



Summer 2025 Digital Marketing Campaign Report

Prepared by Superior Farms

Executive Summary



- In the Spring of 2025, Superior Farms was granted \$129k in American Lamb Checkoff Funds to execute a Summer Digital Marketing Campaign in support of its two largest retailer customers: Walmart and Kroger.
- The use of **retailer-native tactics**, funded almost entirely by ALB, helped drive summer lamb sales on Walmart and Kroger's sites/apps.
- The **Walmart** component was an over-the-top success, driving over **\$475k in sales** and nearly **50k units of Marketside Lamb** using sponsored product listings.
- The **Kroger Simple Truth Lamb** tactic consisted of a targeted digital coupon to loyalty shoppers, with mixed results:
 - Offer **download** rate was low at 7.2%. However, offer **redemption** was strong at 20.9%.
 - The Kroger coupon drove **\$408k in total sales**.
- Based on performance, subsequent campaigns are now built in as a line item in the Lamb Board's budget.

Campaign Objectives

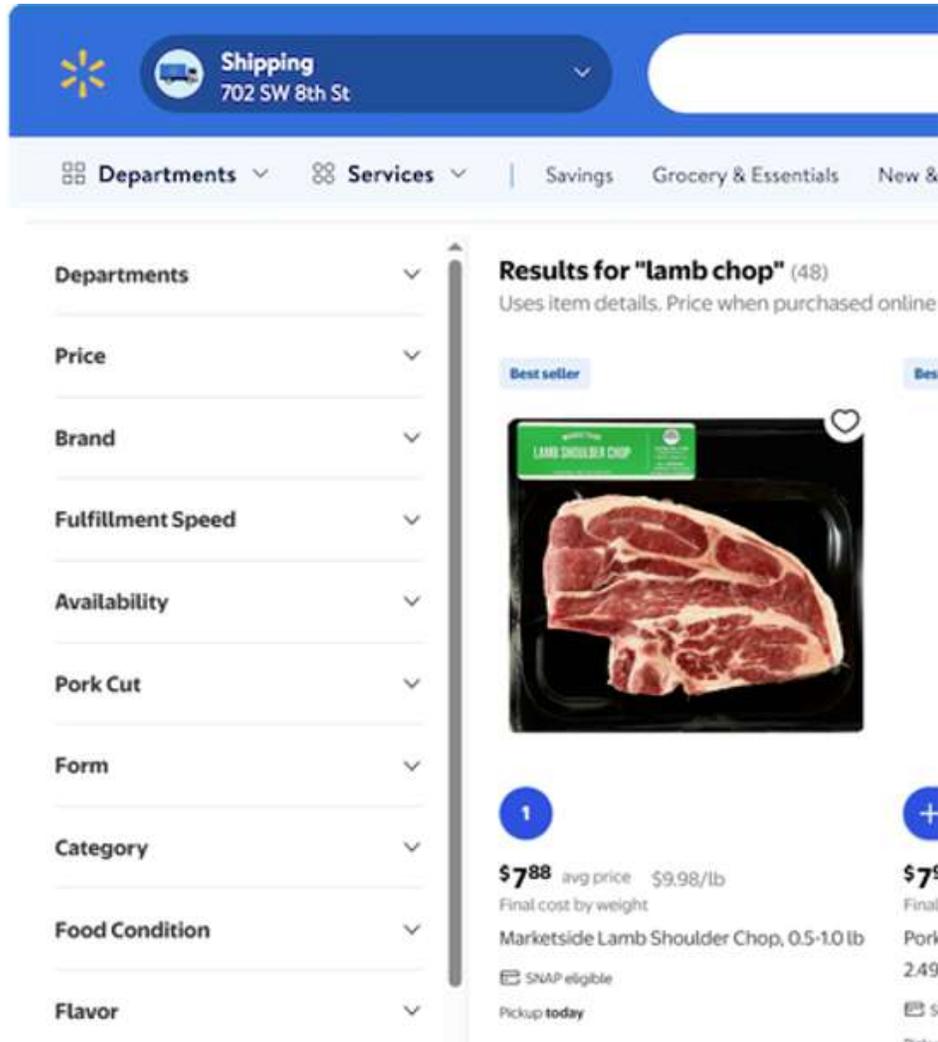


- Drive incremental sales of American lamb during the Summer
- Maximize reach of American Lamb Checkoff Funds
- Execute without agency fees or timelines
- Respond to direct requests from Walmart and Kroger to drive digital sales





