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Case

Study GoodBelly

GoodBelly Probiotics is a beverage company based in Boulder, Colorado that offers delicious probiotic fruit juices, probiotic 'shots', and more.

Challenge:

GoodBelly Probiotics launched a new low-calorie, low-sugar probiotic beverage in fall of 2017 and sought to drive awareness, drive customer acquisition, and increase retail sales lift.

Goal:

+6MM impressions

+18,000 Clicks

Strategy:

To bring awareness to the new GoodBelly products, Anvil utilized a number of pay-per-click platforms, including Search, Display, Programmatic, remarketing and even Pinterest - targeting health conscious consumers and those expressing interest in probiotics and gut health.

Results:

After running the campaign for nearly two months, Anvil Media significantly surpassed GoodBelly's goals for the campaign, producing **more than 9 million impressions** and driving **23,000 clicks** - including **18,322 new visitors** - to the GoodBelly website.

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