

Add2List Campaigns

PDN measured and compared brand lift across a number of its recent Add2List campaigns for CPG brands.

Add2List campaigns leverage PDN’s unique ability to let target audiences remember a promoted item by adding the item to one of a number of the top shopping list apps that participate in PDN’s network.

These campaigns were all delivered to mobile shopping app audiences (PDN campaigns can reach over 30MM monthly active users in over 20 different shopping oriented apps) with the Add2List functionality unique to PDN.

Campaigns targeted appropriate users for different products using segmentations based on the preferences expressed in app shopping lists.

Purchase Intent Lift

The methodology for computing brand lift is to compare the frequency of a given brand’s mention on exposed and unexposed shopping lists before a campaign and during and after the campaign.

Of the factors influencing lift, probably the most significant was previous exposure to the brand. Completely unfamiliar and new brands saw very high rates of lift, as they were never in the shopper’s purchase habits before. But even in a very common, well exposed brand like Chobani, significant lift is achieved by Add2List campaigns and PDN targeting.

	+1010%	Liberte
	+805%	Foster Farms Corn Dogs
	+642%	Muir Glen Organic
	+622%	Van's Waffles
	+306%	Foster Farms Antibiotic Free, Simply Raised Chicken
	+203%	Freschetta's Frozen Pizza line
	+160%	GMI Branded Products
	+156%	Cascadian Farm
	+90%	Annie's
	+65%	Larabar
	+22%	Chobani Greek Yogurt



About PDN

A CPG-centric ad platform connecting agencies to the shopping apps consumers use when they plan, shop in stores and engage with brands.



Native advertising network for CPG's

Target the **purchase intent** of current and potential household decision makers.



Sessions

Engage and retain shoppers past the click with PDN's unique **Add2List ad units**. Get your products on their favorite weekly shopping list app.



Monthly Uniques

Understand your impact through unique analytics like **proprietary brand lift reports**.