

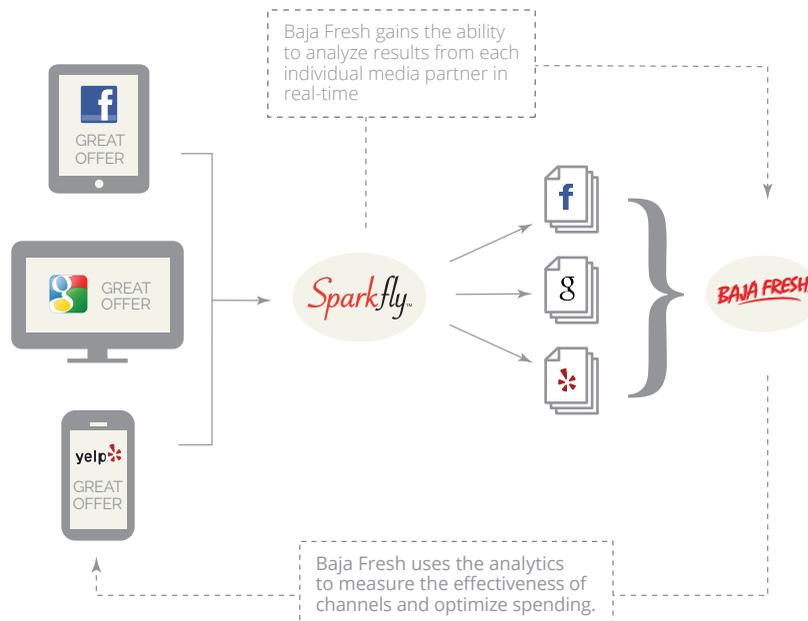
## SPARKFLY AND BAJA FRESH TEAM TO SOLVE CROSS CHANNEL MEDIA ATTRIBUTION

### THE CHALLENGE

**Baja Fresh** wanted to set up their first-ever digital and mobile ad promotion and planned on using numerous partners including Google Search, Facebook, Yelp, Opera Mediaworks, Bing and UberMedia to promote the deal.

*When setting up the campaign, however, they discovered two challenges:*

- There was no way to connect the mobile and digital media to purchases that were actually made in store
- There was no way to tell which media partners were generating the most customers, hindering their ability to optimize in real-time



### THE SPARKFLY TECHNOLOGY SOLUTION

Sparkfly's platform enabled Baja Fresh to connect their digital and mobile media to their physical Point-Of-Sale system, so they could track customers from click to in-store purchase.

Leveraging Sparkfly's technology, the campaign generated data that measured redemptions, and included information on basket size and individual items purchased, providing a full 360-degree view into the ROI of each media channel.

Baja Fresh also gained the ability to analyze results from each individual media partner in real-time, understanding which channels were driving the most store visits and transaction value.

### THE RESULTS

- The campaign ran across 50 Baja Fresh locations, and integration with an older Point-Of-Sale system occurred in less than 2 weeks
- The campaign ran across 8 different media partners, giving Baja Fresh unique insight into which channels and partners drove ROI. The digital budget was reallocated and optimized on a weekly basis, based on real-time results
- Baja Fresh gained access to the full basket size generated by each customer, and the ability to measure the cost per acquisition versus just the revenue generated per customer

*"We never imagined we would be able to run a program like this without undergoing a major upgrade to our hardware. Partnering with Sparkfly allows us to run unique digital promotions and coupons, while using the existing systems we already have in place."*

**Chuck Rink**  
President & CEO at Baja Fresh