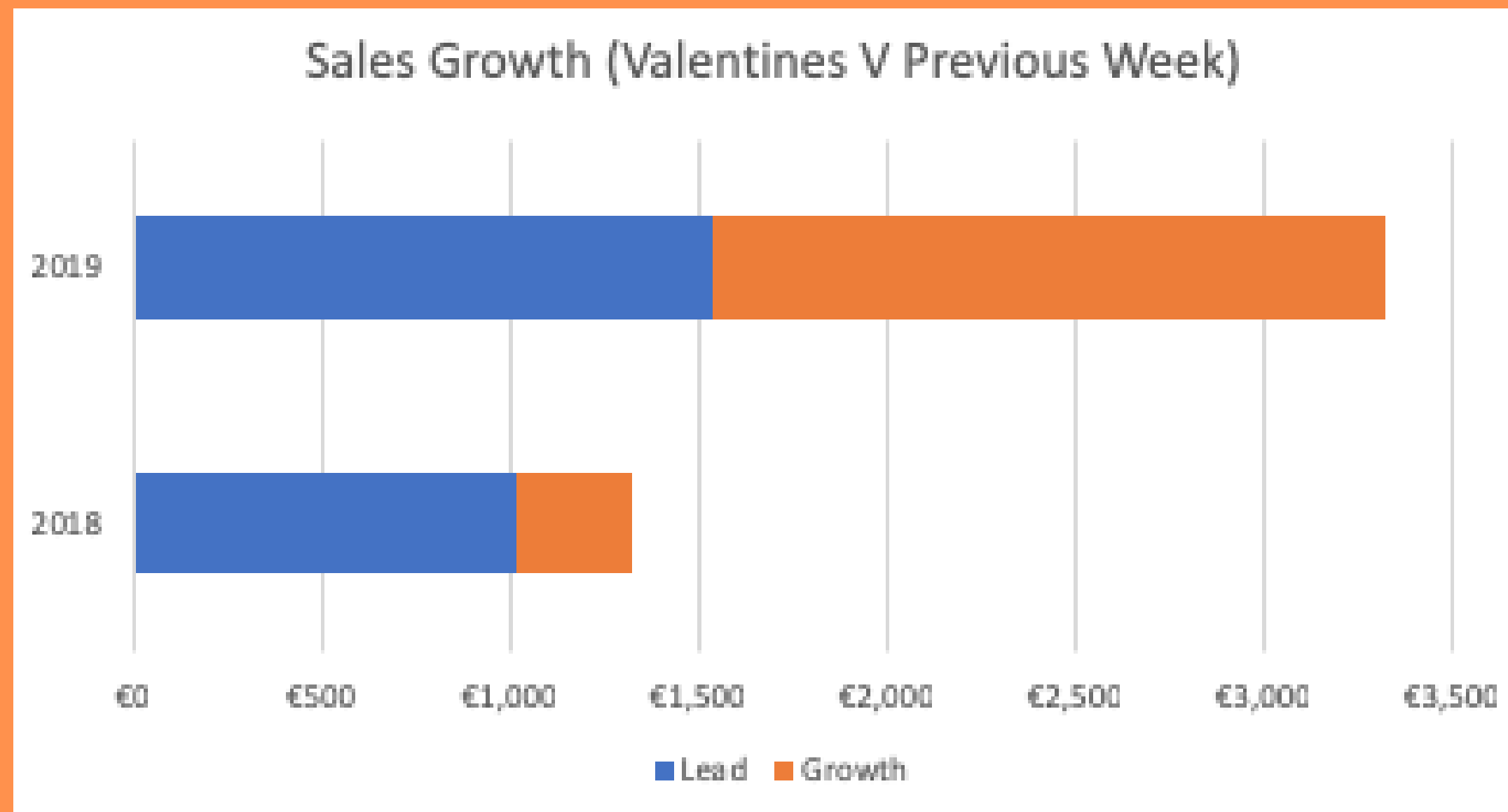
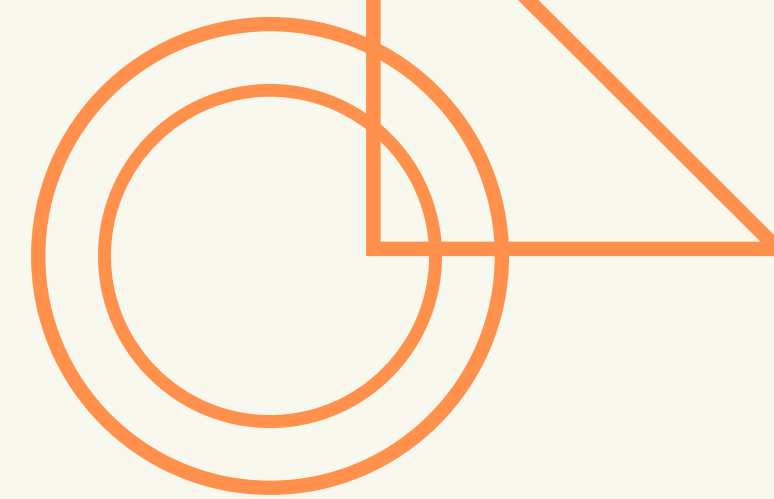


115%

THE UPLIFT IN SALES, IN CASH TERMS,
IN THE WEEK BEFORE THE CAMPAIGN
LAUNCHED (£1,545) AND THE WEEK
DURING THE CAMPAIGN (£3,325)

Sales Growth

2018 vs 2019



Insights

What can we learn?



Stores with a larger number of products in the campaign did better in general, perhaps due to great visibility.



Allowing the campaign to run until Friday the 15th was important and indicates that campaigns based on indulgences should be left run into the weekend.




Stores with no alcohol in general underperformed in this campaign.

WHAT OUR CLIENTS ARE SAYING

"We found the Valentine's Day Spotlight template really focussed our customers' attention as they shopped the store. We had fantastic sales results with this campaign and will definitely be making more use of Pulse Spotlight templates in the future!"



CONOR MCELLIGOT
Store Manager, H2 Group



"It is our mission to enhance profits, increase sales and reduce waste within our customers' stores. However good data insights are nothing without great execution. These campaign result proves this."

"We are committed at MarketHub to accelerating our investment to create stores that will learn and help our retailers in the digitisation of their stores."

-Roy Horgan, CEO of MarketHub



Contact Information

**For questions or business
enquiries**



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