GROCERY RETAILERS' CHALLENGE OF

STANDING OUT

DATA-DRIVEN DECISION MAKING

We bring expert firsthand experience to the table, empowering Grocery Retailers to expand their reach, effectively capturing consumer interest with timely offers, and ultimately expand market share. A strategy you'll see as you explore the following pages, showcasing every aisle and seasonal circular.

Executive Summary

Measured Effective Advertising One Scoop at a Time

Our Conquest Email platform is Diamond Media Solutions' most popular strategy used by brands and retailers for two decades and allows you to precisely target potential customers outside the promoted brands or your database and your competitive brand's shoppers who exhibit a strong propensity to purchase specific products down to the SKU or at the category level.

Diamond Media Solutions takes a data-driven approach to conquest email, ensuring maximum impact and measurable results. Here's how we do it:

1. Improve Operational Efficiency and ROI: Streamline media execution, allow for additional revenue opportunities, and optimize staffing levels as your outside team.

2. Audience Segmentation: We analyze vast amounts of consumer data to identify individuals who are likely to be interested in the brand's products. This includes transactional and demographic data, online behavior, and more.

3. HTML Development: Our team of experienced HTML designers craft email campaigns that resonate with your target audience and drive action across multiple email domains.

4. Executing Across Channels: We execute the campaign across 102 email clients such as Gmail, Yahoo, MSN, Outlook, Microsoft365, and smaller web clients such as free.fr, GMX, Libero, etc; ensuring consistent and properly display on mobile, desktop, tablet, app and webmail across all available device models and application specifications.

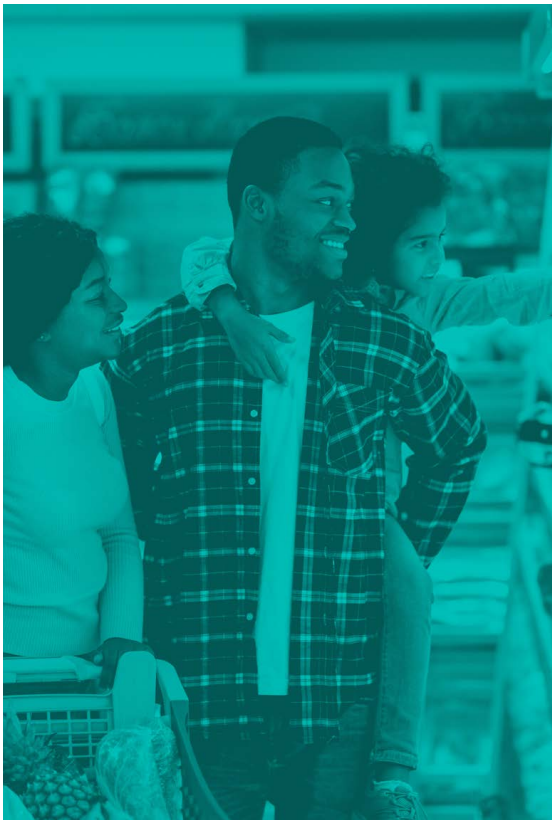
5. Performance Measurement: We track key metrics and provide detailed reports, giving you a clear understanding of campaign performance and ROI.

6. 100% Inbox Delivery: With an automated optimization to ensure the campaign's Open and Click Thru Rate success, we provide a 100% inbox delivery overage with every campaign.

Executive Summary

Data-Driven Marketing

Tapping into consumers' brand preferences and current interests, brands and retailers are able to focus their marketing budgets effectively to consumers within their typical purchasing cycle. And when leveraging buying cycle insights coupled with audience segmentation such as demographics, geography (often within 3 or 5 mile radius of the store locations), and lifestyle interests (such as healthy eating, families with children, coupon usage, and preferences for convenience or specific product types) large retailers and their brands have increased their email marketing budgets by 40% in June 2025 over June 2024 to increase awareness to their promotion and drive sales.



Combining Trade Funds & Email Power

Grocery Retailers can build on the success Diamond Media Solutions has developed over the nearly two decades we've had working with Promopoint, Publix, Harris Teeter, and Piggly Wiggly. We help you expand your reach with the right offer, at just the right time, to grab consumers attention for increased market share. In the following pages, we have showcased the impact on increasing foot traffic, gaining consumer loyalty, and driving sales.

Beverages

Coffee

A well-known coffee brand aimed to connect with passionate coffee drinkers by targeting Baby Boomer and Millennial consumers who are college-educated, have an annual household income between $50,000 and $100,000, are married without children, and identify as coffee perfectionists. The goal was to promote their coffee pods available within a 3 mile radius of local stores belonging to a national grocery chain.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 19.65% (196,468 opens)**
- **Click-Through Rate (CTR): 2.07% (20,674 clicks)**
- **Clicks-to-Opens Ratio: 10.52%**

Available Audience

99,226,249

NATIONWIDE

The email campaign successfully engaged a targeted demographic of coffee enthusiasts, resulting in significant interaction with the campaign. The high open and click-through rates indicate the campaign's effectiveness in resonating with the intended audience.

