



# Contextual Commerce Media Delivers Measurable Results





In today's performance-driven marketing environment, there is a need for more than surface-level metrics. Brands need partners who understand their goals and deliver against them. At Chicory, every campaign begins with understanding the brand's overall objectives, from brand awareness to sales impact, and works to deliver on them.

Our approach to measurement isn't one-size-fits-all but is instead designed to support the outcomes that matter most to the brand's team, whether that be to grow share, reach new and lapsed shoppers, or increase brand favorability. We build strategies that align with each KPI and report back with equal clarity.

Our [advertising technology](#) and managed services are built to deliver full-funnel measurement, allowing brand and agency partners to confidently understand their return on every dollar spent.

In this guide, we provide insight into our measurement capabilities, and how our approach empowers brands to get the most out of their spend.

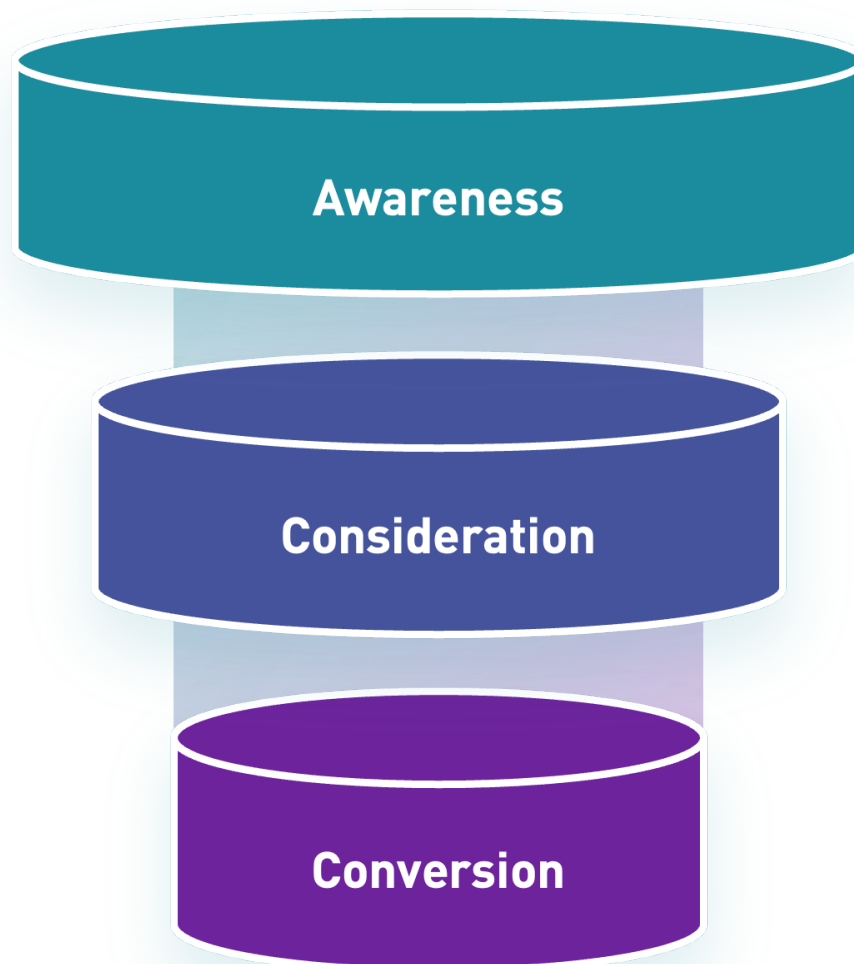




## Proven Impact On the Customer Journey

Chicory's contextual commerce media is designed to influence shoppers across their entire journey. By aligning with usage occasions and reaching shoppers in decision-making moments of inspiration, we drive impact throughout the full purchase lifecycle.

What sets us apart is our ability to bridge the gap between upper-funnel awareness and lower-funnel action, guiding consumers in the right mindset from inspiration to purchase. Chicory solutions help CPG brands and grocery retailers engage consumers when they are actively seeking meal ideas, acting as a catalyst in high-intent moments. We are able to reach shoppers in brand-safe, contextually relevant environments and, as a result, shape brand preference before shoppers enter a retailer's ecosystem.



We believe every stage of the funnel matters and provide proven solutions that guide consumers seamlessly from interest to action.

Our measurement options and methodologies provide insight into every stage of the customer's journey.



