Epsilon | Lotame

CASE STUDY

How America's #1 Egg Brand Converts Passive Consumers into Egg-vocates

Industry
CPG

Challenge
Turn inconsistent & loyal shoppers into a first–party data advantage

Lotame Solutions
Spherical platform

Results
- 5M first-party transactions per period
- 5.6X increase in ad recall lift

" We're proud of the loyal community the brand has built at Eggland's Best, and we see real opportunity in reaching those ready to join it. Partnering with Lotame gives us the tools to grow high–intent audiences and make our outreach more purposeful, especially across social, helping us better connect with consumers ready to become EB Egg-vocates and ultimately grow into regular buyers in a dynamic category like eggs and fresh food."

— Matt Seubert
Director – Digital Marketing
Eggland's Best

Challenge

Eggland's Best recognized that traditional loyalty programs weren't enough. The brand needed to engage not only committed loyalists, but also shoppers whose behavior fluctuated with seasonality, shelf availability, and price. These "inconsistents" represent an untapped growth opportunity.

Eggland's Best knows its eggs deliver better taste, better nutrition — a better egg. With the right engagement, inconsistent shoppers can be reminded of what makes EB eggs worth coming back to, and why they deserve the best.

To bridge this gap, Eggland's Best needed a data-driven solution that could connect digital interactions with real-world behaviors. The goal was to enable smarter engagement across all stages of the shopper journey and across different levels of loyalty.

Solution

Eggland's Best partnered with Lotame to build a first-party data strategy using the Spherical platform. Grounded in the insight that about 20 percent of consumers could account for as much as 50 percent of sales through repeat purchases, the brand sought to deepen relationships with high-value consumers and cultivate more like them.

The strategy focused on three key pillars:

1

Data Collection

Shoppable landing pages, a robust recipe catalog, and interactive quizzes created more opportunities for two-way value exchange. Egg-vocates could engage with EB content, while EB captured meaningful signals to deepen the relationship.

2

Segmentation & Targeting

Behavioral tagging enabled the creation of dynamic audience segments, activated primarily across Meta to improve relevance and drive impactful frequency.

3

Analytics

Lotame's dashboards provided actionable insights that informed media optimization, creative refinements, and broader data strategy.

Comprehensive data tagging ensured that every digital interaction could be activated with clarity and consistency.

Results

Eggland's Best saw a 5.6X lift in ad recall, a direct result of sharper audience engagement, improved message relevance, and creative optimization. With millions of first-party signals captured — all without a DTC storefront — the brand translated digital engagement into actionable audience strategies.

This approach unlocked a clearer view of high-value consumers and delivered a repeatable playbook for long-term loyalty growth. The result was better precision, smarter acquisition, and a sustainable model for data-informed growth in a dynamic CPG category that blends existing Egg-vocates and future fans.

Eggland's Best remains focused on cultivating loyal consumers. With smarter tools and sharper insights, the brand is able to cut through the noise and maximize learnings from engaged, high-intent audiences.

Eggland's First-Party Data Strategy Delivers Egg-cellence

- Captured millions of first-party signals, building a rich data layer without relying on a DTC storefront

- Built lightweight audience segments to reflect real-world shopping behavior — from consistent loyalists to those expressing new interest

- Activated audience segments primarily across Meta and social platforms, while also using the data to inform broader consumer analysis and planning

- Developed a repeatable approach to grow high-intent audiences and nudge them toward EB Egg-vocate status

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