Juice

A popular fruit juice brand set out to promote its latest product launch by highlighting its value to a focused target audience. The campaign aimed to re-engage lapsed brand purchasers and attract non-brand juice category buyers who are also value-conscious, coupon-using shoppers and live within a 5 mile radius of national grocery store chain locations.

Results:

First deployment Results

- **Emails Delivered: 1,000,000**
- **Open Rate: 22.44% (224,360 opens)**
- **Click-Through Rate (CTR): 2.36% (23,567 clicks)**
- **Clicks-to-Opens Ratio: 10.5%**

Redeployment to Openers Results

- **Emails Delivered: 224,360**
- **Open Rate: 19.75% (44,316 opens)**
- **Click-Through Rate (CTR): 2.09% (4,688 clicks)**
- **Clicks-to-Opens Ratio: 10.5%**

The email campaigns' Open and Click-Through rates speak to the success in capturing attention, driving engagement, and encouraging action, showcasing the brand's appeal and value proposition across diverse consumer segments.

Available Audience

83,132,419

NATIONWIDE

Beverages

Soda

A premium soda company set out to strengthen its connection with existing customers while also attracting new buyers within the premium and specialty soda market. To achieve this, the campaign focused on targeting food enthusiasts, frequent party hosts, and consumers who regularly purchase premium food, wine, and spirits and live within a 5 mile radius of national grocery store locations.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 16.56% (231,890 opens)**
- **Click-Through Rate (CTR): 1.76% (24,663 clicks)**
- **Clicks-to-Opens Ratio: 10.64%**

Available Audience

94,565,446

NATIONWIDE

The campaign effectively targeted and engaged consumers of premium sodas, achieving notable success in generating interest and action among both previous buyers and potential new customers. The strategic use of special offers, combined with a focused approach to premium and specialty soda buyers within a specific geographic area, resulted in significant open and click-through rates, underscoring the campaign's success in enhancing brand awareness and driving sales.

Water

A value water brand launched a campaign aimed at introducing young, multicultural consumers aged 18 to 35, and active water drinkers who may prefer premium competitor brands. The campaign targeted individuals within a 5 mile radius of national grocery store chain locations, positioning the brand as a premium yet accessible choice that aligns with their values and lifestyle.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 21.81% (218,134 opens)**
- **Click-Through Rate (CTR): 2.28% (22,819 clicks)**
- **Clicks-to-Opens Ratio: 10.46%**

Available Audience

124,180,296

NATIONWIDE

The email campaign effectively reached and engaged the intended audience by resonating with their values and leveraging eye-catching designs and relatable messaging, the campaign achieved notable success in open and click-through rates, affirming its effectiveness in introducing the water product as a preferred choice among health-conscious and socially engaged consumers.

Canned Produce

Vegetables

A canned vegetable brand wanted to drive sales by targeting health-conscious consumers, busy families seeking quick and nutritious meal solutions, and individuals who regularly purchase canned or convenient healthy foods. The campaign also focused on value-driven shoppers who frequently use coupons or seek out brand promotions, all within a 3-5 mile radius of participating retail locations.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 21.98% (219,810 opens)**
- **Click-Through Rate (CTR): 2.42% (24,156 clicks)**
- **Clicks-to-Opens Ratio: 10.99%**

Available Audience

80,601,958

NATIONWIDE

The campaign successfully increased awareness and drove substantial sales through high coupon clipped rates. The strategy of aligning with consumer preferences and creating timely, enticing promotions resulted in meaningful results for this brand at national grocery store chain locations.

Fruit

To drive awareness and sales of its canned fruit product line, the campaign targeted health-conscious consumers and families seeking nutritious snack options. The focus was on individuals with an interest in healthy eating and those with a history of purchasing canned goods or similar products, all within a 5 mile radius of national grocery store chain locations.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 20.53% (205,316 opens)**
- **Click-Through Rate (CTR): 2.15% (21,533 clicks)**
- **Clicks-to-Opens Ratio: 10.49%**

Available Audience

53,045,126

NATIONWIDE

The campaign successfully promoted the canned fruit product line by engaging a health-conscious audience and driving strong performance, reflected in high open and click-through rates. This strategy effectively boosted both visibility and sales at national grocery store chain locations, as demonstrated by impressive click-to-open ratios and overall engagement metrics.

Dairy

Kids Yogurt

A campaign designed to promote grab-and-go yogurt products strategically focused its creative and targeting on busy parents with children under 12. The audience included frequent yogurt purchasers with household incomes over $45,000 and a strong interest in coupons and bargain hunting, all within a 5 mile radius of store locations.

