



SALES LIFT CASE STUDY

# DISCOVERY SOCIAL BOOSTED SALES

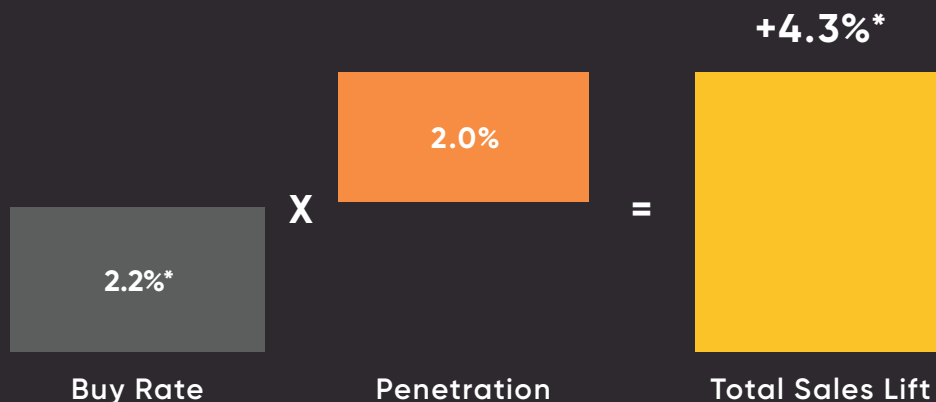


## Digital Social Campaign Drove +4.3% Lift in Brand Sales

2H20 Food Advertiser Campaign Measured on Discovery Extensions via Social Platform

Half (2.2% of 4.3% Sales Lift) came from existing brand buyers purchasing more often and in larger volumes (Buy Rate)

Half (2.0%) of Sales Lift came from expanding the number of brand buyers (Penetration)



Source: 3Q-4Q'20 Discovery Inc. Food Brand Sales ROI Study conducted in partnership with Nielsen Catalina Solutions (NCS).  
\*Statistically significant at 95%.