



CASE STUDY:	Omni-Channel Approach
CLIENT:	Leading OTC Allergy Medicine
CASE FOCUS:	Increasing Advertising Impact

MARKETPLACE CHALLENGE

- Traditional demographic advertising provides mass exposure and cheap reach but misses 50%+ of a brand's highest potential buyers.
- Although over 80% of consumers use smartphones, 90% of CPG purchases are still made in physical stores.

BRAND CHALLENGE

Our client—a leading OTC Allergy Medicine—was under extreme pressure to vie with competitors launching 3 new OTC products, representing a \$60MM threat to their franchise. With consumers having more control than ever—based on the choices of channels throughout the buyer journey—this Brand needed precision marketing with scale to breakthrough during the upcoming “must win” cycle.

Catalina's shopper data from **85MM+** households revealed

ACTIONABLE INSIGHTS

29%
OF SHOPPERS
ONLY PURCHASE
DURING SPRING

41%
OF SALES
OCCUR DURING
SPRING

62%
DEFECTION
DRIVEN BY
HEAVY BUYERS

ONLY **29%**
DEFECTION WITH
HIGH LOYALTY
MEDIUM USERS

DEFECTING BUYERS WERE LEAVING THE BRAND BUT NOT THE CATEGORY

As they continued to purchase among 2 competitors and private label.

CATALINA



PROGRAM OVERVIEW

Data mining identified heavy and medium brand buyers who had the highest potential to increase brand purchases and buyers who were most at risk to leave the brand.

Catalina partnered with the brand's advertising agency to develop and launch an integrated program consisting of:

- Traditional desktop digital advertising developed by the brand's agency leveraging Catalina high opportunity consumer insights to refine demographics and contextual targeting
- Relevant, dynamic mobile ads to targeted consumers without coupon offers
- Customized offer via Catalina's in-store media

Ongoing, real time analysis enabled refinements and improved performance of ads and in-store offers.

THE RESULTS

CATALINA'S
In-Store & Mobile Ads



BRAND'S
Traditional Advertising

= 7x HIGHER
Consumer Exposure

DELIVERED \$4.50
IN RETAIL SALES FOR
EVERY \$1 SPENT

The ROAS² for consumers exposed to Catalina's mobile ads and the Brand's traditional advertising was

4x HIGHER
than consumers exposed to traditional ads only.

Are you interested in elevating the performance of your brand-building efforts and eliminating wasted spending? **CONTACT US** to find out how Catalina can help you build integrated plans that drive the results you need.

¹Over the Counter
²Return on Ad Spend