Results:

The campaign achieved notable engagement:

- **Emails Delivered: 1,000,000**
- **Open Rate: 24.61% (246,105 opens)**
- **Click-Through Rate (CTR): 2.7% (26,984 clicks)**
- **Clicks-to-Opens Ratio: 10.96%**

Available Audience

27,541,260

NATIONWIDE

These results highlight the campaign's success in capturing the interest of money conscious parents with young children who enjoy yogurt. The high open rate suggests effective targeting and compelling email content. The click-through rate and clicks-to-opens ratio indicate that the offers or information in the emails were enticing enough to drive significant engagement.

Cheese

A packaged cheese company looking to increase sales of its popular single-serve snacks targeted females aged 25 to 45 who are deal-seekers and frequent cheese snack purchasers, with a particular focus on those who actively use coupons and mobile offers both before shopping and in-store. The campaign was geographically concentrated within a 5 mile radius of local stores in a national grocery chain, ensuring both relevance and easy accessibility.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 18.46% (184,650 opens)**
- **Click-through Rate (CTR): 1.94% (19,444 clicks)**
- **Clicks-to-Opens Ratio: 10.53%**

Available Audience

113,866,625

NATIONWIDE

These results illustrated the campaign's effectiveness in resonating with its target audience. The high open rate suggests that the campaign successfully captured the interest of the recipients through well-crafted subject lines and the click-through rate indicates compelling content and effective use of offers or coupons, encouraging further engagement.

Dry Goods

Bread

A health-conscious bread brand partnered with Diamond Media Solutions to engage new shoppers interested in keto, low-sugar diets, and sugar substitutes, as well as existing consumers who previously purchased competitive and sister brands. The primary goal was to promote the new healthy brand by tapping into the growing demand for nutritious, alternative food options within a 3-5 mile radius of their store locations.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 18.4% (183,971 opens)**
- **Click-Through Rate (CTR): 1.92% (19,163 clicks)**
- **Clicks-to-Opens Ratio: 10.42%**

Available Audience

105,827,075

NATIONWIDE

The campaign effectively captured the attention of its target demographic, generating strong open and click-through rates. By focusing on health-conscious shoppers, it successfully sparked interest and sustained engagement.

Cereal

A popular children's cereal brand aimed to engage mothers of school-age children who had recently purchased oatmeal or kids' cereal at national grocery chains and were known to actively use coupons. The campaign focused on a geographic area within a 5 mile radius of national grocery store locations to ensure convenient access for the target audience.

Results:

- **Emails Delivered: 1,200,000**
- **Open Rate: 17.65% (211,790 opens)**
- **Click-Through Rate (CTR): 1.85% (22,230 clicks)**
- **Clicks-to-Opens Ratio: 10.5%**

Available Audience

104,001,424

NATIONWIDE

With the primary goal of driving traffic to the brand's digital coupon, the campaign successfully reached its target audience delivering strong open and click-through rates and ultimately converting engagement into meaningful in-store sales.

Dry Goods

Organic Crackers

An organic children's food brand wanted to position itself as a trusted choice for parents prioritizing quality ingredients and convenience. The campaign specifically targeted women aged 25 to 44 with children under six and household incomes exceeding $70,000. By focusing on consumers within a 5 mile radius of national grocery chain stores, the campaign sought to drive both brand awareness and sales.

Results:

- **Emails Delivered: 1,250,000**
- **Open Rate: 16.04% (200,522 opens)**
- **Click-Through Rate (CTR): 1.69% (21,171 clicks)**
- **Clicks-to-Opens Ratio: 10.56%**

Available Audience

22,895,673

NATIONWIDE

The campaign reached its target demographic and had a positive engagement with a strong clicks-to-opens ratio. Tailoring the content to the recipient and making strong, direct calls to action lead to high coupon-clipped rates.

Pasta

A campaign was created to drive sales of a leading dried pasta brand, targeting households of three or more who had recently purchased items in the pasta category especially those who favor premium pasta and are known to buy competing brands. To enhance effectiveness, we also included individuals with a strong response to promotions and discounts, focusing our efforts within a 5 mile radius of store locations.

Results:

- **Emails Delivered: 1,900,000**
- **Open Rate: 18.3% (347,771 opens)**
- **Click-Through Rate (CTR): 1.92% (36,557 clicks)**
- **Clicks-to-Opens Ratio: 10.51%**

Available Audience

92,476,347

NATIONWIDE

The campaign demonstrated a strong level of success in reaching the intended audience with a strong message and offer resulting in a high open and click-through rate with the target demographic.

Fresh Foods

Bacon

A breakfast meat company wanted to drive awareness of its BOGO offer and increase sales at a partnered grocery store chain. The campaign targeted shoppers actively purchasing breakfast foods, while excluding those who primarily buy convenient meal options all within a 5 mile radius of the store locations.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 23.17% (231,740 opens)**
- **Click-Through Rate (CTR): 2.43% (24,260 clicks)**
- **Clicks-to-Opens Ratio: 10.47%**

Available Audience

78,174,167

NATIONWIDE

The email campaign was highly successful, significantly increasing awareness and driving sales of packaged bacon at national grocery store chain locations. Strategic targeting, engaging content, and timely execution resonated strongly with the audience, leading to exceptional engagement and conversion rates. The campaign not only met but exceeded expectations, reinforcing the effectiveness of our marketing strategy.

