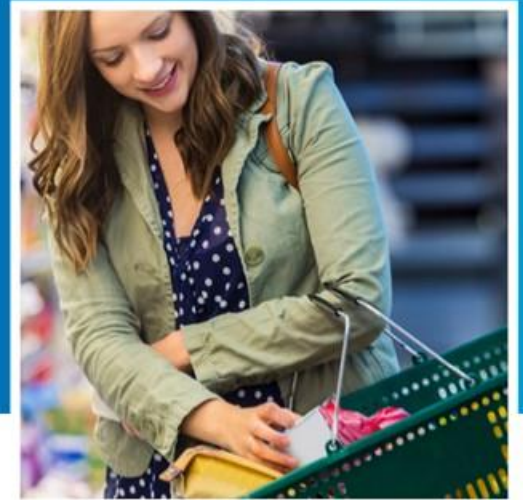


Does Creativity Pay Off?

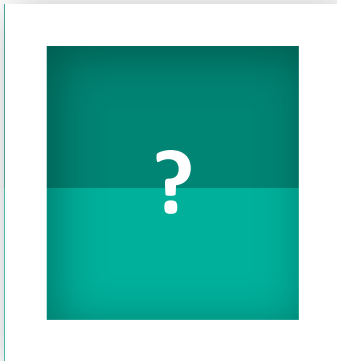
MEASURING CROSS-MEDIA CAMPAIGN PERFORMANCE

Christoph Knoke - MD
Kevin Busch – Consultant Analytics

December 3rd, 2018



IRI performance measurement for cross-media campaigns addresses three parts: channel, creative and the combination of both



Channel Performance

What channel shows the best performance with regard to Target Group (TG) and Product Category?
What channel roll up works best for the Brand and its characteristics?



Creative Performance

What creative/content shows the best performance with regards to TG and Product?
Is creative A performing better than creative B given the same TG?



Combination of Creative and Channel

What kind of content (TG-related) should be exposed on what channel?
Is there a content/channel combination that works best for a brand?

METHODOLOGY

1

Based on high granular data on sales performance IRI modelling allows price, media and trade activity to be accurately measured



External factors:
Seasonal sensitivity
weather



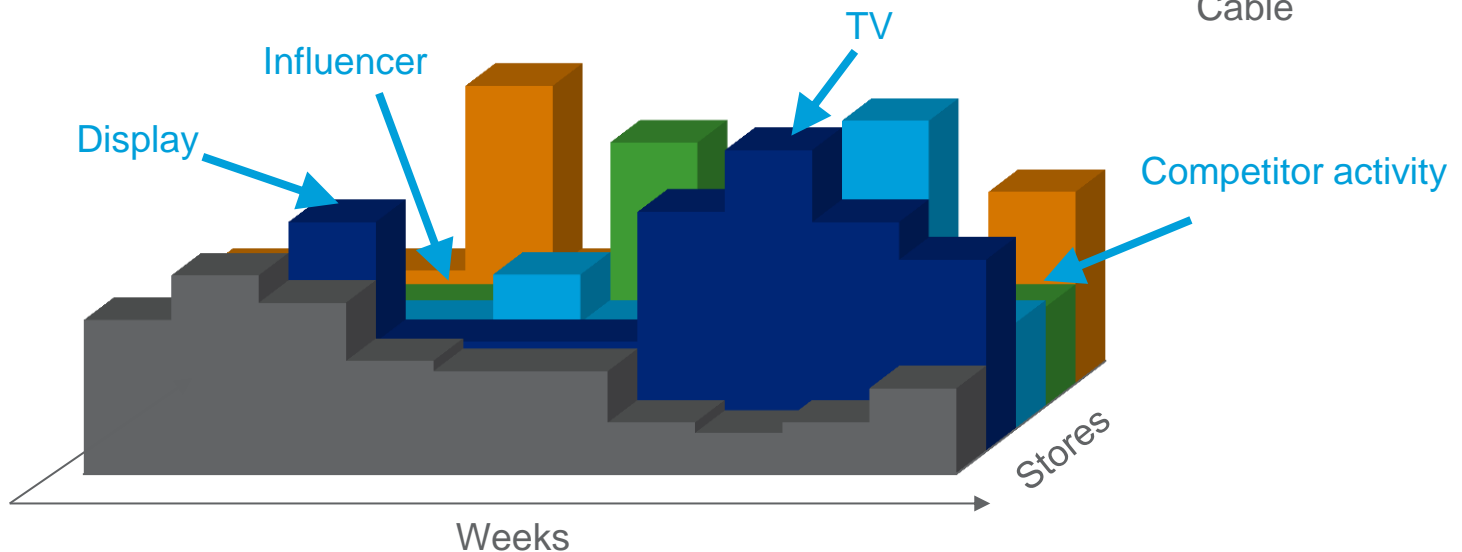
In Store Sales Drivers:
Marketing mix
Promotion, Price,
Competition