Tactic Deployed: Walmart



- “Sponsored Product” listings to elevate American lamb **during shopper search on website and mobile app.**
- Ad spend was placed on dozens of **product-relevant keywords.**
- **Active Dates:**
June 27 thru Aug 29, 2025

Performance: Walmart



- **Advertised Marketside Lamb SKUs** indicates performance for our lamb products **only**.
- **Advertised SKUs +...** shows performance when the sale of our item **also** drove additional Marketside items in the same basket.

(RoAS = Return on Ad Spend)

Advertised Marketside Lamb SKUs



Typical RoAS: \$5

Advertised SKUs + Other Marketside In Basket



Typical RoAS: \$7 - \$9

Performance: Walmart



Product Level Detail

Item Name	Ad Spend	Impressions	Clicks	CTR	ADVERTISED SKUs			ADVERTISED SKUs + Other MS SKUs In Basket		
					Units	Sales	RoAS	Units	Sales	RoAS
Lamb Leg Steak	\$ 16,836.83	6,093,597	18,909	0.31%	6,876	\$ 88,510.68	\$ 5.26	44,519	\$ 281,799.96	\$ 16.74
Ground Lamb	\$ 20,647.89	4,744,236	30,427	0.64%	24,696	\$ 208,096.40	\$ 10.08	87,200	\$ 529,264.58	\$ 25.63
Lamb Shoulder Chop	\$ 9,611.60	1,849,788	11,625	0.63%	10,001	\$ 78,771.61	\$ 8.20	28,426	\$ 176,741.22	\$ 18.39
Lamb Shank, Rosemary Garlic	\$ 2,369.32	1,754,377	4,703	0.27%	1,056	\$ 22,810.75	\$ 9.63	7,921	\$ 58,307.88	\$ 24.61
Lamb Loin Chop	\$ 9,651.51	1,565,990	9,762	0.62%	5,799	\$ 55,172.99	\$ 5.72	20,535	\$ 132,532.75	\$ 13.73
Seasoned Lamb Leg	\$ 1,527.47	819,641	2,539	0.31%	682	\$ 13,633.55	\$ 8.93	4,412	\$ 33,003.27	\$ 21.61
Split Lamb Breast	\$ 1,147.73	406,021	1,871	0.46%	667	\$ 8,306.89	\$ 7.24	2,603	\$ 18,708.66	\$ 16.30
	\$ 61,792.35	17,233,650	79,836	0.52%	49,777	\$ 475,302.87	\$ 7.69	195,616	\$ 1,230,358.32	\$ 19.91



Tactic Deployed: Kroger



Save \$1.30 on Simple Truth Natural Lamb

when you buy ONE (1) Ground, Loin Chops, Shoulder Chops, Cracked Shank, or Kabob. This promotion is made possible by American Lamb Checkoff funds. Excludes 4-Rib and 8-Rib Rack and Semi-Boneless Leg. [More](#)

Exp 09/10/2025

Load to Card

- Kroger’s shopper loyalty program presented the unique opportunity to **target lapsed shoppers of Simple Truth American lamb.**
- To leverage the budget, lamb shopper targets were **supplemented with high-end protein shoppers.**
- This brought overall reach to **971k shoppers.**
- Targeted (Test) shoppers could “clip” the coupon from Kroger’s website or mobile app while a **control group was held out to measure performance.**
- **Active Dates:**
July 30 thru Aug 27, 2025 (Coupon expired 9/10)

Performance: Kroger



Ad spend: \$68.3k

\$408.6k

in Total Attributed Sales from the campaign.

This includes the ST Lamb SKU + the basket.