Oranges

A seasonal fruit brand set out to generate excitement around the arrival of its products in stores. By targeting health-conscious consumers and families seeking nutritious snack options, the campaign highlighted the health benefits and great taste of fresh oranges encouraging more frequent purchases and increased consumption.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 24.83% (248,346 opens)**
- **Click-Through Rate (CTR): 2.62% (26,160 clicks)**
- **Clicks-to-Opens Ratio: 10.53%**

Available Audience

122,854,966

NATIONWIDE

This email campaign effectively engaged intended consumers within a targeted geographic area, as illustrated by the high click-through rate and clicks-to-opens. These metrics indicate that the content and offer resonated well with the audience, driving meaningful interaction and interest.

Frozen Items

Fruit

A frozen fruit company, wanting to capitalize on the "New Year, New Me" health trend and increase sales, strategically targeted shoppers aged 35 and older with a household income of $45,000 or more. These individuals lead active lifestyles and prioritize health, making the company's smoothie mix an ideal, convenient breakfast option. The campaign concentrated its efforts within a 2 to 3 mile radius of select store locations.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 24.07% (240,710 opens)**
- **Click-Through Rate (CTR): 2.01% (20,065 clicks)**
- **Clicks-to-Opens Ratio: 8.34%**

Available Audience

36,300,270

NATIONWIDE

The campaign metrics proved that the campaign successfully increased visibility and sales of the frozen fruit product line, engaging a health-conscious audience.

Frozen Entree

A well known frozen lunch brand wanted to increase the sales of their family meal kits. Targeting adults aged 18 to 45 who recently purchased frozen lunch meals or Asian fresh and packaged ingredients. The campaign focused on customers within a 5 mile radius of national grocery store chain locations.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 22.08% (220,804 opens)**
- **Click-Through Rate (CTR): 2.42% (24,220 clicks)**
- **Clicks-to-Opens Ratio: 10.97%**

Available Audience

34,290,228

NATIONWIDE

The campaign successfully connected with its target audience, achieving high open and click-through rates. By focusing on the convenience and appeal of frozen Asian entrées to young adults and savvy shoppers, the campaign effectively drove engagement and interest.

Household and Personal Care

Beauty

A beauty brand looking to increase awareness of their new lipstick line and drive in-store sales targeted women within a 5-mile radius of each retail location. The focus is on reaching women with a household income over $40,000 who have interests in cosmetics, self-care, and beauty, attracting nearby residents to shop locally.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 22.04% (220,405 opens)**
- **Click-Through Rate (CTR): 2.63% (26,314 clicks)**
- **Clicks-to-Opens Ratio: 10.97%**

Available Audience

142,513,104

NATIONWIDE

The campaign successfully connected with its target audience, achieving a high open and impressive click-through rates. With multicultural imagery showcasing the wide range of colors, the brand successfully captured their audience attention to drive significant click thru traffic to the offer.

Cleaning Solutions

A household cleaner brand hoping to increase sales targeted homeowners with children and pets present within a 5-mile radius of each retail location. The imagery was aimed to reach consumers seeking safe cleaning solutions.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 22.79% (227,906 opens)**
- **Click-Through Rate (CTR): 2.85% (28,484 clicks)**
- **Clicks-to-Opens Ratio: 12.5%**

Available Audience

115,611,137

NATIONWIDE

We achieved impressive engagement and action from our audience selection as the response to the campaign and discount redemption rates were almost double the clients expectations!

Household and Personal Care

Over The Counter Medicine

An over-the-counter (OTC) healthcare brand launched a targeted promotion for its seasonal and allergy relief products. The campaign was aimed at men and women aged 35 and older, with a household income of $40,000 or more, who were previous purchasers of OTC and homeopathic allergy remedies and value-conscious consumers who actively sought bargains and used coupons. Geographic targeting was concentrated within a 5 mile radius of retail locations, and also included the retailers' customer database.

Results:

- **Emails Delivered: 1,138,057**
- **Open Rate: 18.24% (207,634 opens)**
- **Click-Through Rate (CTR): 1.92% (21,846 clicks)**
- **Clicks-to-Opens Ratio: 10.52%**

Available Audience

126,949,030

NATIONWIDE

The campaign successfully reached the intended audience and achieved its objectives, as evidenced by a high click-through rate and strong clicks-to-opens ratio.