Weekly Scanner Data:
From Hyper and
Supermarket
Store level data



Media Investments:
TV, Press radio digital
etc Campaign, Week
and Daypart for TV &
Cable

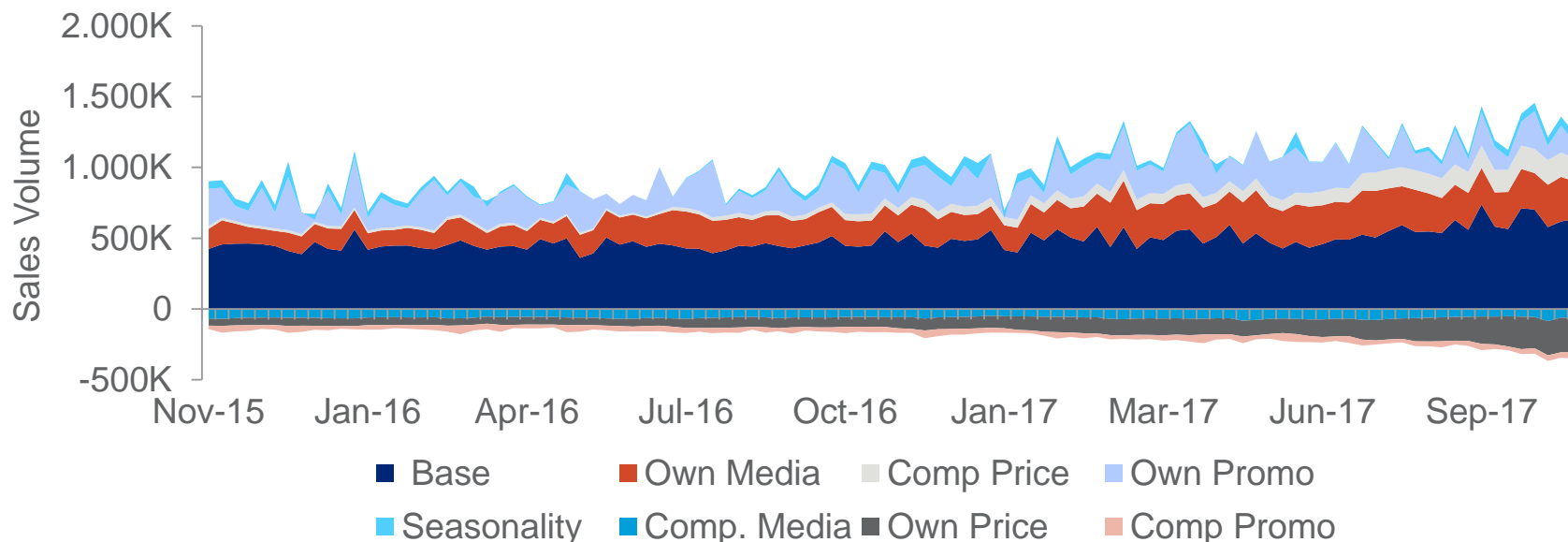


The “heart” of the model is decomposition of total sales and quantification of contributions of the various marketing drivers

Brand – Volume sales decomposition absolute – National – Total Period

Example

Period	Base	Own Media	Own Price*	Own Promo	Comp Media	Comp Price	Comp Promo	Seasonality
MAT-1	63.9%	23.6%	-8.3%	27.5%	-8.8%	3.2%	-5.0%	4.0%
MAT	59.3%	28.3%	-14.9%	23.6%	-7.2%	11.0%	-4.1%	4.1%
Total period	61.3%	26.2%	-12.0%	25.3%	-7.9%	7.5%	-4.5%	4.0%



*The absolute value represents the impact of all observed differences in price on sales. The negative nature of this value is caused by the fact, that higher prices in the period of observation (regardless of the exact time in which they occur) have a negative impact on sales. Neither the value itself, nor the algebraic sign give information about the impact of price trends on sales. The sign will always be negative (even if price decreases were observed during the timeline of observation) since only the variance is causing size and algebraic sign of the variable, not the time series.

