



Simply Recipes®



National instant mashed potatoes brand uses SMART Recipes™ to engage cooks and connect consumers from the moment of inspiration to purchase.

SITUATION

The brand wanted to increase awareness and drive demand to new audiences by inspiring cooks to use their product as a way to cut prep time without sacrificing flavor or quality.

SOLUTION

The client partnered with FEXY to target digitally savvy millennials by seamlessly integrating into each step of the customer journey. From the point of inspiration all the way into their shopping carts customers benefitted from FEXY's proprietary Relish platform. The client was able to leverage the rest of FEXY'S range of services as well, developing a holistic marketing strategy to reach these users from digital media and native integration on the website to branded content, social amplification, newsletters and video distribution.

500K

unique users per month

18 minutes

Average time on page

0.62%

Roadblock CTR

THE RIGHT AUDIENCE

- ▶ 25-45 year-olds on FEXY's Relish platform are almost twice as likely to use websites for recipe inspiration than the general internet population; Millennials in particular are considered to be the first digitally native generation and see online shopping as a simple, time-saving channel.
- ▶ **FEXY ranks #1 in the food category** - attracting **76%** more millennial families than the closest competitor site while providing the perfect audience and reach for the brand to showcase their product to the next generation of cooks.
- ▶ To reach these users, the product was integrated into the **Most Popular** Editorial Recipes, while **Custom-Branded** content was tailored for each site's audience, featuring "Quick Weeknight Sides" to engage the *Simply Recipes'* home cook and creating the "Ultimate Easter Meal Planning Guide" for the discerning *Serious Eater*.



www.fexy.com



THE RIGHT INTEGRATION

- ▶ Their brand was highlighted on *Simply Recipes*' Shepherd's Pie as a time-saving shortcut (making it more weeknight friendly).
- ▶ Promoted as the ideal quick side for *Serious Eats*' Perfect Prime Rib, Crispy Pan-Seared Salmon, Corned Beef Brisket, Sous Vide Steaks, and other seasonal entrees.
- ▶ On all of these **shoppable recipes**, the product was seamlessly added to the user's shopping list with **single-click technology** alongside all other ingredients in the recipe.

FEXY + Idahoan Mashed Potatoes
RELISH Integration on Top Editorial Recipes

RELISH Shopping List with Idahoan still featured as complementary product and branding

Recipe page with Idahoan branding roadblock

Ingredient list on recipe page with Idahoan featured as a complementary product (with custom messaging)

Recipe shopping list on retailer (screenshot: Amazon Fresh)

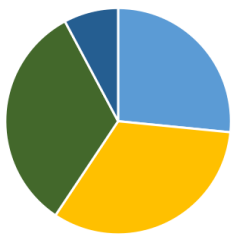
0.19%

"Shop Ingredients" button CTR

13%

Retailer Conversion Rate

Retailer Breakout

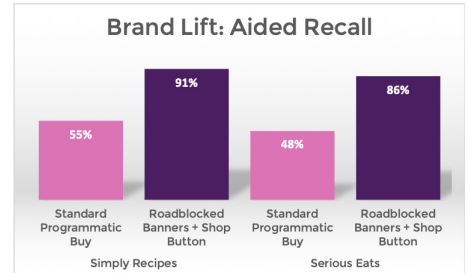
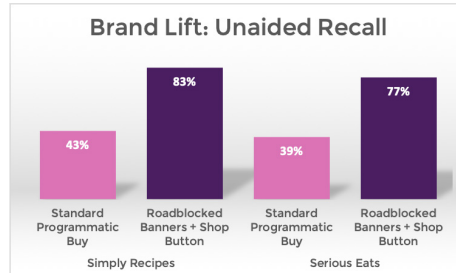


Amazon Instacart Clicklist Shipt

- ▶ The mashed potatoes brand was given **100% SOV** on media placements across this content - a unique product offering on our flagship sites vs other competitive partner integrations. Brand studies conducted by Nielsen on Fexy sites have shown that a Roadblock Implementation on targeted content successfully drives alignment and relevancy for the brand; they experience a **+5%** lift in brand affinity compared against a traditional single banner.
- ▶ Results have further shown that **both brand familiarity and purchase intent increase +6%** when roadblocks are coupled with a native integration for the brand next to the "Shop Ingredients" call-to-action on these recipe pages.
- ▶ Brand integration was also included on the **user's digital (and print) shopping list, while being featured as the first / top-most ingredient on the grocer's platform** as well.



- ▶ Past Brand Lift studies have shown that roadblocked banners + Buy Button create substantially higher brand recall than standard banners alone.



THE RESULTS

- ▶ The instant mashed potatoes brand’s campaign reached over **500K** unique users **each month** on the site.
- ▶ 100% SOV roadblock ads drove a 0.62% CTR, 35% higher than the average banner performance on Google’s Display Network. Ad viewability averaged above industry standards at 83%.



- ▶ Average time spent on sponsored and branded content ranged from three and a half minutes to over **18 minutes** (59% of millennials cook with either their smartphones or tablets handy).
- ▶ The "Shop Ingredients" button (signifying users added a recipe with the brand’s product to their shopping list) had a **click-thru rate of 0.19%** with a **13% conversion rate** to an online grocer: Amazon (26%), Instacart (32%), Clicklist Retailers (34%), and Shipt (8%).
- ▶ Additionally, **over 20K "print page" views** (which also included their product) were recorded during the campaign, illustrating user’s intent to acquire ingredients and make the recipe.
- ▶ Social Media amplification **doubled** total reach and was successful in attaining a **very high engagement rate of 3.05%**.

592K+

Social reach

18,000+

Engagements with posts

3.05%

Engagement rate

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