

Target OPU/DU Program Recap: May 2023



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PROGRAM DETAILS

604K

ADULT BEVERAGE PROGRAM BOOKLETS

delivered in May 2023 to OPU & DU guests for brand awareness and online ordering.

SALES + CONVERSION

18.7M+

ITEM IMPRESSIONS

At-home scans and digital shares continue to drive awareness.

BRAND AWARENESS IMPACT

- May booklet brands outpace non-participating brands by **10%+ growth in penetration post-launch.**
- 7+ featured items = 9.74% digital penetration.

PROGRAM INNOVATION

- DIY content collaboration with **centerspread = higher program value & engagement**

Program Results

- Record high **10.20% digital penetration** reached 4 weeks post booklet launch.

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