

Grenade Case study

Protein Bar brand launches a new product in the U.S. market!

Objective

As a new product in a new market, Grenade targeted consumers via Facebook lead generation ads, who were invited to order a sample.



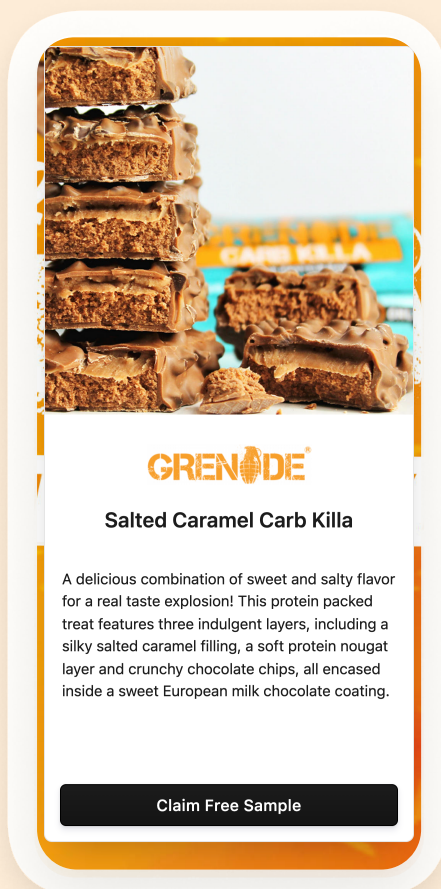
Solution

This allowed the brand to control the ad's creative, targeting parameters and spend, whilst utilizing SoPost's technology platform for data processing, fulfillment, and analytical capabilities.

Grenade gained valuable insight throughout the campaign, the most important being an understanding of their customers' age and gender. More precisely, they were able to identify what features of the product are most important to consumers, which they are now leveraging for retargeted marketing efforts.

| 9,900

targeted consumers
received a sample



Results

Consumers who received a sample were contacted via email after their moment of trial to provide feedback and reviews.

39%

of consumers opted-in to further marketing

170

five-star reviews earned



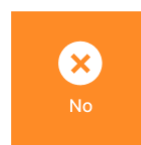
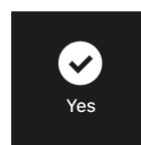
4.51

average rating

Sarah, did you enjoy
your sample?



Salted Caramel Carb Killa
Grenade



[I haven't tried my sample yet...](#)

43%

of consumers were likely to buy within the next six months

68%

of consumers have recommended the product to a friend

17%

of consumers have already purchased the product

