

Case Study Details

Brand	Major CPG
Product	Premium Baby Formula
Channel	Mobile
Goal	Activate Current and Lapsed Brand Buyers

Summary

Catalina BuyerVision powered by 4INFO collaborated on a targeting and measurement campaign with a major CPG brand to increase offline sales amongst current and lapsed brand buyers.

As a result, the brand saw a 2% lift in purchases from the exposed group, driven primarily by incremental Dollar Purchase Amount.

Catalina BuyerVision Mobile targeting and measurement recognized a \$4.74 return for every ad dollar spent.

Campaign Details

A major baby formula brand’s objective was to drive offline sales and increase current and lapsed buyer purchasing behaviors.

- August 12, 2013 - October 20, 2013 (10 weeks)
- 9.3MM impressions delivered

OUR METHODOLOGY

1

Isolate Strategic Purchase-Based Target in NCS Database

All-outlet representative

Example: LOW LOYAL COMPETITIVE BUYERS

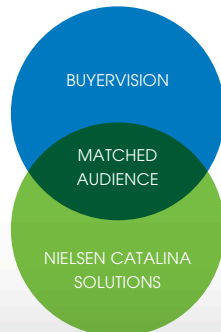


Example: HEAVY CATEGORY BUYERS

2

Test Design and Treatment Execution

A mobile ad is applied to a group of consumers



3

Identification of Exposed and Unexposed Households and One-to-One Match

Exposed Test Households

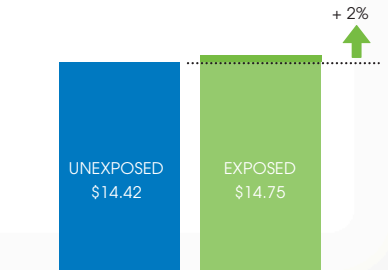


Unexposed Control Households



4

Measure and Interpret Sales Impact by Focusing on Purchasing Patterns



Results

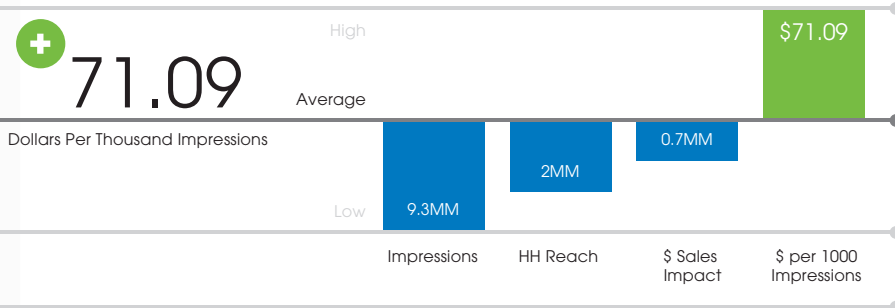
By targeting current and lapsed brand buyers, this major brand saw a 2% lift in purchases from the exposed group driven by a 2% increase in Dollar Purchase Amount, and the Return on Ad Spend was an impressive \$4.74.

Key Findings

COMPONENTS OF SALES



BABY FORMULA CAMPAIGN NORMS



DEMOGRAPHIC PROFILE INDEX TO TOTAL PANEL

This Purchase-Based Targeting (PBT) resonated with both Male or Female Head of Households age 45+ as well as Households > \$100K income.

RETURN ON ADVERTISING SPEND (ROAS)

INSIGHTS
Return on Advertising Spend was an impressive **\$4.74**

$$\frac{\text{Total Incremental Sales from Campaign } \$663,517}{\text{Total Media Spend } \$140,000} = \text{Incremental \$ per \$1 spent (ROAS) } \$4.74$$

Baby Formula Brand Buyers are a valuable and growing audience segment. Contact Catalina BuyerVision to reach your consumers and measure your offline sales lift. **4info.com**