

IRI Lift™



Advertising's Most Complete and Accurate Measurement Solution

Market Situation

Advertising has become much more complex and fragmented with the explosion of multiscreen viewing, media channels and content providers. Unfortunately, most advertising measurement solutions focus on limited factors such as the number of impressions, click-through rate, engagement rate and time spent rather than advertising's actual sales impact on its target audiences. Programmatic buying, in particular, is based on buying efficiency rather than sales results, and campaigns are often not measured because of campaign feasibility requirements related to smaller-size campaigns or the time needed to run the analysis. Quickly and accurately understanding the sales impact and return on advertising spend (ROAS), though potentially overwhelming, is becoming a critical need for advertisers.

Opportunity

Marketers can increase ROAS by 30-70 percent with tools that allow them to adjust their campaigns "in flight." A solution that will meet this need has to provide real time digital campaign performance measurement and optimization capabilities and also be significantly more accurate and granular. With these more detailed and real time analytic capabilities, advertisers could adjust their campaigns inflight in order to positively impact results, such as sales lift, penetration and trial.

Limitations

While advancements in advertising technology can enable in-campaign improvements, most existing measurement tools don't have the speed or the depth of insight to support in-flight ad measurement and optimization. Current measurement solutions don't provide results until at least eight weeks after the campaign ends and do not offer mid-campaign intelligence, so advertisers miss opportunities to rebalance campaigns as they occur. These solutions also do not provide accurate in-depth sub-campaign insights so advertisers miss key insights; are based on only partial data coverage, often for a single channel or even a single retailer; don't account for key marketing drivers at the household level; and are delivered in a static, non-dynamic format.

Why IRI?

IRI has used its 30+ years of sales lift, marketing mix, price gap and other analytic model expertise to create IRI Lift™. Developed in partnership with Kantar Shopcom, it is the industry's fastest and most accurate in-flight advertising measurement solution. It provides faster reads, which are available as soon as five weeks after the campaign starts and updated weekly, and the ability to do real time, built-in optimization and adjust a campaign while it is "in flight." These optimizations are fueled by highly accurate and granular insights and offer

results at the creative, publisher, target and viewability levels. Moreover, IRI Lift can measure smaller-sized campaigns, making optimization possible for a larger universe.

This powerful solution is significantly more accurate due to the scale of data it captures, including point-of-sale data for all outlets, and consumer panel, frequent shopper and TV advertising data in addition to macroeconomic factors, health and wellness attributes, and more than 20 causal variables, such as price, promotion, weather and gas, and its proprietary modeling engine.

IRI Lift is the perfect solution for the advertiser, publisher, network or agency that wants to improve multi-channel campaign performance to drive true 1:1 marketing personalization and revenue growth for their brands.

With IRI Lift,
advertisers can improve
ROAS by 30-70 percent.

Answers Critical Media Investment Questions, Including:

- Which messages, publishers and placement strategy will maximize shopper impact?
- Which campaign elements, such as creative, publisher, placement and targeting method, should I adjust midflight to drive incremental sales?
- How is my brand penetration being affected by my campaign?
- What is the true sales impact after accounting for other factors like pricing changes, merchandising, distributions, weather, gas prices etc.?

About IRI. IRI is a leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care, retailers and media companies to grow. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand cloud-based technology platform, IRI guides over 5,000 clients globally in their quests to remain relentlessly relevant, capture market share, connect with consumers and deliver growth. www.IRIworldwide.com

Corporate Headquarters: 150 North Clinton St., Chicago, IL 60661, USA, (312) 726-1221



Users can drill down to the sub-campaign level to truly understand what's driving performance.

How It Works

Having measured thousands of advertising campaigns, IRI uses a streamlined engagement process to help clients quickly gain value from their investment. Once the client identifies the campaign and the desired business objectives, IRI collaborates directly with the agencies and data providers to identify exposed and unexposed households through an ad server log file or similar tagging scheme. This exposure data is linked to offline frequent shopper, IRI panel and point-of-sale data. IRI then runs models to quantify the impact and makes recommendations to optimize campaign ROAS. These results are easily accessible via the IRI Liquid Data™ technology platform. With its leading-edge visualization, users can easily query different dimensions, such as week of campaign, publisher and other sub-campaign elements to get a quick read on their campaign through one seamlessly integrated, always-on, platform.

Pricing

IRI Lift is available via an annual subscription or adhoc analysis for a single campaign. Basic subscriptions are \$45,000+ per campaign; advanced subscriptions are \$75,000+ per campaign.

Contact

For more information, contact your IRI representative or the Customer Interaction Center at Customer.Interaction.Center@IRIworldwide.com.

