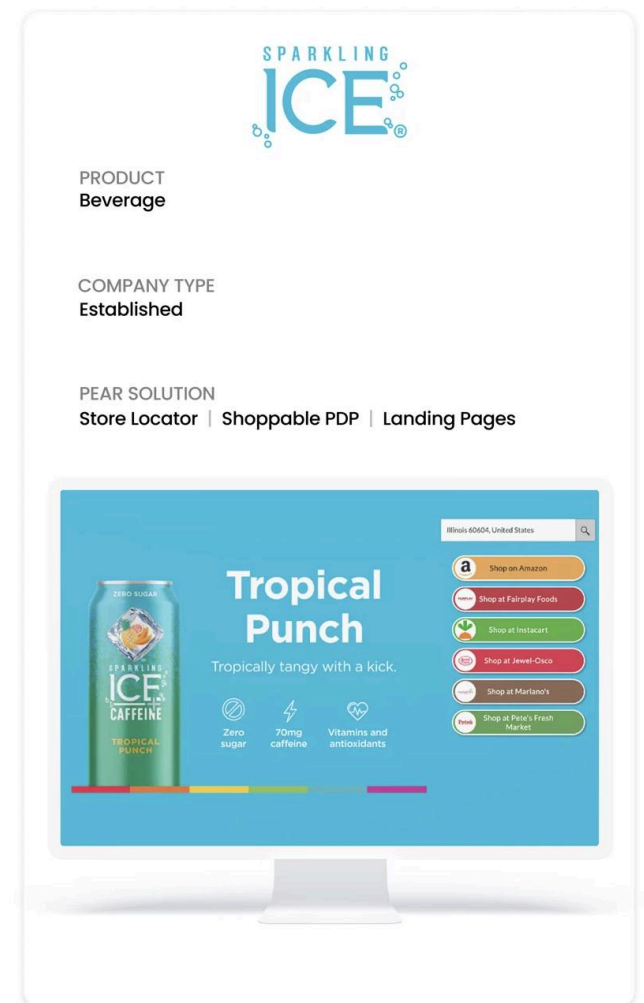# Sparkling Ice's consolidated experience increases retailer visits & purchase rates

CHALLENGE

As a beverage company, Sparkling Ice is heavily reliant on the retail channel but wanted to use ecommerce performance marketing to drive better results.

SOLUTION

Sparkling Ice utilized Pear's Store Locator, Shoppable PDPs, and Landing Pages to create shoppable experiences across their onsite and offsite shoppable media, while building digital audiences for retargeting, lookalikes, and optimized campaigns.

SPARKLING ICE®

PRODUCT
Beverage

COMPANY TYPE
Established

PEAR SOLUTION
Store Locator | Shoppable PDP | Landing Pages

RESULT

Using this dataset as part of their advertising strategy led to a Retailer Visit rate **20x higher** than the category benchmark and a purchase rate **15x** the category benchmark.

20x
PURCHASE RATE

20x higher
than the category benchmark

Reach more consumers. Grow your brand.

Curious how Pear can help your brand unlock real results at retail?

Book your demo today >