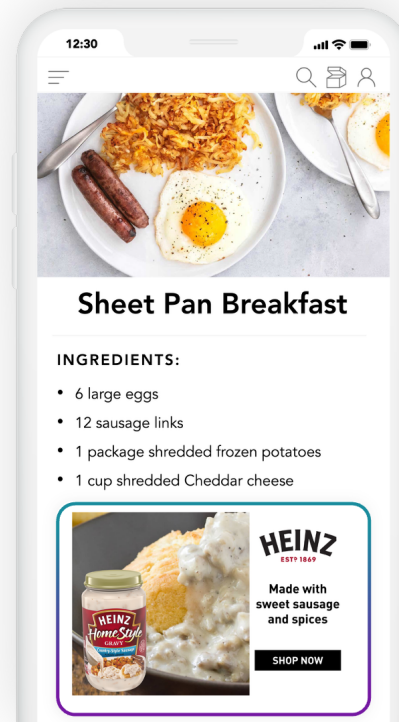
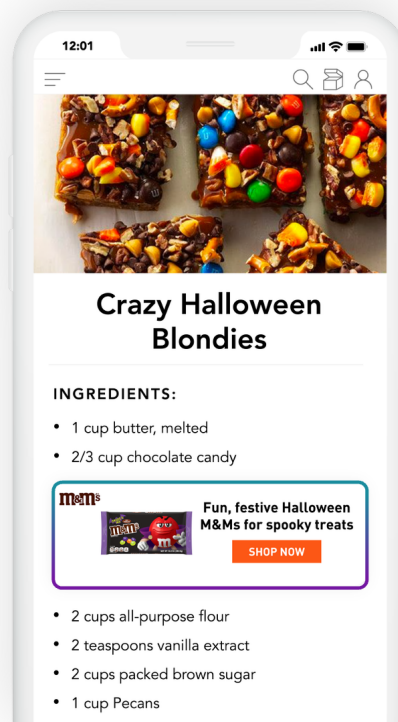
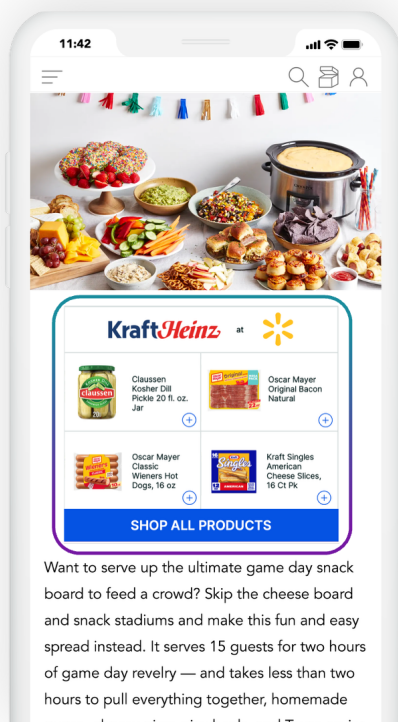
**Pre-Shop:**  
Inspiration and list-building



**Mid-Shop:**  
Real-time decision making



**Post-Shop:**  
Cooking, sharing, and planning



## Lock In Incremental Reach

With Chicory, brand marketers are uniquely positioned to drive incremental growth by reaching beyond a brand's existing customer base. In fact, **34–62% of purchases driven by Chicory campaigns come from new and lapsed shoppers**, underscoring our ability to unlock untapped audiences.

Chicory's contextual commerce media solutions naturally deliver low ad frequency, allowing us to reach a broader audience across most campaigns. When we implement client-requested frequency controls, the results are even more pronounced. On average, frequency was 15% lower, while unique reach increased by 156% for these campaigns.\* Leverage Chicory to reduce saturation and significantly expand brand reach.

\*Includes performance data from 2 campaigns

Unlike traditional programmatic advertising, which often targets only likely or known buyers based on past shopping behavior, Chicory's contextual targeting reaches consumers in real time, while they're actively planning meals and making purchase decisions. This approach avoids reliance on potentially outdated or limited third-party data, and instead focuses on intent-rich environments where every shopper is a potential new customer.



By leveraging partnerships with leading retail media networks such as KPM 84.51°, Chicory extends brand messaging beyond owned retail environments to drive off-site engagement. By meeting consumers at the moment of inspiration, Chicory helps brands expand reach, drive consideration, and capture conversions that other advertising tactics may overlook.

## Measurement Without Limits

At Chicory, every campaign begins with the brand's objective and ends with proof of performance. Our team customizes a measurement strategy based on brand goals, followed by monitoring and optimizing in real time to ensure impact.