\$47.1k

Uplift in ST Lamb Sales

13% increase compared to the control group

\$5.98

Attributable Return on Ad Spend (aRoAS)

Above the \$4.33 department median

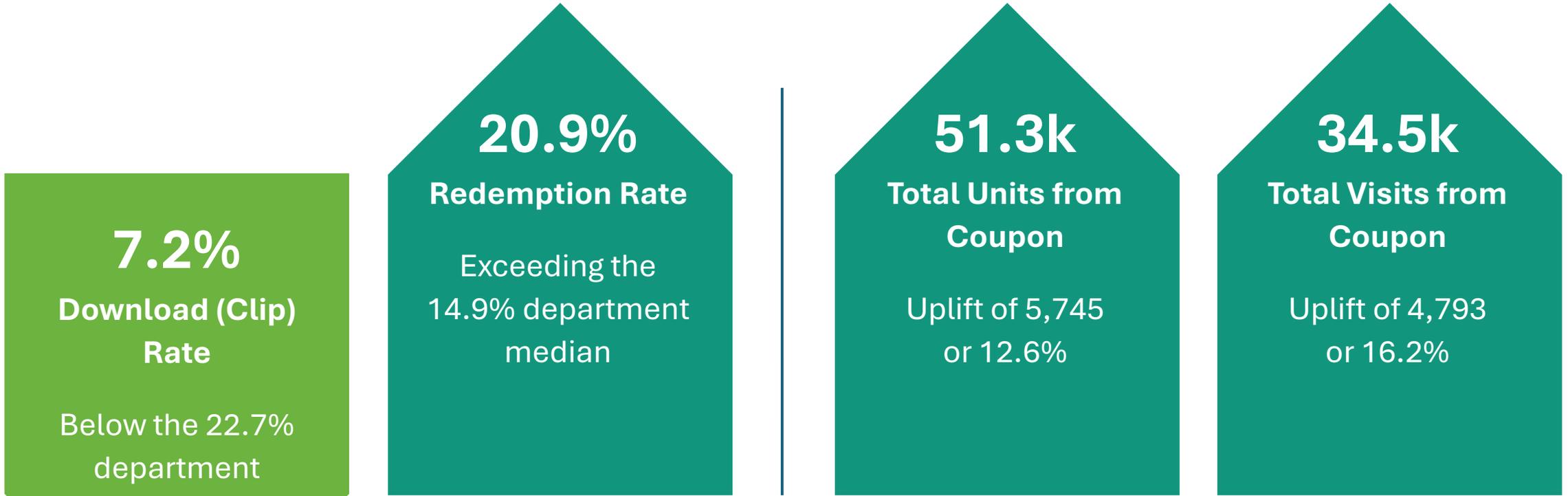
\$0.69

Incremental Return on Ad Spend (iRoAS)

Slightly below the \$0.72 department median

Metric	Includes	Purpose
aROAS	All sales by exposed households (coupon + basket)	Measures broad return; shows total revenue influenced by campaign exposure
iROAS	Only incremental sales caused by the campaign	Measures actual effectiveness; shows revenue generated because of the campaign

