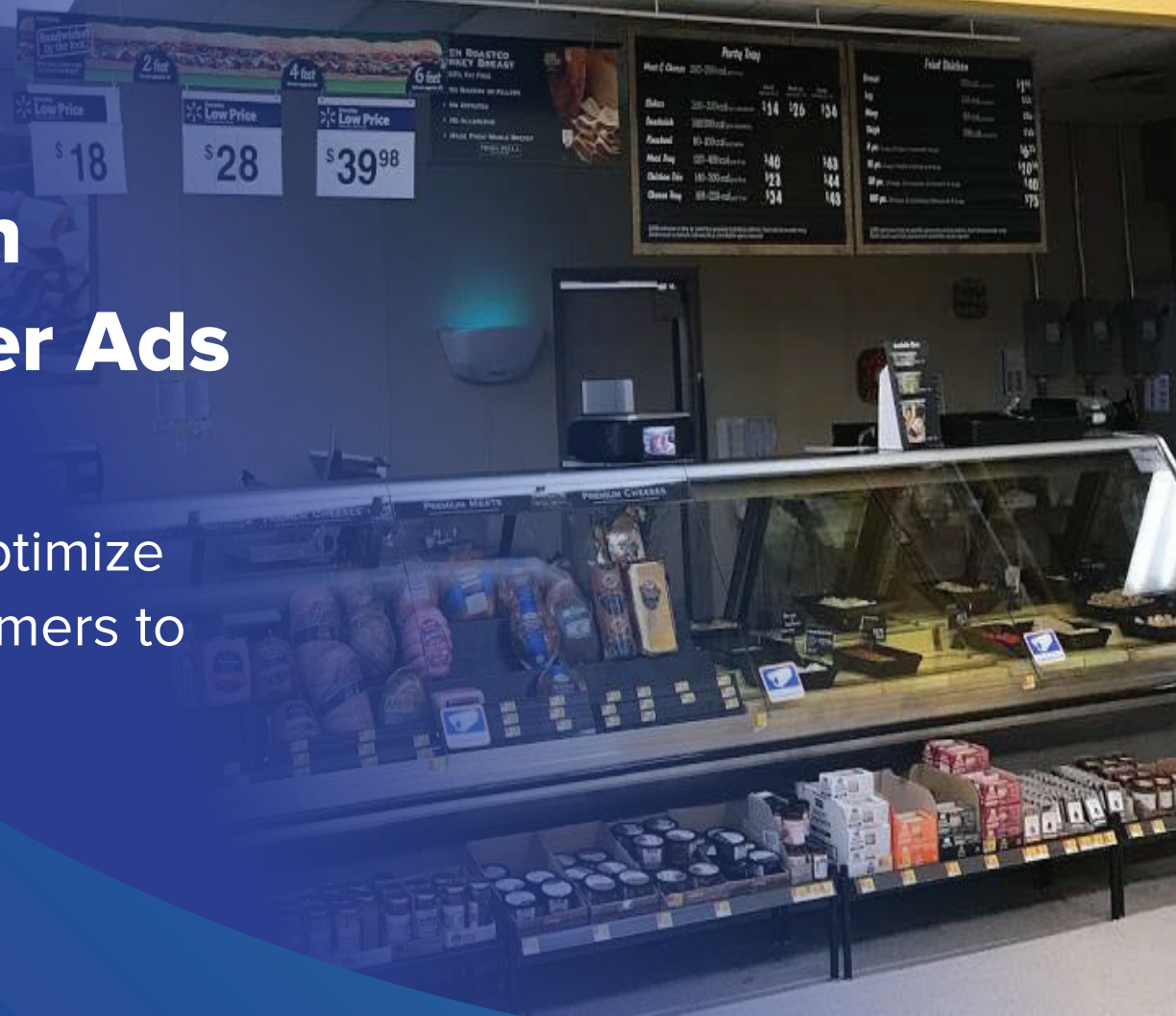


# Leading Food Brand Leverages Behavioral Science to Increase Ecommerce Sales with Winning Digital Banner Ads

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How behavioral science helped optimize digital banner copy to drive consumers to purchase on Walmart.com

