

BuyerVision Mobile: Acquire Competitive Category Buyers

Premium Single Serve Coffee ad program
delivered a 23% increase in sales

CASE STUDY PROFILE

SEGMENT	Major CPG Brand
PRODUCT	Premium Coffee Single Serve Cups
CHANNEL	Mobile
GOAL	Acquire Competitive Category Buyers

CHALLENGE

A major Premium Coffee manufacturer introduced a new product in the Single Serve Coffee category and was seeking strategies to drive in-store sales through the use of mobile engagement. Acquiring competitive category buyers through valuable mobile impressions posed a challenge so the organization sought to test a trial and measurement campaign.

CAMPAIGN

In collaboration with Catalina BuyerVision, a mobile trial and measurement campaign was developed to increase offline sales amongst current category buyers. The campaign ran for 12 weeks in Q4 2013.

A target audience was created using category buyers that previously purchased one or more Single Serve Coffee products. Seeking to increase offline sales among this target, results from the exposed group of new buyers was measured.

Over the 12-week campaign, 6MM impressions were delivered, reaching 0.06MM households.

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

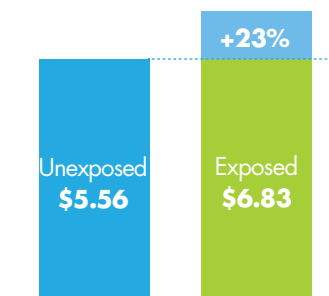
3

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 by targeting category shoppers who previously purchased within the category. The CPG brand saw a 23% lift in purchases from the exposed group as well as a 21% increase in penetration.

The mobile campaign resulted in an incremental Return on Ad Spend (ROAS) of \$8.45 and \$760.6K in incremental sales.

AVERAGE DOLLAR PURCHASES PER PANEL (INCLUDES NON-BUYERS)



Households that were in the total exposed groups purchased more of the Single Serve Coffee brand than those that were not exposed.

COMPONENTS OF SALES



Penetration was the primary driver of the sales lift.

Analysis Period: October 08, 2013 – January 29, 2014 Data Source: Frequent Shopper

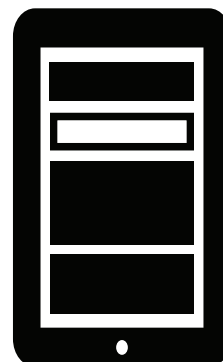
ROAS

Total Incremental Sales from Campaign	\$760,594
Total Media Spend	\$90,000
Incremental \$ per \$1 spent (ROAS)	\$8.45

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.

Clean, bold creative with a strong call to action contributed to the success of this mobile campaign.



DEMOGRAPHIC PROFILE INDEX TO TOTAL PANEL

This Purchased Based Targeting (PBT) resonated with Female Head of Households aged 35-44, HHs with the presence of children aged 12-17, and Male Head of Households aged 45-54 based on HHs exposed who purchased the product.