

MAXIMIZE

Maximizing Tactical Efforts with Strategic Repeat Campaigns



CASE STUDY PROFILE

TIMING	3 separate FSI drops in 5-month period
TARGETING	FSI – none Catalina – new buyers
DIGITAL MEDIA NETWORK	In-store

GAIN CONSUMER INSIGHT

A leading cosmetics brand wanted to evaluate the efficacy of its Free Standing Insert (FSI) tactics, specifically:

- Are FSIs driving new buyers to the brand?
- How many redeemers are deal seekers (redeem multiple FSIs)?
- How many new buyers engage with the brand after the redemption trip?

In addition, the brand wanted to evaluate the long-term impact of using Catalina's in-store repeat campaign offer to maximize its FSI efforts by driving repeat purchases.

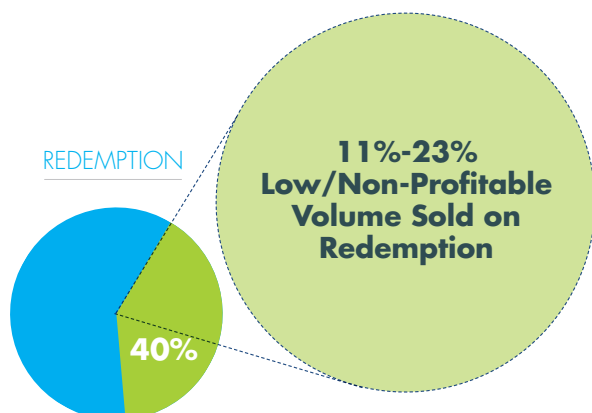
PERSONALIZATION

Catalina account teams worked with the brand to develop a campaign in order to stimulate repeat purchases of new and existing buyers who redeemed the new-item-launch FSI coupon, excluding deal seekers. Deal seekers are identified based on their redemption of multiple FSI offers. The campaign consisted of in-store offers that incentivized buyers to purchase the brand again in the future.

Enhancing Repeat Tactics with a Targeted Catalina Campaign is a Successful Strategy to Convert New Buyers

FSI ANALYSIS RESULTS

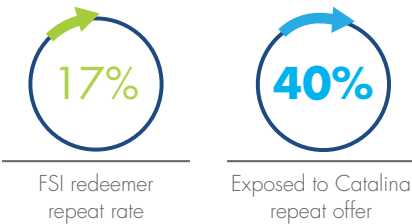
To evaluate the efficacy of the brand's FSI efforts, we analyzed four different in-store coupons delivered in three separate periods. On average, over 40% of redemptions were new to the brand, indicating that the FSI was effective in driving trial. However, between 11% and 23% of redeemers were deal seekers, indicating low/non profitable volume sold on redemption. Deal seekers are defined as shoppers who redeemed multiple FSI offers for the same product.



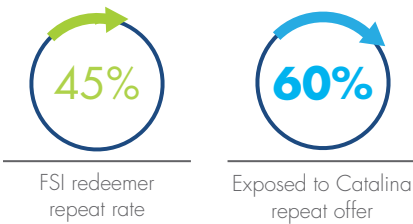
CAMPAIGN RESULTS

New brand buyers who redeemed FSI and were targeted with Catalina repeat campaign offer were 2.5x more likely to repurchase product. Existing brand buyers were also 1.5x more likely to make a repeat purchase.

NEW BRAND BUYERS



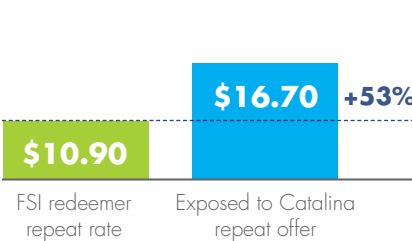
EXISTING BRAND BUYERS



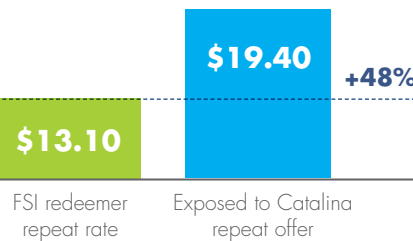
Those Targeted with Catalina Repeat Campaign Offer were 2.5X More Likely to Repurchase Product

Long-term brand dollars are also significantly higher for new and existing buyers who were targeted with a Catalina repeat offer.

NEW BRAND BUYERS



EXISTING BRAND BUYERS



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.

Source: Catalina Analytics – September 2014