

# Using A Buyergraphic Approach To Increase The ROI Of Your Marketing Spend



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Activate Data on Any Media Platform



*Online*



*Mobile*



*Television*



*Email*



*In-Store*



*Print*

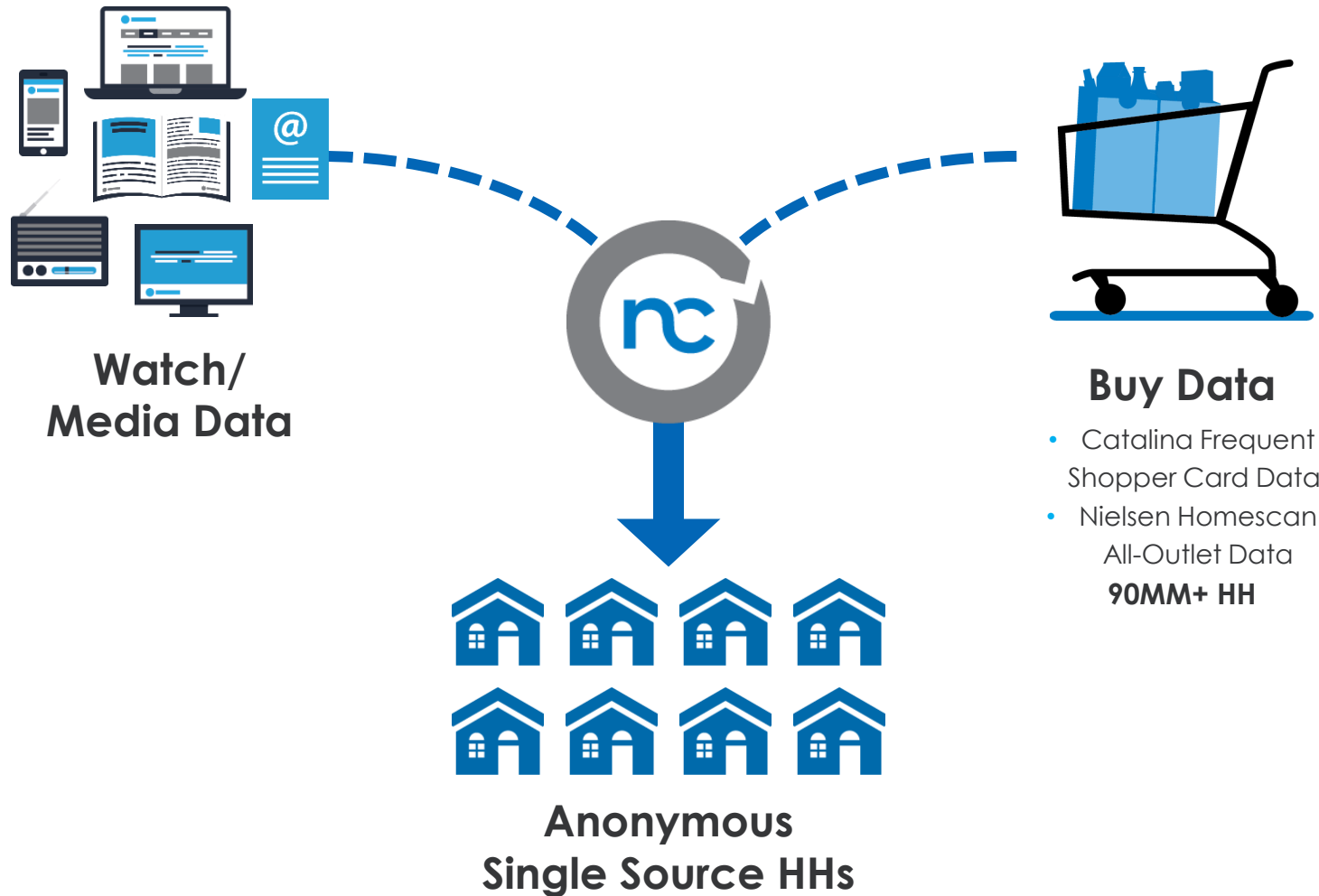


*Radio*



*CRM*

# Linking What Consumers **Watch** With What They **Buy** Informs A Buyergraphic Approach



What are the current **challenges**  
in the CPG marketplace?

