Mega Image × United Media Services

TURNING EVERY WORLD CUP FIXTURE INTO A PREDICTIVE RETAIL DEMAND ENGINE



> *"The match starts long before kick-off."*

FIFA WORLD CUP **2026** · RETAIL / E-COMMERCE

CONTEXT

Shopping didn't wait for kick-off. Demand for beer, snacks and breakfast rose hours before each match — and shifted to the night before for 5AM fixtures.

IDEA

Turn the official match schedule into a predictive media engine. Every fixture time signals a future shopping occasion — awareness, then search, then urgency.

EXECUTION

Custom APIs connected fixture times to DV360, Demand Gen, Search and Performance Max, automatically shifting budget and message before every match.

PREDICTIVE MEDIA JOURNEY

AUTOMATED PER FIXTURE

6H BEFORE KICK-OFF DV360 + DEMAND GEN
Awareness budgets increase — customers start preparing for the match occasion.

4H BEFORE KICK-OFF SEARCH
Activity intensifies to capture rising intent around beer, snacks and match-day offers.

2H BEFORE KICK-OFF PERFORMANCE MAX
Conversion budgets increase; Fast Delivery is promoted for last-minute purchases.

17:00–21:00 THE EVENING BEFORE BREAKFAST PMAX · FOR 5AM FIXTURES
Dedicated campaigns promote coffee, croissants, waffles and biscuits — reaching shoppers before they'd normally be asleep, not after.

RESULTS

VS. PREVIOUS PERIOD

+27.2%	+4.7%	+12.0%
Category visits	Total orders	Fast Delivery orders
82,019 → 104,300	6,893 → 7,215	4,288 → 4,803

STRONGEST CATEGORIES — WORLD CUP VIEWING OCCASIONS

BEER
+45.0% visits
+17.1% orders

CHIPS
+64.5% visits
+37.9% orders
+53.5% Fast Delivery

SEEDS, NUTS & DRIED FRUIT
+54.3% visits
+19.4% orders
+36.8% Fast Delivery

+9.9% visits vs. 2025 · **+12.7%** Fast Delivery vs. 2025 · **8.6M** impressions · **~2M** estimated reach · **23,185** clicks

SEARCH · PERFORMANCE MAX · DEMAND GEN · DV360

MEGA IMAGE (AHOLD DELHAIZE) × UNITED MEDIA SERVICES