



# SOUL

# FUELED

## soulful new orleans coffee with a rich history

French Market Coffee (FMC) boasts a historically robust coffee with the flair of New Orleans culture. With recent branding updates and new products rolling out, FMC engaged AdAdapted to promote their Cold Brew and Bag Coffee products to our

exclusive grocery-minded mobile audience. AdAdapted’s proprietary Add-to-List function, which gets products directly onto consumer shopping lists, did an impressive job influencing shoppers to add French Market Coffee to their lists over just “coffee.”



# 0.30%

Add-to-List Rate  
Benchmark: 0.27%



# 99.8%

Incremental List Adds  
% of list adds from shoppers who did not have French Market Coffee products on the list previously

# 22.8%

Conquered Customers  
% of adds from shoppers that previously had generic versions of specific products or competitive brands on their list

**+88%** Crossed-Off the Product

Shoppers who added French Market Coffee during the campaign and crossed it off their list post campaign