No matter the campaign objective, whether it be awareness, consideration, conversion, etc., we are able to report on every campaign we run and reach consumers throughout their shopping journey.



We have measured thousands of campaigns and counting, across categories including [CPG](#), [grocery](#), [retailer](#), beauty, pet, nutrition, etc.

Our robust measurement capabilities ensure that each campaign is not only launched with purpose, but also with clear, actionable reporting for full understanding of performance and next steps for future optimization.





## Real-Time Optimization

Chicory's hands-on, white glove service ensures every campaign is handled and optimized from start to finish with expert oversight. Chicory provides comprehensive in-flight reporting, tracking essential metrics to set every campaign up for success.

Performance is monitored and optimized continuously toward the brand's goal. Advertisers will have transparency through mid-campaign reporting and can be sure their ads are being run in the most effective environments to the most impressionable audiences.

## Post-Campaign, We Deliver Outcomes

Once the campaign closes, Chicory takes reporting a step further by measuring downstream performance and delivering deeper insights. This takes you beyond just clicks and views, but shows how we helped move the needle based on objectives and business outcomes. With the support of third-party measurement and Retail Media Network (RMN) partners, we deliver outcome-based reporting across the funnel\*:

- Sales Lift
- Incremental Sales
- Attributed Sales
- Incremental Return on Ad Spend (iROAS)
- Attributable Return on Ad Spend (aROAS)
- Category Share Shift
- Purchase Occasions
- New & Lapsed Shoppers
- Sales Rate
- Brand Awareness
- Brand Favorability
- Recall
- Consideration
- Store Visits
- Reach
- Frequency
- Store Conversion Rate



\*Note: Data points we receive vary based on the campaign parameters and the measurement partner we utilize.

Whether a brand is evaluating brand equity or bottom-line sales, our measurement support provides a complete picture of performance, and our product stack helps you get there.



## Validated, Flexible, and Aligned to Your Goals

At Chicory, measurement is both objective-driven and adaptable. We partner with trusted third-party measurement providers to ensure accuracy, neutrality, and credibility in every campaign analysis. These partners offer sophisticated, customizable methodologies that support a wide range of KPIs, from national rollups to regional or retailer-specific performance views.

Rather than applying a universal model, our measurement strategy is tailored to the unique goals of each campaign. Whether your objective is upper-funnel brand lift, mid-funnel consideration, or lower-funnel sales impact, we align both media execution and reporting around those outcomes. This flexible footprint ensures brands receive relevant, actionable insights tied directly to their success metrics, with full transparency and zero bias.

## Dig Into Taste Insights

Chicory specializes in food content, giving our partners exclusive access to our network of recipe and meal planning sites.

At the conclusion of every campaign, our team of specialists analyze the highest-performing content to deliver what we call **Taste Insights**, which are actionable learnings that reveal where your ads resonate most with consumers and what mindset they're in when they engage.

These insights not only help us optimize future campaigns, but also deepen our understanding of each of our brand partners' unique needs.



**Recipe Targeting Takeaway :** Protein-packed family meals, and easy one-pot dinner solutions, like soups and chili, drove significant engagement for the campaign.



Stuffed Peppers



Taco Casserole



Cowboy Soup



## Conclusion: Why Transparent Measurement Matters

In an advertising environment flooded with inflated metrics and fragmented reporting, Chicory offers clarity. Our measurement approach empowers brands to:

- Justify spend with confidence
- Optimize future campaigns
- Align internal teams on shared KPIs

Chicory's approach to measurement is rooted in transparency, flexibility, and partnership. By combining our in-house analytics with best-in-class third-party measurement tools, we help advertisers unlock the full value of every campaign.

Whether you're looking to drive awareness, inspire consideration, or convert intent into action, Chicory ensures that you'll have the data to prove what's working—and where to go next.

**GET IN TOUCH**

### About Chicory

Chicory is a contextual advertising platform that helps CPG and grocery brands connect with 123M monthly unique shoppers at scale. Experts in contextual commerce media, we combine contextually relevant, brand-safe content with engaging media and proprietary shoppable technology. From driving product discovery and new trials to increasing consideration and conversions at 70+ integrated retailers, Chicory delivers campaigns with full-funnel impact and measurable return on advertising investment.

If you have questions or would like to learn more about how Chicory can help you leverage online recipes, please reach out to [hello@chicory.co](mailto:hello@chicory.co).