



# Jamba Juice

## The Brief

Jamba Juice is a specialist vendor of healthy blended beverages, juices and snacks, with over 600 franchised and company retail outlets in California and over 20 other states. The company wished to carry out a classic promotion: to drive visitors to its stores over the course of a two week campaign with a “BOGO” (Buy one get one free) beverage offer.

## The Approach

Guided by digital advertising agency Xylem CCI’s media agent, JL 360, Jamba Juice decided to conduct a pure online campaign. This campaign was targeted primarily at women, who predominate among Jamba Juice’s customers. 24/7 Real Media was chosen by Xylem CCI and JL 360 to be the digital advertising partner. The resulting campaign included multiple creative variants in different banner formats. All of these creatives invited the viewer to click through to a Web page where they could print out a coupon—unique to this campaign—with which to claim their BOGO.

The campaign began on June 19, 2007. A target of 100,000 coupon redemptions over a 14-day period was set, with coupons expiring at the end of the campaign. The resulting ads were served on a run of network (RON) basis across the 24/7 Global Web Alliance network of over 950 Web sites. They were targeted geographically, aiming mainly towards California as well as the other regional markets where Jamba Juice operates. As women were a main target market, Jamba Juice could reach these potential female customers through 24/7 Real Media’s Women’s Interest vertical channel. People

who visited Jamba Juice’s own site at one point and then later browsed the Internet were then also served additional “retargeted” ads when they visited any of the Web sites on the Web Alliance. As well as regular in-page banners, page load ads were used, in which a full page ad pops up while the user’s requested page is loading. The campaign was also supported with a limited outreach of 62,000 branded outbound emails to untested subscribers within Jamba Juice’s database. These subscribers received the same offer as was extended in the banner campaign.

## The Results

Because the online coupons were unique to this campaign, progress was easily tracked.

## Target achieved half way through campaign, at half the budgeted spend

By the end of campaign day 8, visitors had downloaded all of the coupons that Jamba Juice had allocated to the full 14 days of the campaign, on a spend of approximately 50% of the budget.

## The Meaning of the Results

Retargeted ads—those delivered to people browsing the Internet who had previously visited Jamba Juice’s Web site—yielded the highest response levels of all ads served. They resulted in a level of success for Jamba Juice’s campaign that even the most optimistic projections had not foreseen. Both in this and in a growing number of other campaigns, retargeting over the 24/7 Real Media Global Web Alliance, combined with high quality creative and other appropriate targeting methods, has proven to be one of the most effective ways

“We have experienced incredible success with our campaign utilizing various types of targeting on the Global Web Alliance. The digital marketing plan that 24/7 Real Media put in place for our client, and then executed, produced results far beyond anything we had expected.”

—Sean Black, President  
JL 360





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of moving campaigns from calls to action to action itself.

## About 24/7 Real Media, Inc.

24/7 Real Media, Inc. is a leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency, and ROI. Using its award winning ad serving, targeting, tracking, and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe, and Asia Pacific. For more information, please visit [www.247realmedia.com](http://www.247realmedia.com).

## 24/7 Real Media: The Science of Digital Marketing

## About JL 360 Media:

JL 360 Media is the full service digital distribution arm of JL Media, with over 10 years experience in digital marketing. Because consumers are using many more devices in their lives, their media consumption patterns have changed. It is the company's mission to fully understand these new developments and reach them at all touch-points in their lives. JL 360 takes the approach of looking beyond the demographic and into the psychographic. Its not just about who they are, it is about where they are and what they are doing. JL 360 can secure the right channel for clients' marketing/messaging and ensure delivery of results that meet specific measurements of success. Services include Media Strategy, Media Execution (Buying), and Media Accountability.

## About Xylem CCI:

Xylem CCI is a leading independent digital advertising agency, meaning they design, execute, and manage digital advertising campaigns that include large-scale Web sites, Flash microsites, eMarketing strategies and viral advertising campaigns. Xylem CCI believes in fresh, innovative thinking, just the way you expect if from a hungry independent creative agency. They have been in the digital space as long as anyone in the business, are 70 plus strong, hyper-creative, overly zealous and have tons of extreme vigor. The agency understands that consumers are constantly driving and demanding new and innovative delivery methods, and therefore focuses on creating cutting-edge solutions guaranteed not to disappoint. Every single day, they are evolving the business to stay on the forefront of popular culture and the convergence of informational mediums in an increasingly fragmented and multidimensional world.

## About Jamba Juice:

An extraordinary health experience unlike any you've ever tasted, Jamba Juice serves up delicious, nutritious, energizing smoothies and juices. Each one is filled with refreshing fruit flavor and provides 3-6 servings of fruit to get you on your way to 5-a-day! Also, boosted with vitamins and minerals and always served in a fun and uplifting environment. You'll find Jamba Juice provides everything you need to live an active, healthy and happy life! Jamba Juice is the leading outlet for blended fruit drinks with about 600 smoothie stands in over 20 states. Its menu includes more than 30 varieties of custom smoothies and Jamba Boosts, along with other fruit juices and baked goods. Jamba Juice locations include freestanding units as well as on-site kiosks in high traffic areas, such as college campuses, gyms, and airports.

"Our ability to produce digital advertising success stories for our clients like Jamba Juice is dependent on the expert and reliable partnerships that we share with JL360, and 24/7 Real Media. The seamless integration of planning and execution provided the perfect platform to showcase our creative strategy and exceed our client's expectations."

-Scott Snyder,  
Chief Strategy Officer  
Xylem CCI