

Meridian validates that Poppi's media strategy drove 135% retail sales growth



Soda retailer
United States • drinkpoppi.com



The challenge

Poppi is a beverage retailer that aims to reinvent soda. That mission entails being available wherever customers shop—including at an extensive array of grocery stores and other brick-and-mortar outlets. Poppi's marketing team focuses on granular measurement, which poses a genuine challenge in evaluating the impact of substantial media investments in a privacy centric way and while considering many different retailers.

The approach

Poppi used a marketing mix modeling (MMM) strategy with Meridian to address its needs. Meridian's native hierarchical capabilities are perfectly suited for addressing variations across time and space to significantly enhance a model's explanatory power and the granularity of its insights.

Partnering with Tinuiti: Tinuiti's omni-channel data integration infrastructure sourced DMA-level data across every platform and at scale. The Tinuiti econometrics team used this data to develop and train Poppi's core models in Meridian.

The results

Poppi made large media bets in 2024 by heavily investing in linear and streaming video, including the Super Bowl. As a result, the soda retailer achieved a 135% growth in retail sales, and Meridian validated the business contributions that led to that result. Poppi also achieved a 20 percentage point (ppt) increase in brand awareness, and a 17% sales growth acceleration in 2024. These results provided a clear map for Poppi to confidently scale its investments across channels in 2025.

“Being on premium retailers’ shelves has been critical to Poppi’s hyper growth, but it introduces daunting measurement challenges. This new measurement technology handles geography in a really elegant way, which gives us new insights and allows us to invest with confidence.”

– Graham Goeppert, SVP - Digital Commerce & Media, Poppi

20ppt

increase in brand awareness growth

17%

sales growth acceleration