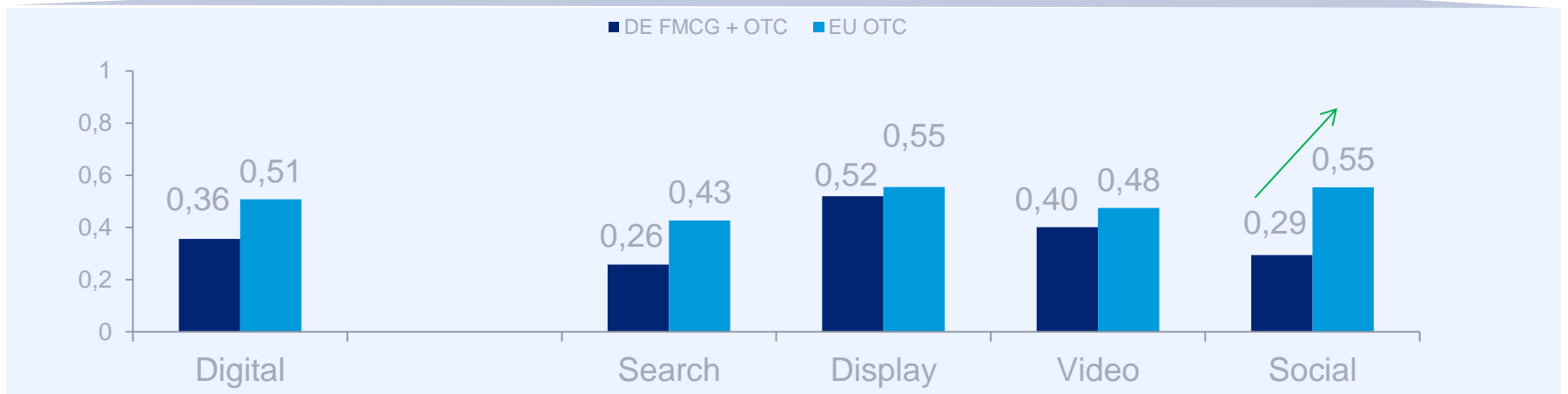
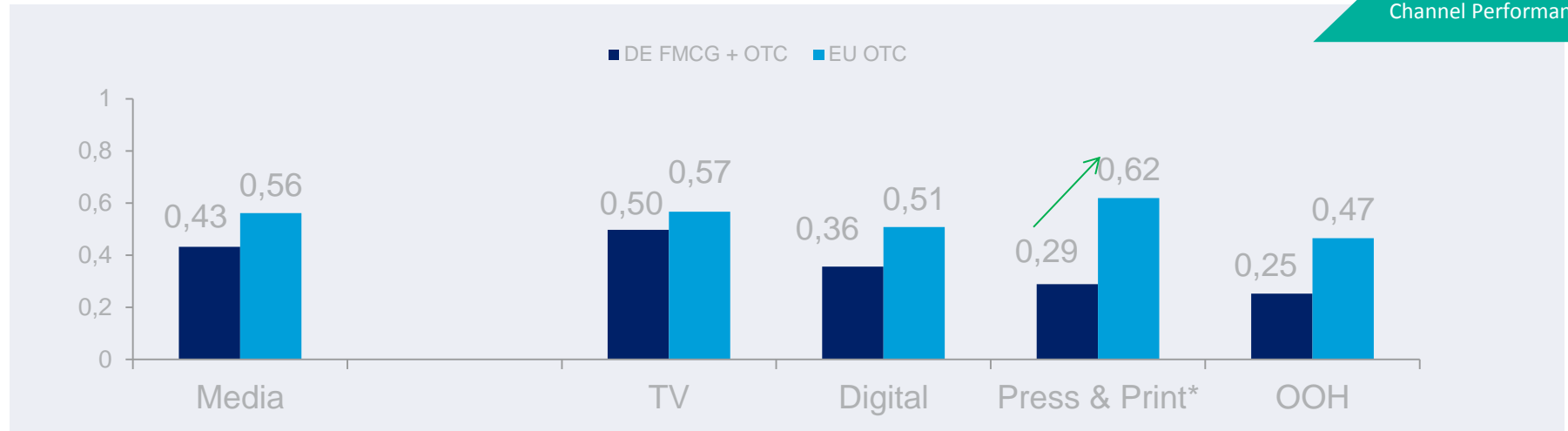
Media Landscape & Channels