A  
TOUGH  
ROAD  
TO  
GROWTH

The 2015 Review:  
How the Top 100 CPG  
Brands Performed

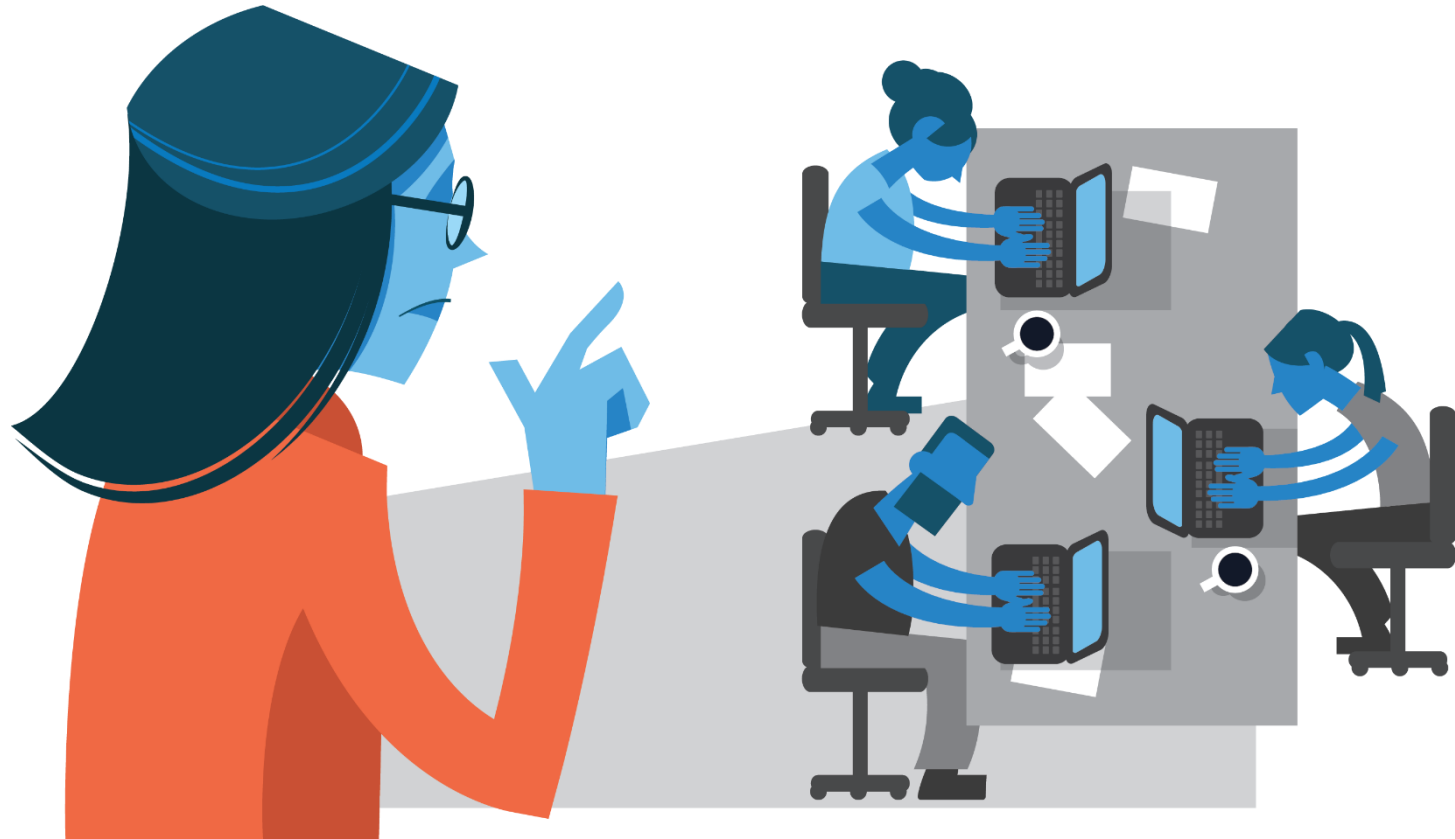
Overall, **90** of the Top 100 CPG brands **lost share** in 2015

Sales volume declined slightly, by **0.8 percent**

Both **gainers and decliners** did not keep pace with **category growth**



# Continued Pressure At The C-Level For Marketing Accountability



**65% of CMOs feel pressure to prove the value of marketing.**

Source: The CMO Survey 8/13.

