Feed In-Flight Optimization

Jennifer Pelino
SVP, Omni Channel Media

Vincent Rinaldi
Head of Addressable Media and Technology
POWER CAMPAIGN PERFORMANCE WITH IN-FLIGHT OPTIMIZATION

How the Right Offline CPG Data Feeds Digital Marketing to Increase Sales
FUNDAMENTAL QUESTION:
Are Your Metrics Supporting Your Sales Goal?
Purchase Data is a Better Metric Than Online Proxies
Offline Sales Data Has Traditionally Been Difficult to Use

- Late
- Limited
- Aggregated
- Disconnected
How it Works

1. IRI Captures Loyalty Card Data at scale from major grocery, drug and beer / wine / spirit retailers
2. IRI Matches Loyalty Card Data to User IDs
3. DSP Ingests IRI Data and matches to DSP IDs of exposed users
4. DSP Runs Feasibility Analysis with IRI to determine purchase history, budget and impressions and launches campaign
5. Transaction Data Feed is used to uncover insights about best-performing tactics on a cross-device basis; continual weekly, mid-flight performance dashboard to understand performance & optimize
6. End of Campaign Results
   - Tactical Performance Insight
   - Pricing Efficiencies
   - IRI Lift On Demand Study
In-Flight Optimization in Action
Mid-Flight Optimization of Tactics

Buy Rate Index

Cost Efficiency Index

Convenience Buyers

Predictive

Bulk Candy Buyers

Chocolate Buyers
Provides Deep Audience Insights

- Access unique demographic, psychographic attributes of known customers and anonymous prospects
- Understand how audiences skew versus industry average
- Identify which 2nd and 3rd party data will be valuable before having to purchase it
**Case Study**
Wine Brand Increased Average Daily Sales by 128%

**Issue**
- CPG companies that don’t have retail stores have to wait up to 12 weeks for data vendors to send reports on how digital ads are driving purchases.
- Using DMP, DSP and advanced analytics, the client was able to get data every week and adjust its campaigns accordingly.

**Insights**
- Identify who buys in store sooner. DSP and IRI collected and ingested anonymized purchase data every two weeks, analyzing for insights incremental to performing segments, channels, sites, etc. to optimize the campaign. Sample insights used in mid-flight optimizations:
  - Top performing segment: females aged 25-54 were converting at a faster rate
  - Best performing channel: video
  - Leading sites: Yahoo, Fox, Facebook, Food Network

**Impact**
128% increase in average daily sales
In-Flight Optimization Drives Performance
The Campaign Was a Success and In-Flight Audience Optimization Proved the Positive Driving Force

- $/HH Lift: 12.5%
- Penetration Uplift: 8.3%
- $/HH Lift for IFO Audience Tactic: 13.4%
- $/HH Compet. Buyer Segment Lift: 19.3%
- $/HH IFO Display Lift: 21%
In-Flight Optimization Tactics Outperformed Non-IFO and Delivered 80% More ROAS

ROAS by Tactic

- IFO: $0.20, $0.40, $0.60, $0.80, $1.00, $1.20, $1.40
- Non-IFO: $0.20, $0.40, $0.60, $0.80, $1.00, $1.20, $1.40

HH Penetration Lift by Tactic

- IFO: 7.8%, 8.0%, 8.2%, 8.4%
- Non-IFO: 7.9%, 8.1%, 8.3%

80% improvement in ROAS

3% improvement in penetration

Results

Combining IRI’s UPC-level, Offline Purchase Data With Superior Advertising Technology at Scale

+128% increase in average daily sales

&

Understanding What Works and What Doesn’t for Future Campaign Strategies and Execution

+13.4% lift

leading to

+1.25MM incremental revenue
Key Takeaways

1. Measure What Matters
   Lift and Sales

2. Measure at a Level of Detail That is Useful
   Tactics and Consumers

3. Optimize at Speed
   More Optimization Cycles Mean Better ROAS
THANK YOU