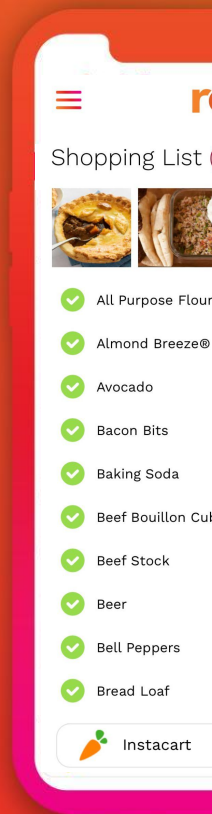
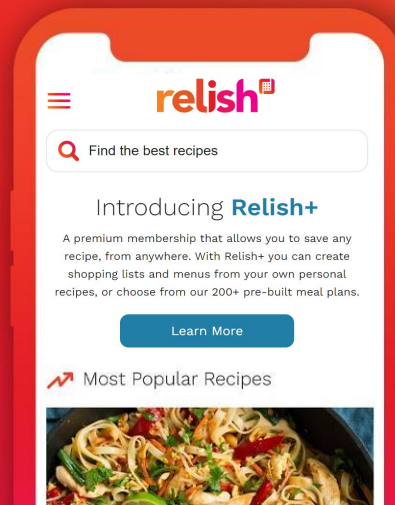
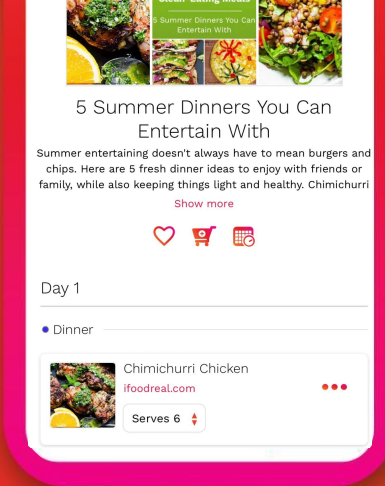
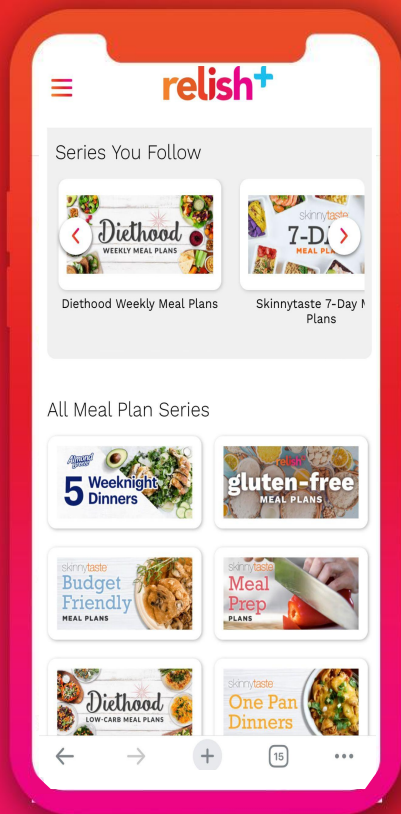




Smart Module Case Study Blue Diamond

May 2023





How Refined Content Strategy and Eye-Catching Animation Impacted a Successful Campaign

Over the course of a 4-month campaign, refining the content strategy, as well as adding animations for catching the viewer's attention, made incredible performance improvements to an interactive rich media unit that already performs very well.

Almond Breeze Shelf-Stable Campaign

Campaign Goals

1. Create engagement around recipes containing branded ingredients.
2. Drive commerce using interactive shoppable recipes.
3. Create awareness for Almond Breeze shelf-stable products.
4. Leverage programmatic advertising through TTD to maximize reach.

High Level Results

- Nearly 50% increase in engagement rates and nearly 70% increase in shop rates over the course of the campaign.
- Flight 3 performed over 40% better than the engagement rate benchmarks and 120% better than the shop rate benchmarks.
- Flight 3 engagement rates performed 4.7x higher than industry averages.

Smart Modules work well to integrate brands into interactive experiences while exceptional content plus directive and eye-catching animation helps to drive awareness, engagement and commerce.



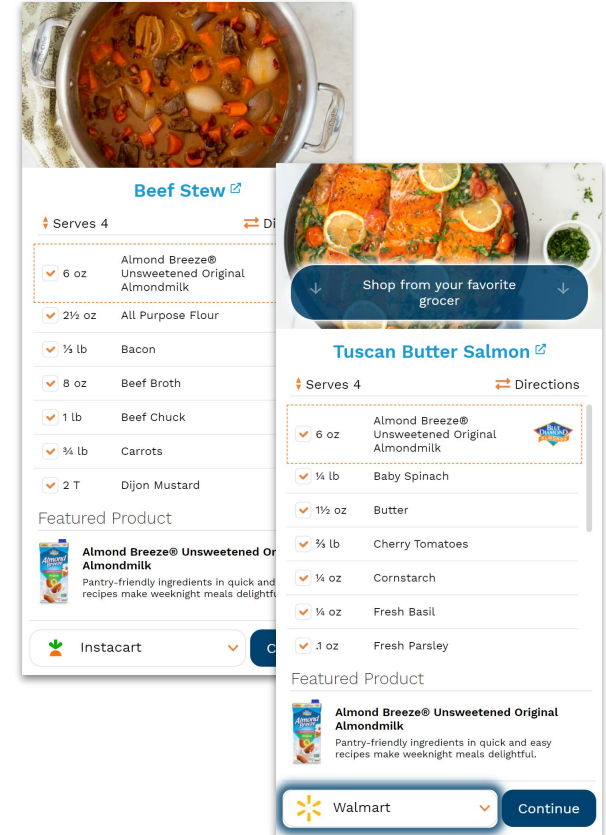
Recommended Improvements Made All the Difference

Early Performance

- Leveraged Blue Diamond recipes selected by the client.
- Engagement Rates were on par with benchmarks.
- Shop Rates were up over benchmarks.

Recommendations

- Utilize new recipes developed by the Relish team, chosen based on the most popular search terms and whitespace within the client's recipe library.
- Create subtle animations in the Smart Module to draw attention and encourage engagement.



Final Flight Performance



Engagement Rate

(Initial Actions/Smart Module Imps)

.29%

Engagement Benchmark*

.20%

Industry Average

.06%

4.7X Industry Average!

Shop Rate

(Shops/Initial Actions)

6.2%

Shop Benchmark*

2.8%

* Standard Smart Module running programmatically

Performance 43% better than industry average and up 43% and 46% vs first two flights respectively

Up 120% over industry average and up 67% and 34% vs first two flights respectively



Conclusions

- Not just any recipe will do. Shop rates improve when recipes are seasonal, popular and have beautiful photography.
- Animations work to draw eyes and drive engagement.
- Well made Smart Modules are effective at highlighting exceptional branded content through an interactive experience that drives awareness, engagement and commerce.