Paper Products

A popular bathroom tissue brand aimed to increase sales in the United States by targeting Hispanic millennial women over the age of 25, with children present in the household. The campaign focused on reaching this audience within a 5 mile radius of national grocery store chain locations.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 21.76% (217,556 opens)**
- **Click-Through Rate (CTR): 2.3% (22,951 clicks)**
- **Clicks-to-Opens Ratio: 10.55%**

Available Audience

115,006,736

NATIONWIDE

The campaign achieved remarkable success in reaching and engaging its target demographic, evidenced by high open and click-through rates. By effectively communicating the value and benefits of home paper products, the campaign not only raised awareness but also drove significant engagement and interest, underlining the effectiveness of its targeted email marketing strategy.

Packages Goods

Gourmet Cracker

A cracker company sought to increase awareness of a special offer by targeting past purchasers of gourmet food items. The campaign focused on individuals with an interest in gourmet crackers, cheese, dips, jelly, hummus, spreads, and artisanal meats. To drive targeted engagement and boost in-store sales, outreach was concentrated within a 5 mile radius of national grocery chain locations.

Results:

- **Emails Delivered: 1,900,000**
- **Open Rate: 21.1% (400,988 opens)**
- **Click-Through Rate (CTR): 2.22% (42,244 clicks)**
- **Clicks-to-Opens Ratio: 10.53%**

Available Audience

20,015,959

NATIONWIDE

The campaign effectively captured the attention of its intended audience, as demonstrated by the open rate and a level of click-through activity. These metrics reflect strong audience interest and meaningful engagement with the promotional content.

Cookies

A cookie company set out to re-engage lapsed customers and attract buyers of competing brands. We built a targeted audience using previous purchase history, focusing on consumers within a 5 mile radius of the store. To achieve this, the brand leverage localized marketing strategies that would drive foot traffic and build renewed loyalty among nearby consumers.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 17.47% (174,680 opens)**
- **Click-Through Rate (CTR): 1.86% (18,557 clicks)**
- **Clicks-to-Opens Ratio: 10.62%**

Available Audience

107,779,323

NATIONWIDE

The campaign successfully used shopper data by targeting lapsed customers and competitors' brand loyalists with creative designs to enhance consumer indulgence in treats, the campaign had a strong likelihood of purchases for this cookie brand indicated with the high click-through rate and clicks-to-opens ratio indicated.

Packages Goods

Sauce

An Italian food company wanted to promote and drive sales of its jarred pasta sauce among culinary enthusiasts and busy families seeking convenient yet flavorful meal solutions. The campaign focused on individuals interested in cooking, Italian cuisine, and quick meal prep, within a 3 mile radius of store locations.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 17.5% (174,973 opens)**
- **Click-Through Rate (CTR): 1.85% (18,492 clicks)**
- **Clicks-to-Opens Ratio: 10.57%**

Available Audience

49,368,055

NATIONWIDE

The campaign strategy of emphasizing the ease of creating gourmet meals at home to spark inspiration and showcased discount coupons redeemable at the national grocery store chain encouraged immediate action as resulted with the high click-through rate.

Salsa

A salsa brand capitalized on football season to boost sales by targeting sports enthusiasts and party hosts with a history of purchasing snack foods and themed party supplies. The campaign focused on consumers within a 3 to 5 mile radius of store locations.

Results:

- **Emails Delivered: 2,166,667**
- **Open Rate: 19.58% (423,242 opens)**
- **Click-Through Rate (CTR): 2.11% (44,653 clicks)**
- **Clicks-to-Opens Ratio: 10.55%**

Available Audience

42,240,479

NATIONWIDE

By aligning with seasonal interests and shopping behaviors during football season and incorporating football-themed visuals and messaging that resonate with sports fans and party planners the campaign achieved strong relevance, as demonstrated by its high click-through rate.

Pet

Dog Products

A popular pet company wanted to promote awareness of a buy-one-get-one offer on select sizes of its best-selling dry dog food. The campaign strategically targeted dog owners, aged 25-55, with a minimum household income of $45,000, who are parents with children, coupon clippers, and bargain seekers. The campaign targeted individuals within a 2-mile radius of the retail location in 6 states.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 25.13% (251,320 opens)**
- **Click-Through Rate (CTR): 2.66% (26,586 clicks)**
- **Clicks-to-Opens Ratio: 10.58%**

Available Audience

63,102,303

NATIONWIDE

The high open and click-through rates highlight the effectiveness of the campaign's strategic targeting and personalized content. By reaching and engaging a wide audience the campaign not only promoted the buy-one-get-one offer effectively but also reinforced brand loyalty and awareness among a key consumer segment.

Cat Products

A pet company promoting their "Cat Essentials" line targeted individuals aged 35 and older with household incomes of $45,000 or more who are cat owners, as well as coupon clippers and bargain hunters. Concentrating on customers across within 5 miles of the store locations, the campaign sought to increase awareness and drive sales of cat-related products through attractive offers and incentives.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 22.03% (220,254 opens)**
- **Click-Through Rate (CTR): 2.32% (23,181 clicks)**
- **Clicks-to-Opens Ratio: 10.52%**

Available Audience

45,650,905

NATIONWIDE

Effectively leveraging detailed customer purchase history and geographic data, the campaign successfully connected with the target audience. A/B testing on subject lines and email layouts was conducted to optimize open and click-through rates, ensuring maximum engagement and effectiveness of the campaign messaging.