2

Source: Italicized Text (8 point)

Our benchmarks show: Performance of digital and press differs from FMCG to OTC – More involvement requires more specific targeting

Channel Performance



Source: IRI META Database August 2018

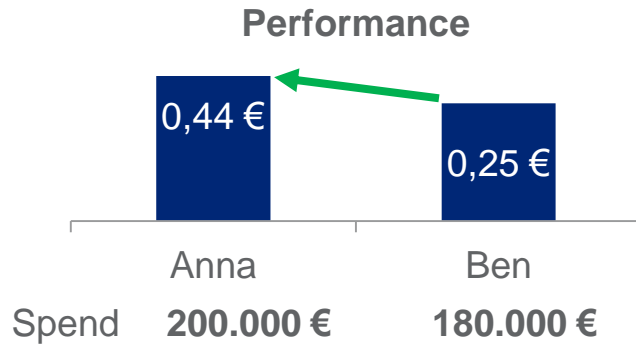
* Includes professional journals as well as public press and print



Comparing two creatives on a like 4 like basis – Fit of creative and targeting plays a role

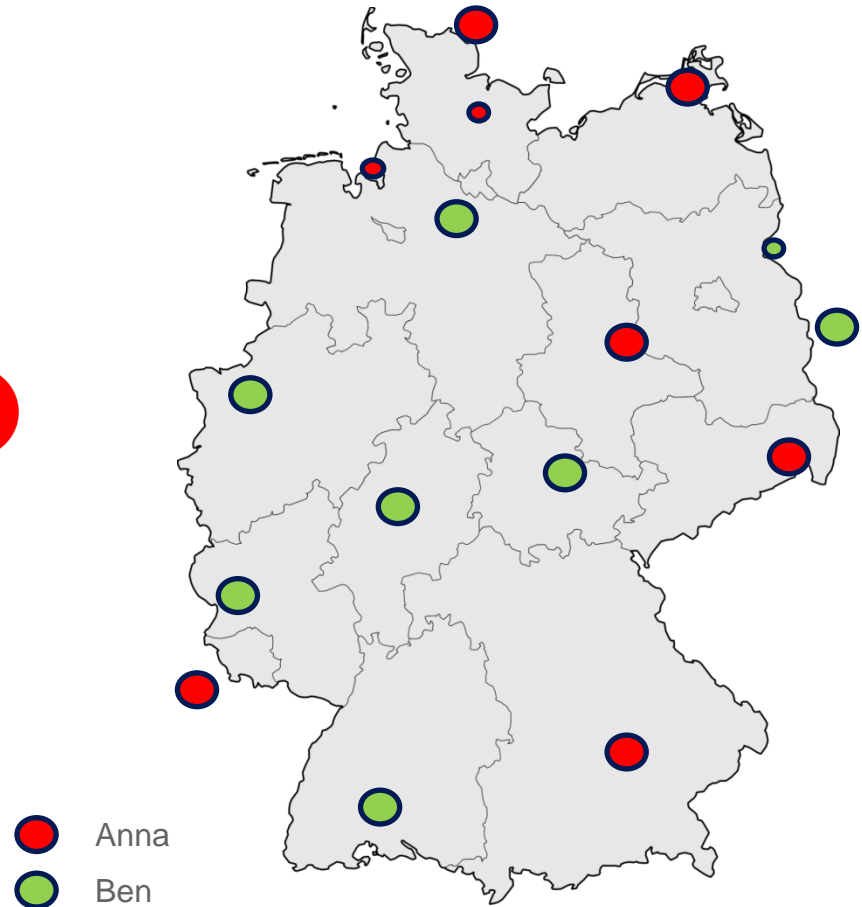
Creative A/B Testing

Creative Performance



- Exposure via same channels for each creative in order to ensure like 4 like basis
- Exposure equally distributed over Germany (East vs. West)

