

DIAMOND CRYSTAL

SALT CO.

Customer Success Story

Showcasing ROI
while being efficient
with market spend



Opportunity: Track, Learn, and Optimize

Diamond Crystal Salt Co., a salt company, is known for bringing out the “true flavor of food.” This well-established brand is a part of Cargill, a global food and agriculture company, but it runs its operations with the agility of a small business. As such, Diamond Crystal Salt Co. must strategically allocate marketing resources while remaining top of mind for shoppers, which is easier said than done for an infrequently purchased, yet vitally important ingredient. To achieve these goals, Diamond Crystal Salt Co. needed a martech partner that could achieve the following.

#1

Optimize spend by driving actions

Because they needed to operate as a small business within a larger organization, they need to drive ROI across all of their digital marketing touchpoints, while streamlining resources (time and budget).

#2

Easily bundle with other products

In marketing a seasoning that is infrequently purchased, the team wanted to showcase the premium quality of the product through recipes, ingredient lists and trusted sources, in the right context within every channel.

#3

Efficiently track interactions

Previously, the team relied on Google and Meta ads, directing traffic straight to their website or Amazon without an ability to analyze interactions effectively, to know what was working best. They sought more robust data.

#4

Monitor influencer effectiveness

With many influencer relationships, they desired an easy way to track and learn from results, so they could understand which channels were driving the best results (and subsequently reinforce those efforts).

They partnered with SmartCommerce in 2024.

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Plan: Optimize Social Commerce Integrations

In July 2023, Diamond Crystal Salt Co. began leveraging SmartCommerce's platform to enhance marketing across social media, events, and their website. It's important for the seasoning brand to use credible influencers to demonstrate the quality of their everyday product and to capture a consumer's interest in the right moment, when they're focused on recipes where the right salt makes a meaningful difference in the taste.



✓ Easily generating SmartLinks to track and learn

Diamond Crystal Salt Co. was particularly drawn to the ability to swiftly create and manage trackable links. This ease of use meant the team could easily generate links for ads, influencer content, and events without waiting, and without technical support.

✓ Bundling and driving action on relevant products through QR codes

In one example, Diamond Crystal Salt Co. leveraged SmartCommerce's Click2Cart® technology during a summer grilling event in Austin, where the brand collaborated with other Cargill brands. Using SmartCommerce's bundling capabilities, they were able to create a unified QR code where attendees could learn more about each product and cart salt along with other ingredients from participating brands. This not only helped increase awareness but also provided a seamless way for consumers to engage with the brand.

✓ Driving carting through influencers and recipes, when purchase intent is most likely

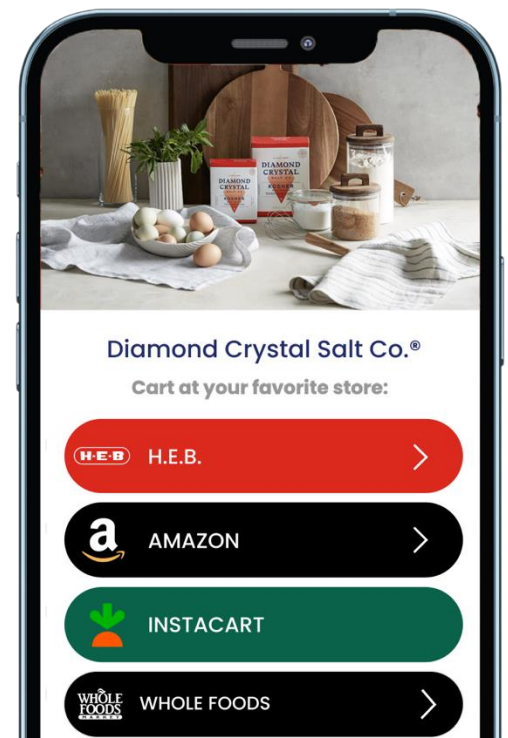
Diamond Crystal Salt Co. also integrated SmartCommerce's SmartLinks into their influencer marketing strategies. Influencers included these trackable links in their blogs, recipes, and other social media posts, making it easy for consumers to cart products directly, and to their retailer of choice.

✓ Leveraging brand-loyal shoppers

The brand also began updating their own website with the SmartSite product, enhancing the shoppability of online recipes.

✓ Using advanced analytics to adapt

Lastly, the SmartSuite dashboard has been a vital tool for Diamond Crystal Salt Co., allowing them to better understand their customers, their marketing ROI, and which social media platforms drive results. SmartCommerce's simple UI also enables their team to quickly generate data reports for senior leadership.



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Key Results

By leveraging SmartCommerce's platform, Diamond Crystal Salt Co. has been able to demonstrate meaningful ROI, empowering them to optimize their marketing spend and better explain the "why" behind each initiative.



75K

Transferring to carts: In the last eight months, Diamond Crystal Salt Co. has used existing marketing touchpoints to drive their salt products into over 75,000 carts!



Strong sales potential: All this carting led to a significant amount of potential sales.



Maximizing marketing spend: With all the new analytics and understanding of shopping preferences, Diamond Crystal Salt Co. has been able to streamline its marketing efforts, focusing on the influencers, bundles, and social platforms that drove the best results.

This partnership has empowered the brand to innovate their marketing strategies, ultimately driving better outcomes with smaller budgets. As a result, Diamond Crystal Salt Co. is poised to continue to grow its brand presence and sales through smarter, data-driven marketing efforts.

"Being able to use the SmartCommerce links on our own website for our recipe content has been great. It makes those recipes shoppable and allows us to track where customers are coming from, which helps inform our content strategy."

"The SmartCommerce dashboard has been really helpful - I can quickly pull the metrics and graphs I need for reporting, without having to manually compile everything in Excel. It saves me a lot of time."

Emily Klinger

Digital and Social Media Marketing
at Cargill

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