Adult Consumables

Premium Wine Brand

A well-known wine brand aimed to connect with passionate wine enthusiasts by targeting adults aged 21+, who have a household income of $100,000+, and a strong interest in premium wines and wine-related experiences. The goal was to promote their curated wine selections available within a 3-mile radius of local stores belonging to a national grocery and specialty wine retailer.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 19.65% (196,468 opens)**
- **Click-Through Rate (CTR): 2.07% (20,674 clicks)**
- **Clicks-to-Opens Ratio: 10.52%**

Available Audience

7,422,137

NATIONWIDE

The email campaign successfully engaged this high-value audience, resulting in meaningful interaction with the campaign. Elevated open and click-through rates demonstrate the campaign's effectiveness in resonating with the intended audience of wine enthusiasts and driving both awareness and purchase intent.

Craft Beer

A leading craft beer brand wanted to reach adventurous beer drinkers who seek unique, small-batch brews. The target audience included adults 21+ and previous buyers of the brand's and competitor beer brands, who enjoy exploring new flavors, attending beer tastings, and following craft beer trends. The campaign focused on promoting limited-edition releases and seasonal offerings at stores within a 3-mile radius of key retail locations.

Results:

First deployment Results

- **Emails Delivered: 1,000,000**
- **Open Rate: 22.44% (224,360 opens)**
- **Click-Through Rate (CTR): 2.36% (23,567 clicks)**
- **Clicks-to-Opens Ratio: 10.5%**

Redeployment to Openers Results

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- **Open Rate: 19.75% (44,316 opens)**
- **Click-Through Rate (CTR): 2.09% (4,688 clicks)**
- **Clicks-to-Opens Ratio: 10.5%**

The email campaign Open and Click-through rates speak to the highly engaged audience, driving strong interaction and meaningful engagement confirming that the campaign successfully connected with craft beer enthusiasts and encouraged repeat purchases.

Available Audience

10,296,006

NATIONWIDE

Adult Consumables

Spirits

A premier spirits brand aimed to drive website traffic and promote their spirits with an upcoming holiday by targeting specific adult audiences based on buyer personas for their products. The Email Campaign focused on adults 21+ with a household income of $150k+, with an interest in hosting parties.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 16.56% (231,890 opens)**
- **Click-Through Rate (CTR): 1.76% (24,663 clicks)**
- **Clicks-to-Opens Ratio: 10.64%**

Available Audience

11,013,789

NATIONWIDE

The campaign included links to the spirits, tasting experiences, and curated food pairings. The email campaign successfully engaged these targeted audiences, driving meaningful interaction and website visits. High click-through rates demonstrated that the content resonated with wine and food enthusiasts.

CBD

An CBD company set out to grow awareness, increase website traffic, and drive product sales through targeted email marketing. The campaign was designed to reach adults 21+ who are interested in natural wellness, stress management, pain relief, and plant-based health solutions. The audience included both new prospects and existing customers already engaged with the brand's products.

Results:

- **Emails Delivered: 1,000,000**
- **Open Rate: 22.14% (221,400 opens)**
- **Click-Through Rate (CTR): 3.12% (31,200 clicks)**
- **Clicks-to-Opens Ratio: 14.10%**

Available Audience

18,585,272

NATIONWIDE

The email highlighted their key product benefits, special offers, and content designed to build trust and strengthen the brand relationship with its audience. The campaign achieved strong open and click-through rates, driving meaningful engagement and conversions while reinforcing the brand's reputation as a trusted leader in premium CBD products.

Seasonal Circulars

Holiday

The goal of this email campaign was to drive sales of holiday party favorites at a national grocery store chain. Targeting a broad audience including general shoppers, parents, home cooks and bakers, holiday hosts, coupon users, and bargain seekers the campaign was designed to maximize seasonal engagement and conversion.

Results:

- **Email Delivered: 1,038,176**
- **Open Rate: 24.02% (249,371 opens)**
- **Click Through Rate: 2.58% (26,738 clicks)**
- **Clicks to Open Rate: 10.72%**

Available Audience

123,869,733

NATIONWIDE

This holiday party email campaign successfully reached a wide audience and drove strong engagement. High open and click-through rates reflected the campaign's effectiveness in conveying the value of the holiday offerings, driving a significant number of recipients to explore the featured products and deals.

Seasonal Cold

The goal of this email campaign was to increase sales of seasonal cold remedies at national grocery store chain locations. Targeting households with children, households with chronic ailments, coupon clippers, and value-driven shoppers, the campaign was designed to reach high-intent consumers during peak need.

