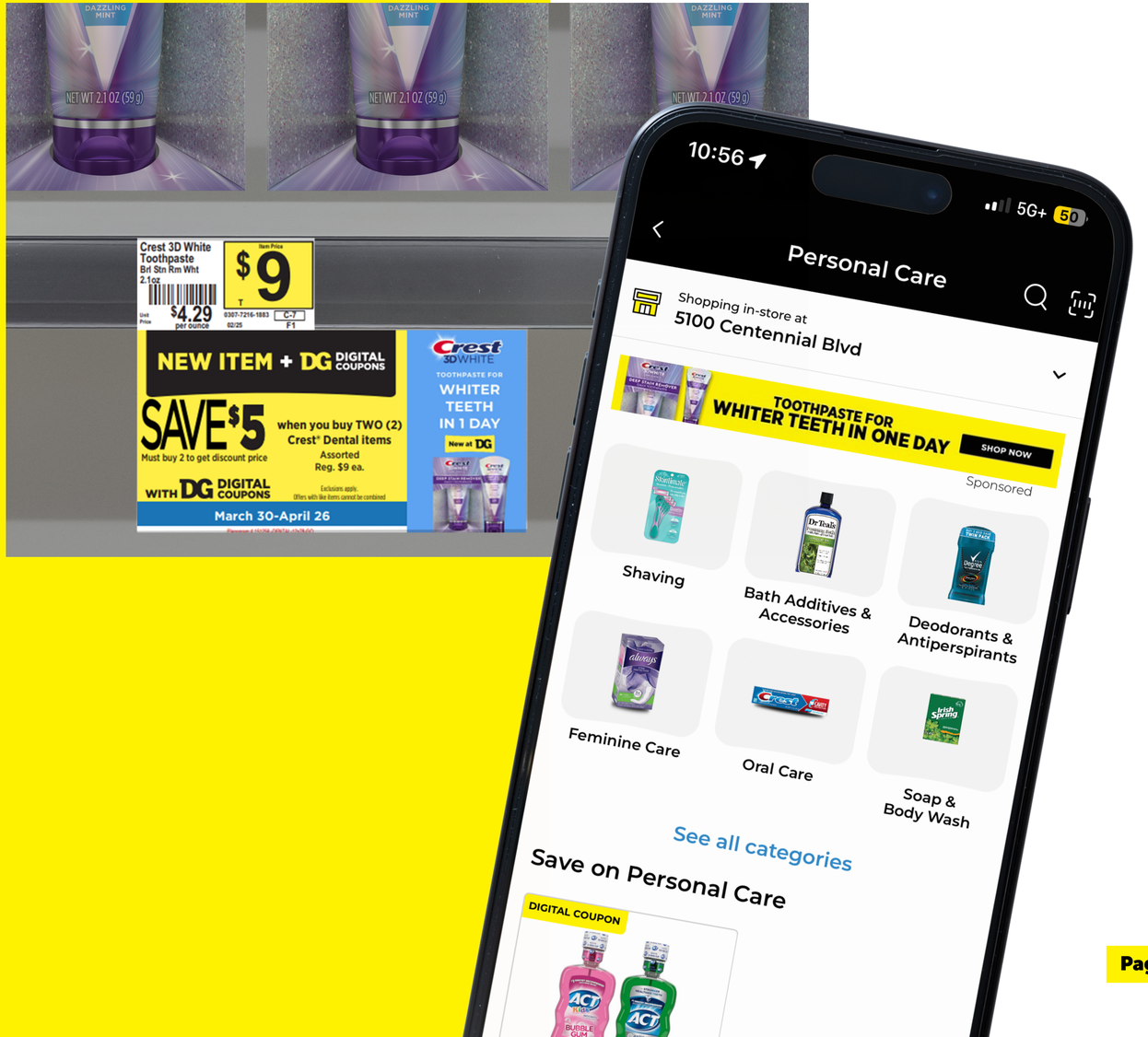
DGMN | Vestcom
an Avery Dennison Company