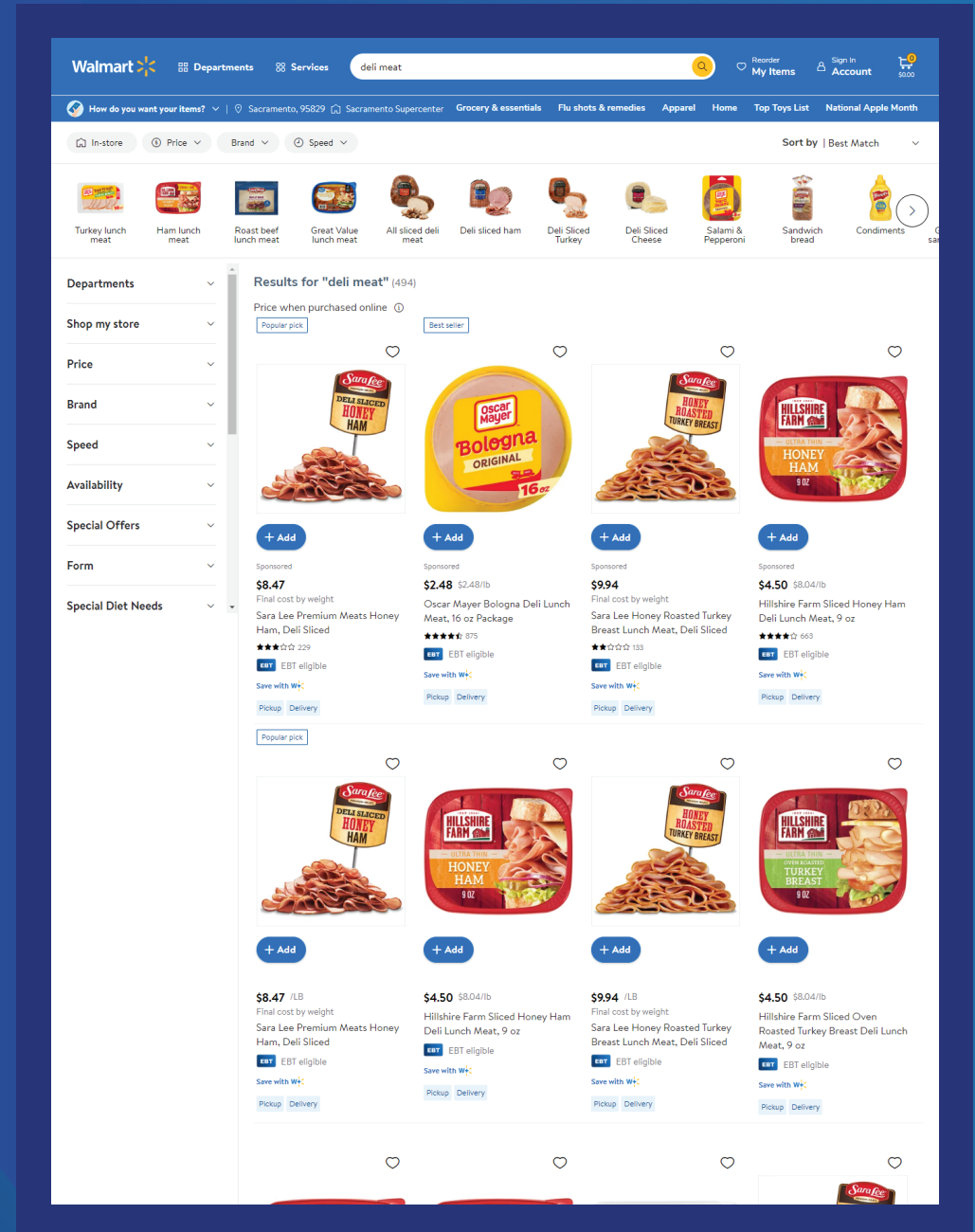


# Business Situation

A leading service deli meat brand in supermarkets was challenged to grow ecommerce sales on Walmart.com and other online grocery sites.

Ordering service deli meat online for store pick-up or delivery has many barriers to purchase because the service deli buying experience in the store is very uniquely personal and engaging.

Looking to boost online sales, the team turned to Newristics' behavioral science-based solution to supercharge their digital ad copy, break down underlying purchase barriers, and create persuasive ad copy emphasizing the benefits of online buying in as little as 4-6 words.



## Solution



Newristics' AiGILE messaging solution was used to develop dozens of digital ad copy options, each written to a specific decision heuristic that drives consumer purchase decisions when ordering fresh service deli products online.



A digital banner ad A/B test with 6 million total impressions was conducted to test new heuristics-based ad copy generated by Newristics against control ad copy generated by the brand's creative agency.



A novel "click-to-cart" technology was used in the banner ads to directly take click throughs to the shopping cart page on Walmart.com grocery site.



Key metrics used to measure effectiveness of Newristics digital ad vs. Control ad were click-through rate (CTR) and \$ sales generated from the click-throughs.

### Control Banner Ad

**SIMPLY DELICIOUS.  
DELICIOUSLY SIMPLE.**

[Click to Cart](#)

Walmart 

Add Deli Meat, Cheese & Bread

VS

### Newristics Banner Ad

**ONE CLICK  
TO DELI FRESH  
INGREDIENTS.**

[Click to Cart](#)

Walmart 

Add Deli Meat, Cheese & Bread

## Results

Behavioral science-based ad copy performed significantly better than control in driving clickthroughs and sales on Walmart.com

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**15% Higher click-through rate**  
vs. control banner ad



**10% Increase in online sales**  
vs control banner ad



## Behavioral Insights from the Winning Ad Copy

The copy in the control ad was creatively very strong and emphasized the core benefits of taste in a very memorable way. However, it did not address the foundational barriers to purchase that online shoppers would face when deciding to order service deli meats online. It didn't emphasize freshness, didn't leverage the positive equities of the service deli and didn't link convenience specifically to the ease of ordering online.

**The winning banner ad developed by Newristics contained copy written to two specific decision heuristics:**

**Anchoring Effect:** Shopping at the service deli in-store is heavily driven by Anchoring Effect heuristic. Everything about the service deli communicates freshness to consumers – meats lined up in the deli case, hand sliced to your liking, etc. In reality, deli meats sold in pre-packaged section are equally or even more fresh because they are sealed at the plant, but consumers believe the opposite! Leveraging Anchoring Effect in the winning ad copy was critical to its performance.

**Complication Bias:** While the original ad leverages Complication Bias to explain the simplicity of the product itself, the optimized ad took it a step further to conquer consumers' behavioral buying barriers—simplifying the buyer journey with click-to-cart ads and educating consumers about the ease of online fresh deli meat purchasing.

**Control Banner Ad**



VS

**Newristics Banner Ad**



# About Newristics

Newristics is famous for helping brands optimize messaging using a combination of behavioral science and machine learning algorithms. In the past 10 years, Newristics has optimized messaging for 100s of world leading brands generating \$100s billions in revenue every year.

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