

Revolutionizing Retail Media: *Winning Last-Minute & Impulse Purchase Decisions*

THE OPPORTUNITY

Challenges With Off-site CPG Consumers

While on-property ads tend to drive sales, off-site ads generally drive awareness, but struggle to convert consumers for multiple reasons. First, **off-site ad engagements involve numerous clicks and interstitial screens** for a consumer to put a product in their cart creating a poor user experience and subpar ad performance. Second, **off-site consumers are not typically in an immediate buying mindset**. However, **they can be influenced to act on impulse** if given the ability to add products to their bag or cart to purchase later — but the experience must be seamless.

THE OBJECTIVE

Two Important Steps To Capturing Off-site Impulse Decisions

To solve this retail media challenge, General Mills sought out a solution capable of following two important steps to achieve off-site success.

1

Influence
Consumers Early
in the Purchase
Journey

2

Enable Consumers
to Seamlessly Add
Products to their
Bag or Cart



Denzel Washington
GENERAL MILLS

“At General Mills, we're committed to delivering seamless user experiences. Our partnership with AdAdapted and Gopuff empowers us to effectively capture impulse buyers, a previously challenging area in off-site advertising.”

THE PARTNERSHIP

Overcoming Off-site Hurdles: A New Era of Impulse Buying

Gopuff partnered with AdAdapted, integrating its Add-It™ technology to create a “Save Now, Buy Later” off-site media solution to enable General Mills to **target and convert known cereal buyers before their last-minute shopping decisions occur**. Gopuff customers could see a Cinnamon Toast Crunch ad and, with one click, **seamlessly add that item to their bag for future purchase**, without logging in or taking them out of their off-site experience. The next time they opened their Gopuff app, the item was **in their cart, ready for checkout**.

CTA LEARNINGS
“SAVE FOR LATER” vs “BUY NOW”
“Save For Later”
drove 10% more sales

TECH VALIDATION
100%
Post-Click Cart Transfer Rates
27x Industry Standard
(0% tech failure rate)

THE REVOLUTION: Simple, easy, friction-free conversion media

OFF-SITE

Seamlessly add advertised products for future purchase

Consumer sees ad while browsing outside of Gopuff and with 1-click adds product to Gopuff bag without disruption

GOPUFF POP-UP

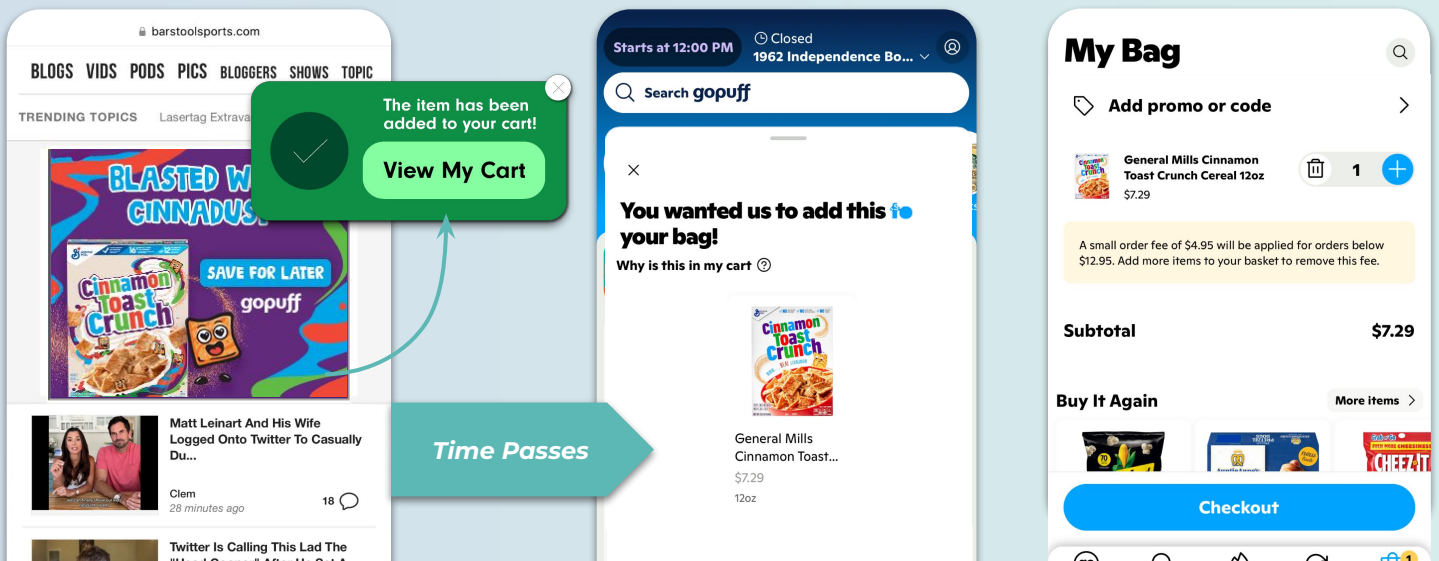
Full-page reminder appears upon opening app

Time passes and the consumer opens up their Gopuff app to a pop-up reminding them a product previously added is now in their bag

GOPUFF CART

Item saved to cart

Product added is ready for checkout in the Gopuff bag



Customer clicks on “Save for Later”

Still offsite, no login required!

Product featured on homepage & in the cart ready for purchase, no other action needed!