

A Multi-Month Case Study from My Stop Stores (12 stores)

Increased Product Visibility = Sales Growth.

After seeing strong sales improvements during our initial digital display campaign, My Stop Stores continued testing new featured products throughout June.



The objective remained the same:

Increase **customer awareness** using strategically placed digital displays—without discounting products or reducing margins.



No discounts



No coupons



No buy-one-get-one
offers



No temporary
price reductions



Just better
product visibility

JUNE FEATURED PRODUCTS

Product		Unit Growth	Sales Growth
 	Bud & Bud Light 25 oz Cans	+19%	+18%
	Cutwater	+27%	+27%
	Hershey King Size Candy	+16%	+17%
	Gatorade 28 oz	+22%	+22%

WHAT HAPPENED WHEN PRODUCTS WERE NO LONGER FEATURED?

One of the most interesting findings came from products that had previously been advertised but were **removed** from the digital display campaign.

Product		May Ad	June No Ad
	Dasani Water	+21%	+3%
	Great Lakes Chips	+11%	-6%
	Monster Energy	+12%	0%
	Pepsi 20 oz	+18%	-10%

The pattern suggests that **products** experienced **stronger** sales growth while receiving prominent digital display exposure, with performance generally moderating once the advertising ended.



WHAT THESE RESULTS TELL US

Across multiple months and product categories, increased product visibility through digital displays was consistently associated with stronger sales performance.

Benefits observed included:

- ✓ Increased customer awareness
- ✓ More impulse purchases
- ✓ Improved product visibility
- ✓ Higher sales at full retail price
- ✓ Flexible promotion of new products and seasonal items

THE ROG CONSULTING ADVANTAGE

Whether you need a complete turnkey solution—including LG commercial displays, content creation, content management, installation, and Retail Media Network strategy—or already have displays in place, ROG Consulting can help you maximize both product sales and advertising revenue.

ROG
SALES & MARKETING

Increase Awareness. Increase Engagement. Increase Sales.