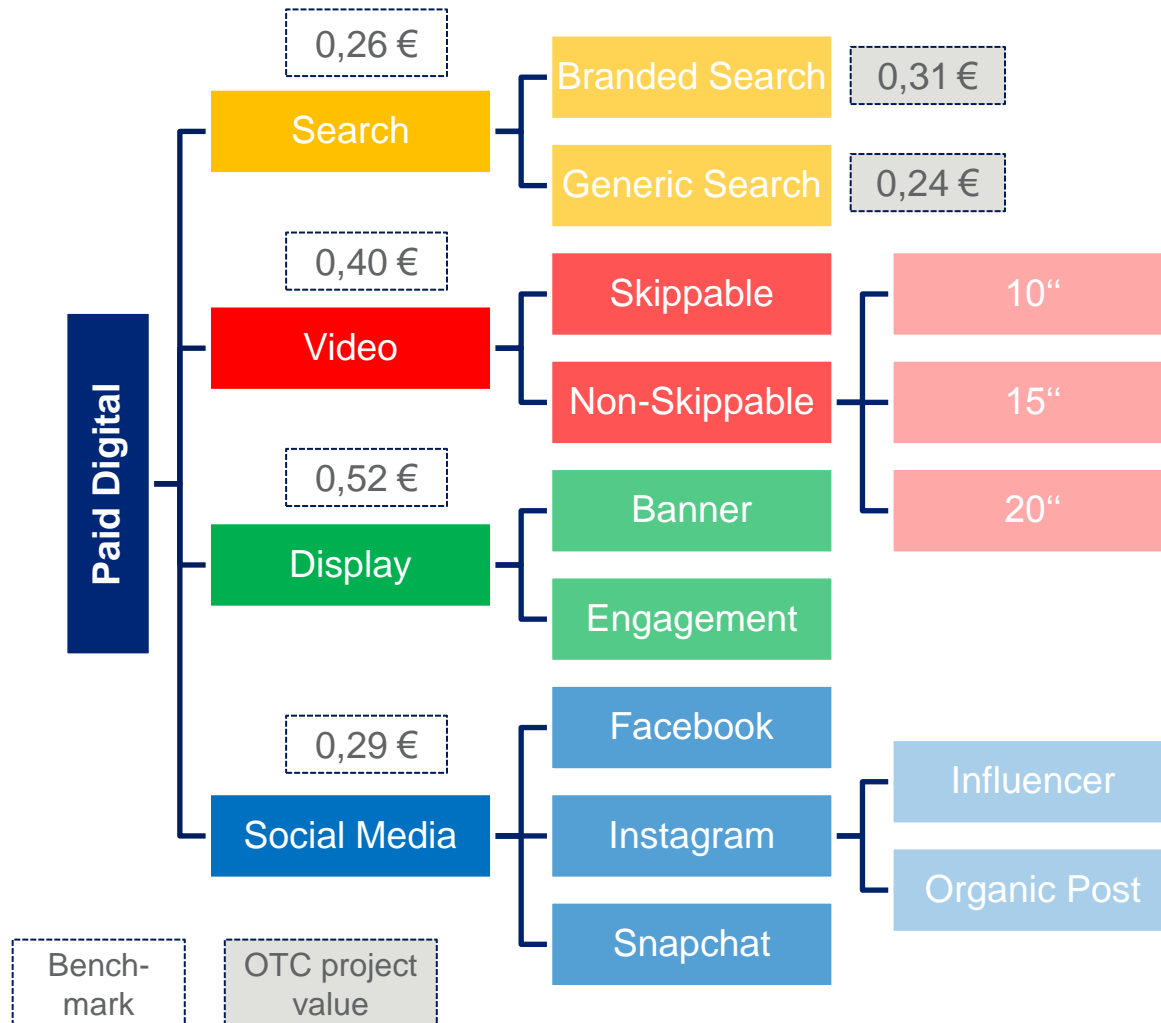
The higher ROI of Anna reflects a **superior fit between creative and targeting** of creative “Anna” compared to “Ben”



IRI modeling ensures flexibility in clustering of campaigns in order to provide the desired insights and evaluation on different levels

Taxonomy of performance splits of digital cross-media campaigns

Creative & Channel



What is possible:

- ROI separation/ contribution of single channels and subchannels within cross-media campaigns
- Bundling of channels/ subchannels of a complete cross-media ROI

Outlook

What is going to be done in the future?

