



# How KERV Drove Incremental Sales for a Leading Beverage Brand with Shoppable OLV

Audience-first shoppable OLV engaged high-value consumers across a broad product portfolio, with retailer-specific and multi-retailer experiences creating a seamless, flexible path to purchase.

This approach drove more frequent purchases and higher spend per buyer, translating engagement into real-world shopping behavior in a highly mature category.



Primary KPI:

**7.96x**  
iROAS

*Additional Performance Highlights*

**\$3.56M**  
Incremental Sales

**+1.9%**  
Purchase Frequency

**+1.7%**  
Spend per Buyer

*\*Sales impact measured by ABCS Insights*