

BuyerVision Mobile: Activate Lapsed Brand Buyers

Premium Baby Formula ad program
delivered a 2% increase in sales

CASE STUDY PROFILE

SEGMENT	Major CPG Brand
PRODUCT	Premium Baby Formula
CHANNEL	Mobile & Desktop
GOAL	Activate Current and Lapsed Brand Buyers

CHALLENGE

A major CPG brand in the Premium Baby Formula category was seeking strategies that would drive offline sales and increase current and lapsed buyer purchasing behaviors.

CAMPAIGN

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

Two target audiences were created and exposed to display ads via two screens: mobile and desktop. Target one included early stage diaper purchasers that had not tried baby formula, and households that had initially tried formula within the past four weeks. Target two included current brand buyers that had not purchased a sub-brand.

Over the ten-week campaign, 9.3MM impressions were delivered and 2MM households were reached. The campaign aimed to increase the basket size of current and lapsed brand buyers with two sub-brands, on two screens (mobile and desktop).

1

Isolate Strategic
Purchase-Based Target

All-outlet representative

Example: Low Loyal
Competitive Buyers



Example: Heavy
Category Buyers

2

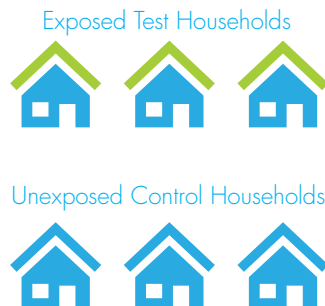
Test Design and
Treatment Execution

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



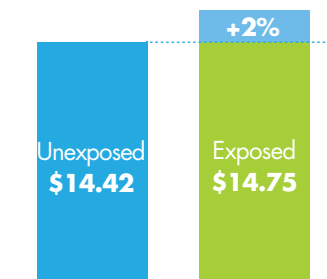
3

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 drive offline sales, and increase current and lapsed buyer purchasing behaviors. As a result, the brand saw a 2% lift in purchases from the exposed group, driven primarily by incremental Dollar Purchase Amount.

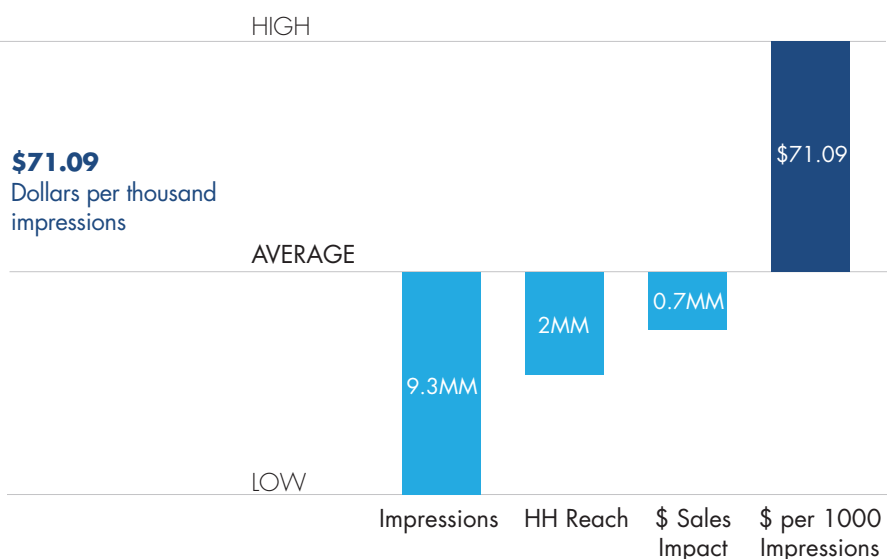
By targeting current and lapsed buyers, across both mobile and desktop, this major CPG brand realized an impressive return on ad spend (ROAS) of \$4.74.

COMPONENTS OF SALES



Analysis Period: August 12, 2013 – November 19, 2014 Data Source: Frequent Shopper

BABY FORMULA CAMPAIGN NORMS



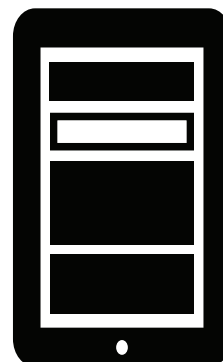
ROAS

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

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.

Franchise message rotation across both mobile and desktop maximized offline sales.



DEMOGRAPHIC PROFILE INDEX TO TOTAL PANEL

This Purchased Based Targeting (PBT) resonated with both male and female Heads of Household, aged 45+, as well as HH's with incomes greater than \$100k.