

BuyerVision Mobile: Extend Loyal Base

Premium Frozen Entrée ad program delivered a 1% increase in sales

CASE STUDY PROFILE

SEGMENT	Major CPG Brand
PRODUCT	Premium Frozen Entrée
CHANNEL	Mobile
GOAL	Extend Loyal Base

CHALLENGE

A major CPG brand in the Premium Frozen Entrée category was seeking strategies that would drive mobile engagement, thus increasing offline sales amongst its current brand buyers. The organization sought to test mobile engagement with current, loyal Single Serve Frozen Entrée consumers.

CAMPAIGN

In collaboration with Catalina BuyerVision™, a targeting and measurement – mobile advertising campaign was created and scheduled for seven weeks.

A target audience was created using brand buyers who purchased two or more of the brand products in the past 26 weeks, but whom had not purchased sub-brand items within that product family.

Over the seven-week campaign, 13.3MM impressions were delivered and 3.6MM households were reached. The campaign aimed to increase the basket size of the exposed consumers in the Frozen Foods category purchase mix compared to the non-exposed. Exposed consumers were more likely to purchase the specific brand products they were exposed to during the campaign.

1

Isolate Strategic
Purchase-Based Target

All-outlet representative

Example: Low Loyal
Competitive Buyers



Example: Heavy
Category Buyers

2

Test Design and
Treatment Execution

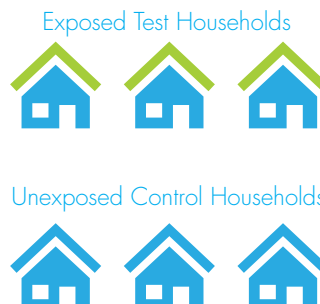
A marketing stimulus (Magazine
Ad, Digital Ad, etc.) is applied
to a group of consumers



Matched Audience

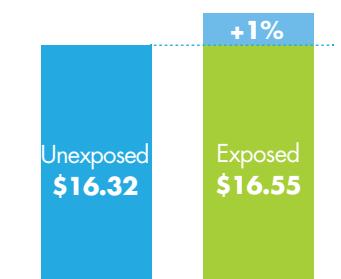
3

Identify Exposed and
Unexposed Households and
One-to-One Match



4

Measure and Interpret
Sales Impact by Focusing on
Purchasing Patterns



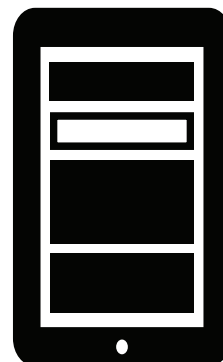
RESULTS

Catalina BuyerVision successfully met the campaign objective to test mobile engagement to drive this CPG brand's sales. The campaign executed expansion of the Frozen Foods brand within the purchase mix, while gaining shares. By targeting current brand buyers, this major CPG brand saw a 1% lift in purchases from the exposed group.

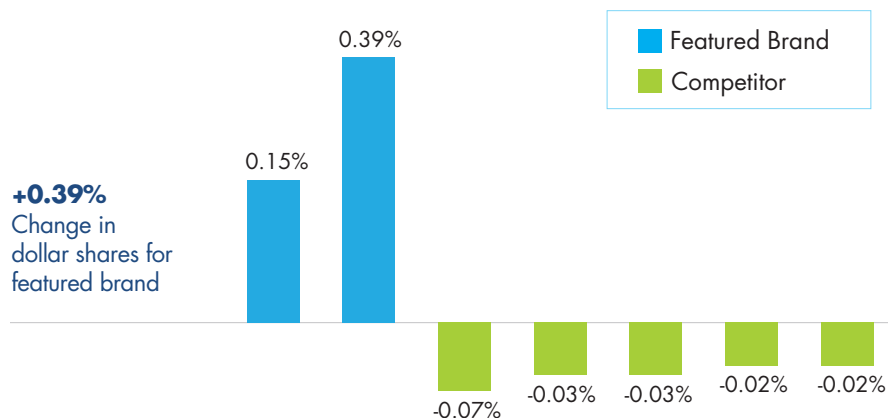
The CPG brand saw a significant sales lift due to an increase in the number of shopping occasions where the Frozen Entrée products were part of the buyer's basket as well as an increase in the overall basket size. Therefore, exposed consumers not only purchased the brand products *more frequently*, they also purchased *more* of the brand products.

The mobile campaign resulted in a 1% increase in Dollar Purchase Amount, and the Return of Ad Spend (ROAS) was an impressive \$6.00.

Clean creative with a strong call to action contributed to a 5% lift in the CPG's brand sub-category.



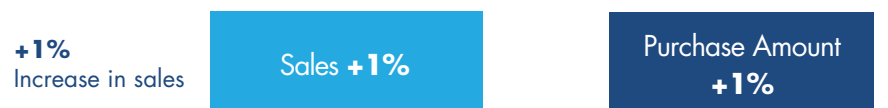
DIFFERENCE IN PERCENT CHANGE WITHIN FROZEN ENTRÉES/SANDWICHES DOLLAR SHARES



DEMOGRAPHIC PROFILE INDEX TO TOTAL PANEL

This Purchased Based Targeting (PBT) resonated with Female Head of Households aged 45-54, HH's with presence of children 12-17, Male Head of Households aged 45-54, and HH's with income >\$100k based on HH's exposed who then bought the product.

COMPONENTS OF SALES



Analysis Period: November 7, 2013 – January 24, 2014 Data Source: Frequent Shopper

ROAS

Total Incremental Sales from Campaign	\$900,251
Total Media Spend	\$150,000
Incremental \$ per \$1 spent (ROAS)	\$6.00

ABOUT CATALINA

Catalina's personalized digital media drives lift and loyalty for the world's leading CPG retailers and brands. Catalina personalizes the consumer's path to purchase through mobile, online, and in-store networks powered by the largest shopper history database in the world. Catalina is based in St. Petersburg, FL, with operations in the United States, Europe, and Japan. To learn more, please visit www.catalinamarketing.com or call 1.877.210.1917. You can also follow us on Twitter @catalina.