



PepsiCo increases campaign redemption rates by 2.5X, with Google's solutions



Multinational food, snack, and beverage corporation
Istanbul, Turkey • pepsico.com



The Challenge

Recognising the inefficiencies of managing data across multiple platforms, PepsiCo needed an agile solution able to centralise and activate 1PD generated by its promotion and loyalty app, KazandiRio. To shift away from manual activation, the digital marketing team sought a quick and automated solution – as this would allow them to generate granular business segments within a single platform, gain a unified customer view, and activate those segments in paid media.

The Approach

Working with OMD's analytics team, TRKKN created a data infrastructure and activation strategy using Google's Customer Data Platform (CDP) for Action solution. TRKKN then helped OMD generate KazandiRio app subsegments on the Google Cloud Platform (GCP)-hosted CDP, and push those segments to Display & Video 360 (DV360) Google Ads in real-time via built-in APIs.

Partnering with Loglo | TRKKN: Loglo | TRKKN is a full service provider for the Google Marketing Platform and Google Cloud with an interdisciplinary team of experts from the fields of digital analytics, conversion optimisation, ad tech, advanced analytics & AI, cloud engineering, and tech & data strategy.

The Results

Implementation of a GCP CDP helped PepsiCo harmonise and activate its 1PD data from a single platform, and create operational efficiency. The team also managed to accelerate the shift from snacks-only and beverage-only user segments to cross-product user segment (PO1), via ACe campaign – achieving a 2.5X improvement in shift rate, versus the control group with no ad exposure.

2.5x

Uplift in cross-product code redemption rate*

1.8x

More net revenue per code redemption*

Primary Marketing Objectives

- Increase cross-product promo code redemption in KazandiRio app
- Increase PO1 user share (both snacks and beverage redeemers)

Featured Products & Solutions

- Customer Data Platform for Action
- Google Cloud Big Query

*Results achieved during the campaign period 1st February to 30th December 2023.

About Google Marketing Platform: Google Marketing Platform is a unified advertising and analytics platform that helps enterprise marketers make better decisions faster. With Google Marketing Platform, you're in control of every campaign, so you have the flexibility to adapt to the needs of your business and your customers. Learn more at g.co/marketingplatform.

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