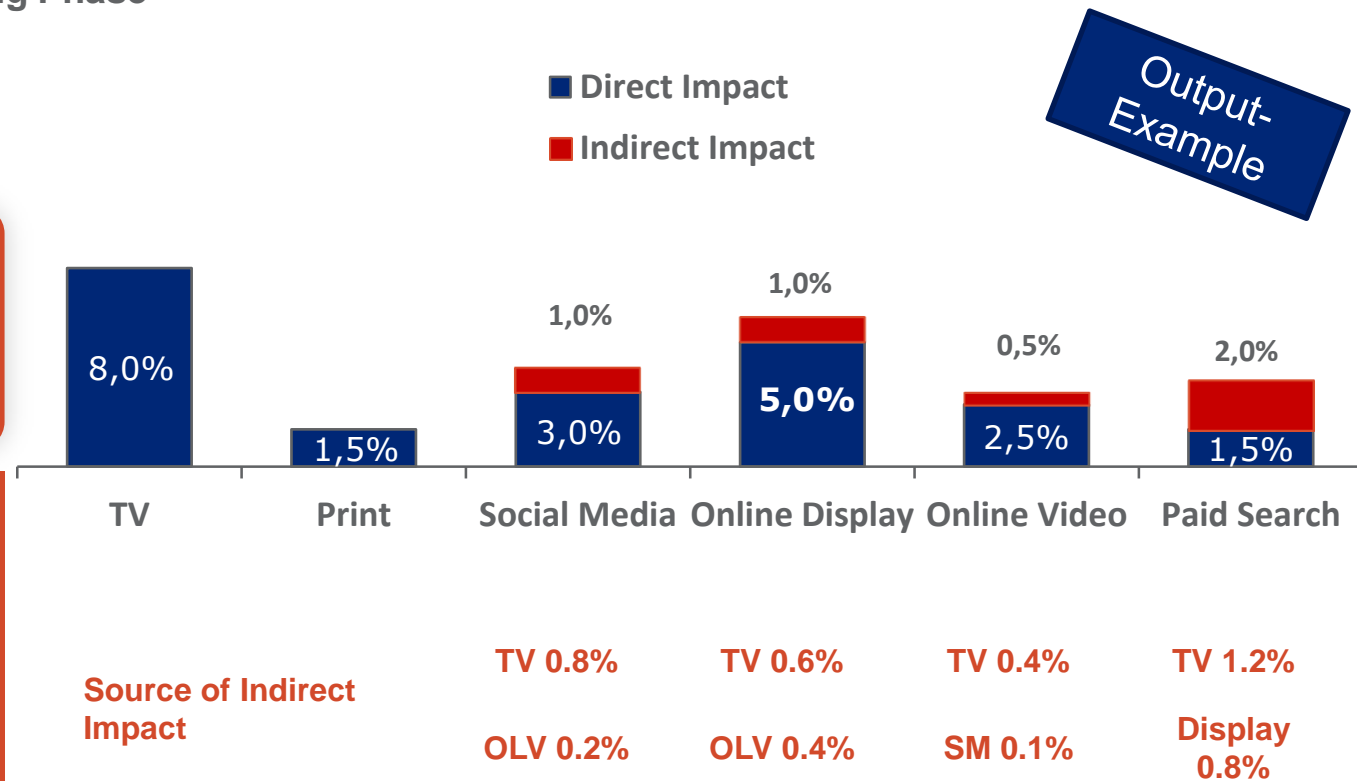


Future modeling is able to quantify the contribution of the different media channels within a cross-media campaign

Media reattribution - Piloting Phase

Media Reattribution

- Is it better to do TV advertising at the same time or before the digital campaign?
- Which digital activity combines best with my print advertisement for maximum sales?
- Can I optimize my planning to get higher combined effect across TV and Digital?



Moreover, IRI is further shifting modeling focus towards up to date media channels such as social influencer marketing

01

Influencer Aktivität

Mrsbella konsumiert einen „Landliebe Grieß Pudding“ in ihrer Story, ohne diesen aktiv verbal zu bewerben

Virale Auswirkung

Durch ihre enorme Reichweite erreicht sie damit über 1 Millionen Follower

02

03

Starker Nachfrageanstieg

Die 24-Stündige Story kreiert einen kurzfristigen Hype um den Pudding im LEH -> OOS



IRI kann den Zusammenhang zwischen Story und Uplift im LEH auch ohne Tracking Link und Code feststellen und quantifizieren



Your contacts

FOR MORE INFORMATION

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ABOUT IRI

IRI is a leader in delivering powerful market and shopper information, predictive analysis and the foresight that leads to action. We go beyond the data to ignite extraordinary growth for our clients in the CPG, retail and over-the-counter healthcare industries by pinpointing what matters and illuminating how it can impact their businesses across sales and marketing.

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