Results:

- **Email Delivered: 1,000,000**
- **Open Rate: 24.45% (244,503 opens)**
- **Click Through Rate: 2.64% (26,413 clicks)**
- **Clicks to Open Rate: 10.8%**

Available Audience

39,257,915

NATIONWIDE

This seasonal cold email campaign effectively reached a broad audience and delivered strong engagement. The open and click-through rates indicate that the campaign clearly communicated the value of the offer, motivating recipients to explore and consider the promoted products.

Seasonal Circulars

Football

The goal of this email campaign was to increase sales of football game essentials at national grocery store chain locations. The campaign targeted a broad audience including general shoppers, football and sports fans, party and tailgating enthusiasts, coupon users, and bargain seekers. This campaign also included a client provided matched opt-in list.

Results:

- **Email Delivered: 1,038,176**
- **Open Rate: 20.25% (210,232 opens)**
- **Click Through Rate: 2.47% (25,601 clicks)**
- **Clicks to Open Rate: 12.18%**

Available Audience

25,828,242

NATIONWIDE

This fall-inspired email campaign effectively reached a wide audience and generated strong engagement. High open and click-through rates indicate the campaign successfully conveyed the appeal of the seasonal products, motivating many recipients to explore the offerings.

Summer

The objective of this email campaign was to promote the Summer Savings Book and drive foot traffic to national grocery store chain locations. The campaign targeted all consumers residing within a 5 to 10 mile radius of the stores.

Results:

- **Email Delivered: 500,000**
- **Open Rate: 24.59% (122,956 opens)**
- **Click Through Rate: 3% (14,995 clicks)**
- **Clicks to Open Rate: 12.2%**

Available Audience

63,366,273

NATIONWIDE

This summer email campaign reached a wide audience and sparked strong engagement. The open and click-through rates show the campaign effectively conveyed the value of the Summer Savings Book, driving customers to visit their local stores.

Seasonal Circulars

Game Day Essentials

The goal of this email campaign was to boost sales of football game essentials at national grocery store chain locations. The campaign targeted a broad audience, including general shoppers, football and sports fans, party and tailgating enthusiasts, coupon clippers, and bargain hunters, focusing on individuals within a 2 to 3 mile radius of the stores.

Results:

- **Email Delivered: 2,038,176**
- **Open Rate: 24.66% (502,619 opens).**
- **Click Through Rate: 2.45% (49,874 clicks)**
- **Clicks to Open Rate: 9.92%**

Available Audience

25,828,242

NATIONWIDE

This game day email campaign successfully reached a large audience and generated significant engagement. The open and click-through rates indicate that the campaign effectively communicated the value of the game day offers, driving a substantial number of recipients to explore the promoted products and deals.

Fall

This email campaign aimed to spark interest in fall-inspired items and drive sales at national grocery store chain locations. It reached a diverse audience which included everyday shoppers, home cooks, bakers, coupon users, and deal seekers focusing on individuals within a 2 to 3 mile radius of the stores.

Results:

- **Email Delivered: 1,038,176**
- **Open Rate: 20.25% (210,232 opens)**
- **Click Through Rate: 2.47% (25,601 clicks)**
- **Clicks to Open Rate: 12.18%**

Available Audience

60,722,663

NATIONWIDE

This fall-themed email campaign captured the attention of a broad audience and delivered strong engagement. The open and click-through rates reflect the campaign's success in showcasing the seasonal appeal of the products.

Seasonal Circulars

Pet

The goal of this email campaign was to drive sales of pet products at national grocery store chain locations. It targeted a broad audience including general shoppers, Walmart shoppers, pet owners, animal enthusiasts, coupon users, and bargain seekers to maximize reach and appeal.

Results:

- **Email Delivered: 1,000,000**
- **Open Rate: 22.5% (225,038 opens)**
- **Click Through Rate: 2.38% (23,750 clicks)**
- **Clicks to Open Rate: 10.55%**

Available Audience

79,870,335

NATIONWIDE

This pet products email campaign successfully reached a wide audience and delivered strong engagement. High open and click-through rates reflected the campaign's ability to capture interest and motivate recipients to learn more about the featured products and offers.

Storm Prep

The goal of this email campaign was to boost sales of storm preparation products at national grocery store chain locations. The campaign targeted shoppers aged 35 and older who had an interest in emergency readiness, as well as coupon users and value-driven consumers.

Results:

- **Email Delivered: 1,038,131**
- **Open Rate: 23.64% (245,425 opens)**
- **Click Through Rate: 3% (31,160 clicks)**
- **Clicks to Open Rate: 12.7%**

Available Audience

45,682,111

NATIONWIDE

This storm prep email campaign effectively generated significant engagement and coupon redemptions. The open and click-through rates demonstrate that the campaign successfully communicated the value of the storm season offerings.

Seasonal Circulars

Back to School

The primary objective of this email campaign was to drive sales of back-to-school essentials at national grocery store chain locations. The campaign targeted shoppers aged 25-54, specifically parents with school-aged children, coupon clippers, and bargain seekers, including those on an opt-in list, within a 2 to 3 mile radius of the stores.