Better Together: How Vestcom + DGMN Deliver Impact

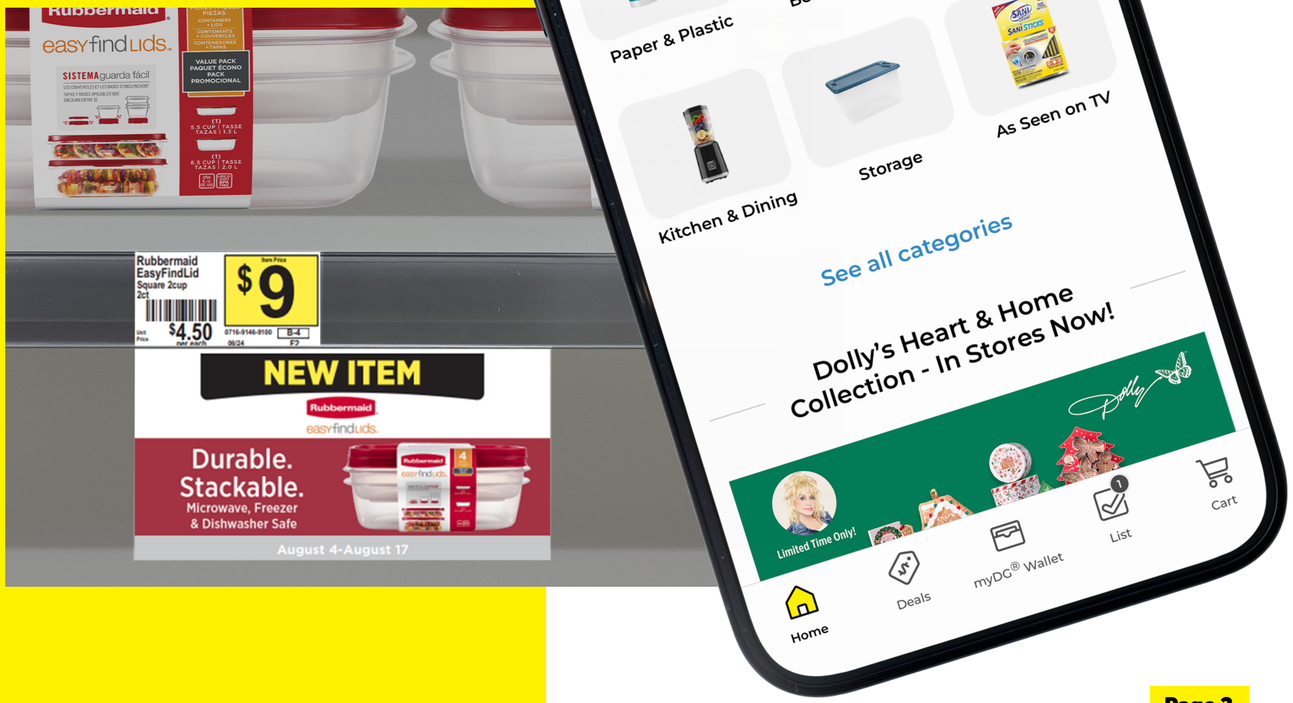
shelfAdz™ Case Study

Executive Summary

Vestcom and Dollar General Media Network (DGMN) began partnering in August 2024 to activate concurrent digital media and shelfAdz™ campaigns that amplified awareness and drove sales for new items on shelves. The partnership delivered stronger results than campaigns using only shelfAdz™ or only DGMN digital media, highlighting the value of a full-funnel approach to campaign success.

What is shelfAdz™?

shelfAdz™ by Vestcom enables advertisers to connect full-funnel marketing campaigns to the in-store point of sale through item-specific, price integrated messaging. Their shelf tags, blades, and digital signage bring brand messages to the moment of conversion, creating a more customized and engaging in-store shopping experience.



Case Study

DGMN and Vestcom collaborated to activate full-funnel digital and in-store media campaigns, helping advertisers create a streamlined shopper experience and link digital messaging directly to the point of conversion. Campaigns that ran concurrently across DGMN digital media and shelfAdz™ achieved:

$4.66

AVERAGE INCREMENTAL RETURN ON AD SPEND

+12%

INCREASE IN INCREMENTAL RETURNS COMPARED TO STAND-ALONE SHELFADZ™ CAMPAIGNS

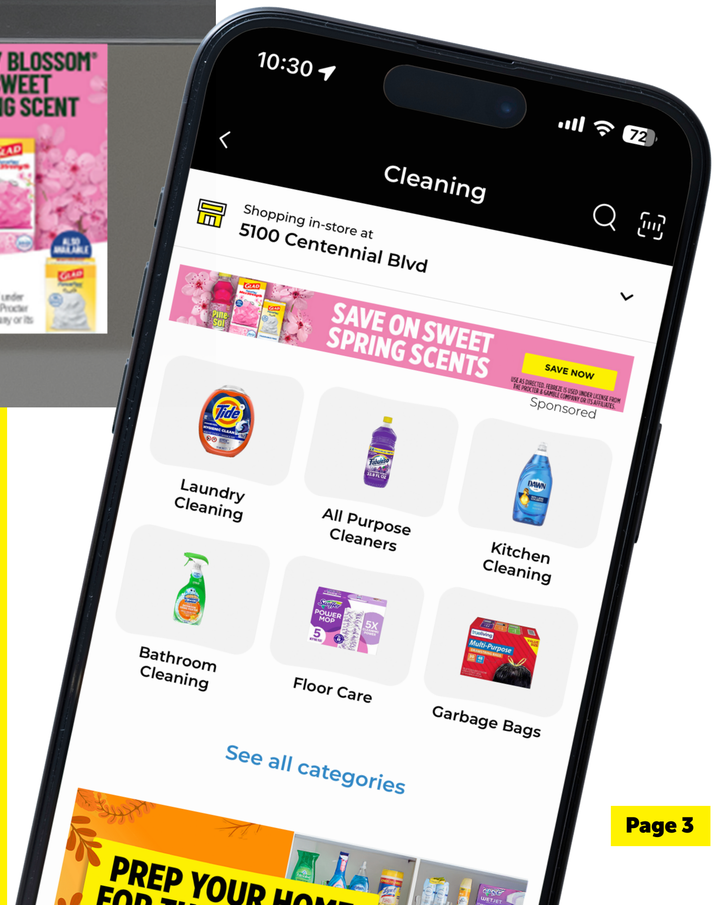
31%

AVERAGE INCREMENTAL ITEM SALES LIFT

+27%

INCREASE COMPARED TO STAND-ALONE SHELFADZ™ CAMPAIGNS

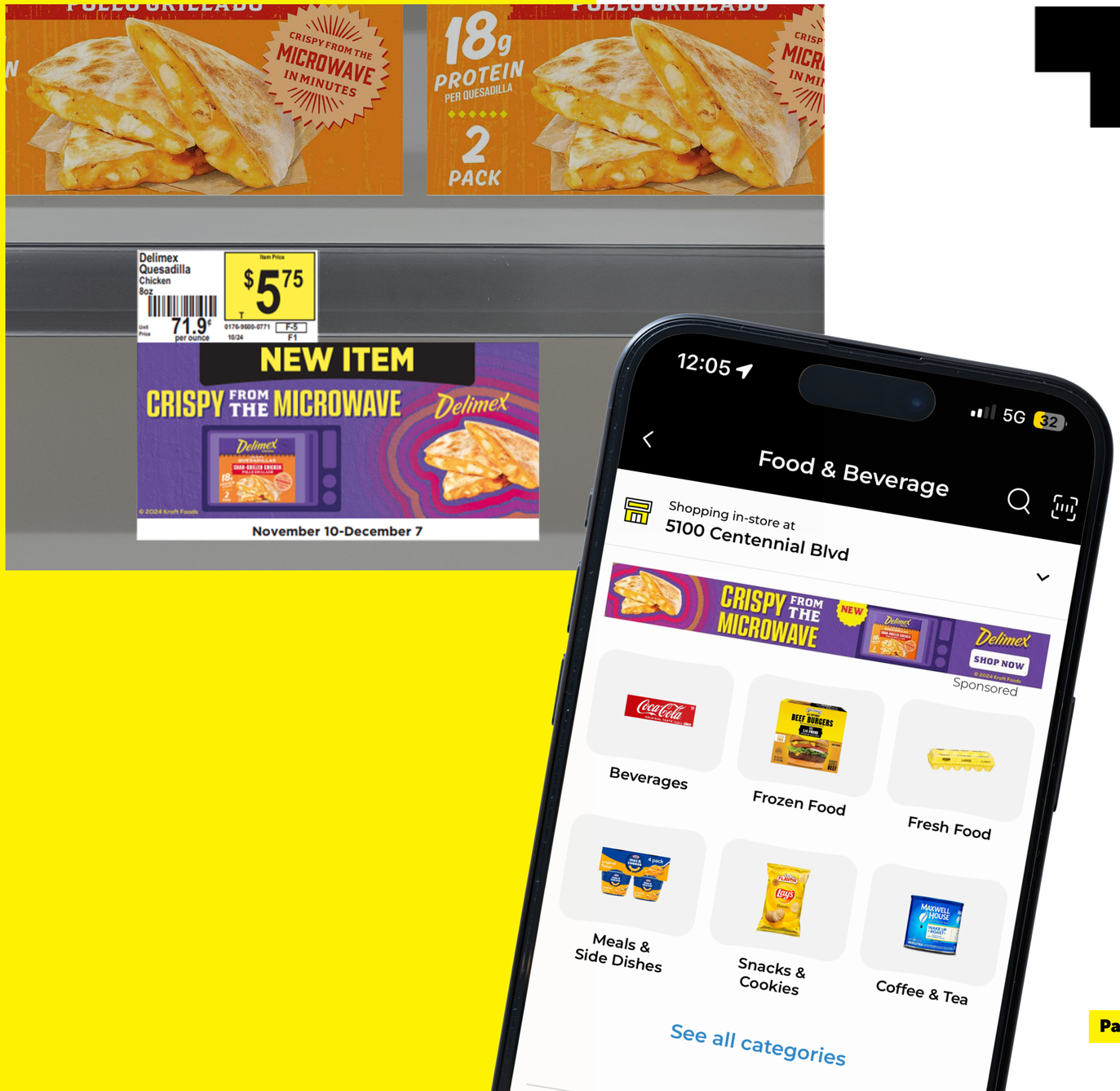




DGMN

Key Takeaways

DGMN's partnership with Vestcom highlights the importance of reaching consumers at each stage of their shopping journey. By enabling advertisers to create a streamlined and connected messaging experience across digital and in-store media, DGMN digital media and shelfAdz™ can effectively drive measurable impact, strengthen brand visibility, and accelerate product adoption at scale.



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