Performance: Kroger

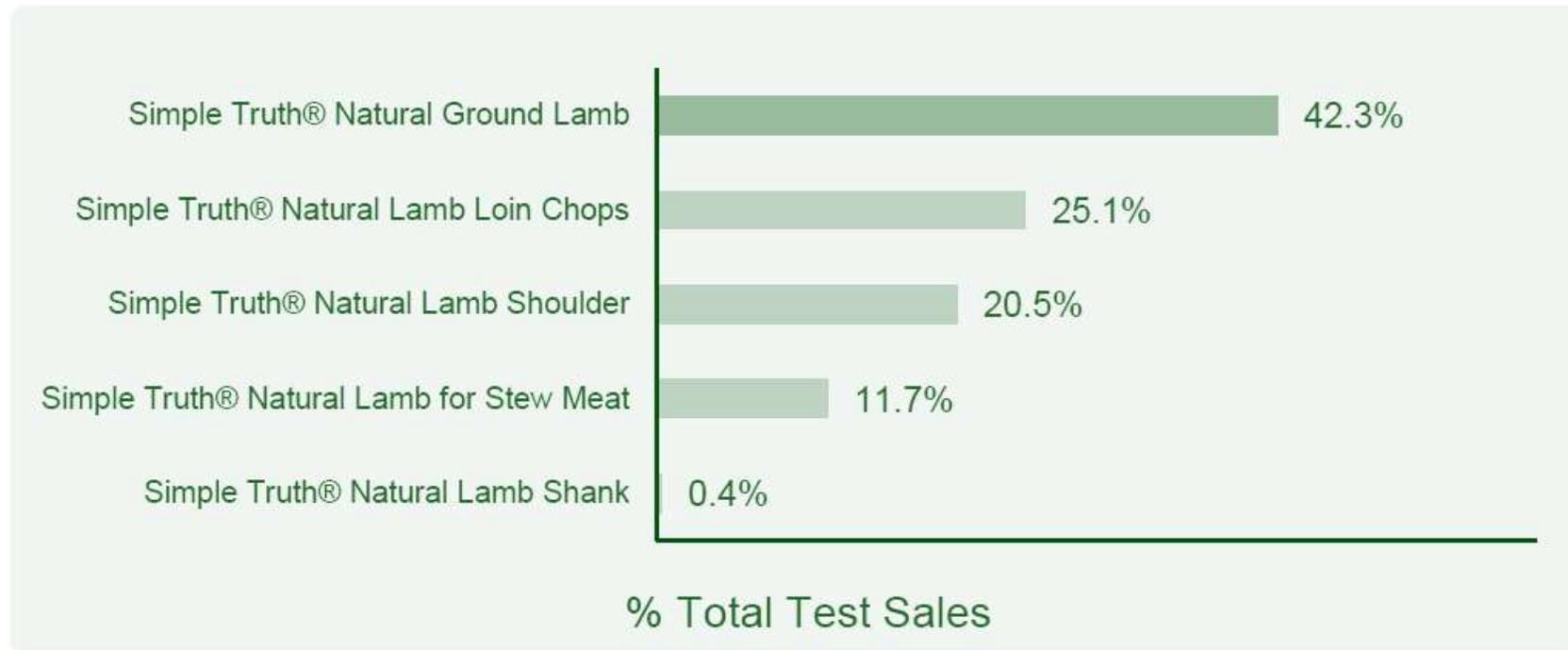


- High redemption despite low download suggests that the more effective the targeting and relevance of the coupon offer, the better.
- Although the coupon was not “clipped” at a high rate, **redemption was high among previous ST Lamb buyers.**

Share of Uplift by Product



- Shoppers using the coupon drove \$47.1k uplift **over the control group**.
- Here is how each eligible SKU performed **within the uplift**.
- “Fair/Moderate” uplift suggests that control group shoppers purchased lamb without coupon.



Performance Index Fair (<105) Moderate (105-120) Strong (120+)

Key Takeaways



- Tactics on the **Walmart** platform provided a strong value as sales, units and ROI **exceeded their platform's benchmarks.**
 - Thru the Fall of 2025, Superior Farms continued ad activity on Walmart.com with a minimal spend.
- While a valuable test, the **Kroger** Targeted Digital Coupon **provided mixed results.**
 - Superior Farms will pivot to tactics like those of the Walmart component: Sponsored product ads.
- This campaign has **added value to the relationship** between each retailer and Superior Farms and strengthens each retailer's **support for our product.**
- Superior Farms has contracted with the Lamb Board to execute campaigns with **Walmart, Kroger and H-E-B** in early 2026 with a \$100k budget.

Thank You

Definitions



aROAS

Attributed Return On Ad Spend. Includes all sales by exposed households (coupon + basket). Measures broad return; shows total revenue influenced by campaign exposure.

iROAS

Incremental Return On Ad Spend. Only incremental sales caused by the campaign. Measures actual effectiveness; shows revenue generated because of the campaign.

Clip

The shopper action that activates a digital coupon, enabling redemption during eligible checkout.

Redemption

Percentage of purchases made with coupon against the number of “clipped” coupons.

Uplift

Demonstrates the increase in sales or units with coupon above the sales and units from the control group.