Results:

- **Email Delivered: 2,038,348**
- **Open Rate: 25.39% (517,499 opens)**
- **Click Through Rate: 2.33% (47,534 clicks)**
- **Clicks to Open Rate: 9.19%**

Available Audience

46,785,122

NATIONWIDE

This back-to-school email campaign successfully reached a large audience and effectively communicated the value of the back-to-school offers, driving a substantial number of recipients to purchase the promoted products.

Seasonal allergies

The goal of this email campaign was to drive competitive retailers sales of seasonal allergy products at national grocery store chain locations. It targeted a broad audience including general shoppers, Walmart shoppers, pet owners, coupon users, and bargain seekers to maximize reach and appeal.

Results:

- **Email Delivered: 1,000,000**
- **Open Rate: 22.5% (225,038 opens)**
- **Click Through Rate: 2.38% (23,750 clicks)**
- **Clicks to Open Rate: 10.55%**

Available Audience

29,708,384

NATIONWIDE

This email campaign successfully reached a wide audience and delivered strong engagement. High open and click-through rates reflected the campaign's ability to capture interest and motivate recipients to learn more about the featured products and offers.

Who We Are

3.1b Grocery Retail Emails Sent

32,373,420 Successful Incentives Captured

40% YOY Increase since 2022

19 Years in Grocery Retail

DIAMOND
MEDIA SOLUTIONS

Diamond Media Solutions, a Florida-based, woman-owned advertising agency with over 20 years of experience, providing effective and agile solutions to meet Grocery Retailers' needs across diverse media channels. We bring an expertise of conquest and database marketing to CPG brands, retailers, and their agencies across the United States. Our customized strategies are designed to be both relevant and effective ensuring measurable results to help you achieve your goals.

Partner Testimonial

"I've been working with Diamond Media Solutions shortly after starting in my current role in 2019. I am my company's primary contact with them and they have been a fantastic partner. Not only are our email results always reaching or surpassing our benchmarks, the customer service has been outstanding. We are in the CPG industry so their targeting capabilities are vast. I highly recommend Diamond Media Solutions for your email marketing needs."

MaryKay Hruskocy Scott
Promopoint/Advantage Sales and Marketing/ Publix/ Harris Teeter/ Piggly Wiggly

Let's Cook Up Something Great

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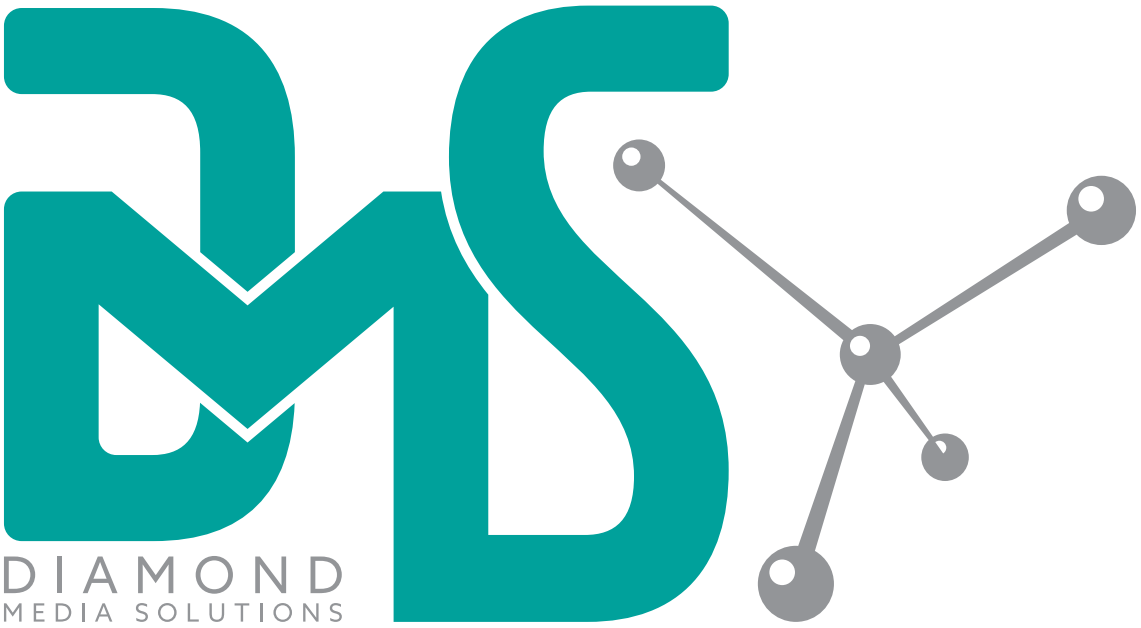
DIAMOND
MEDIA SOLUTIONS



DATA-DRIVEN MARKETING