What are  
**Buyergraphics** anyway?

# Audience Segmentation Ecosystem



## Buyergraphics

Define target audiences and segments based on actual retail purchases.



Buyergraphics



Demographics

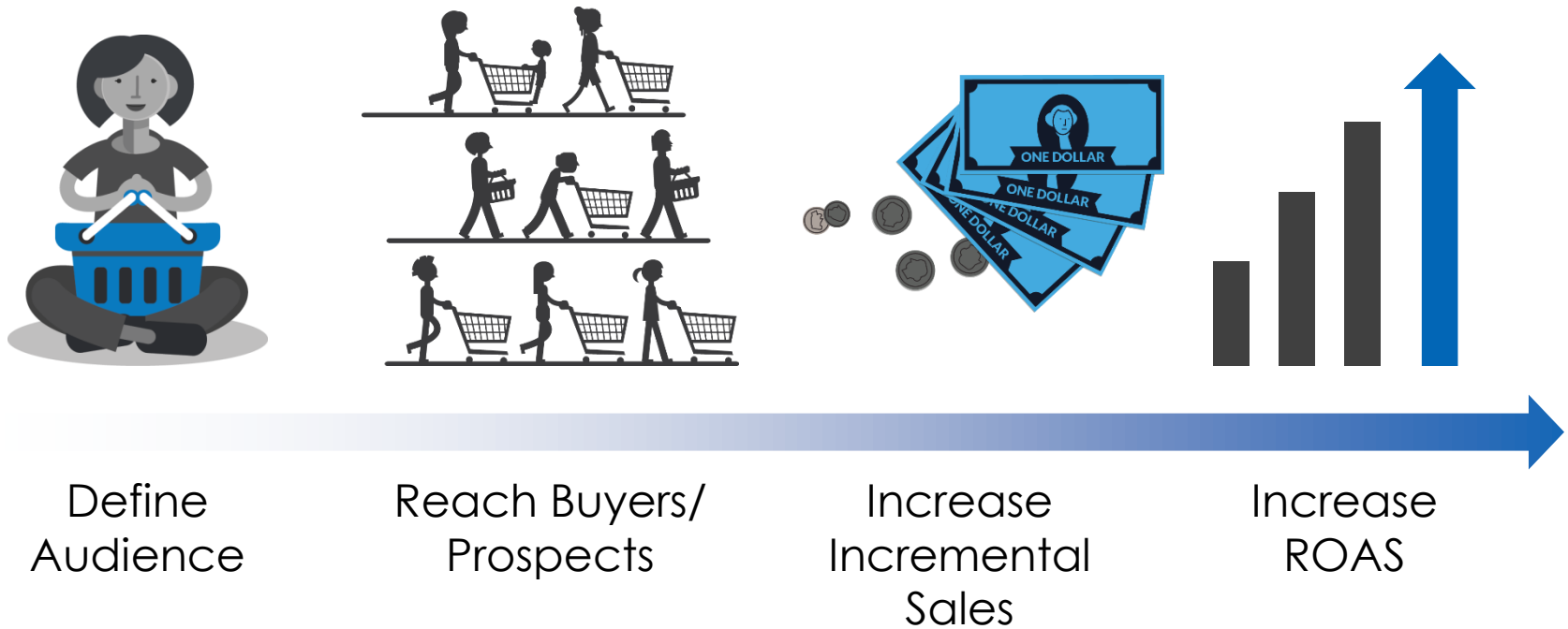


Geographics



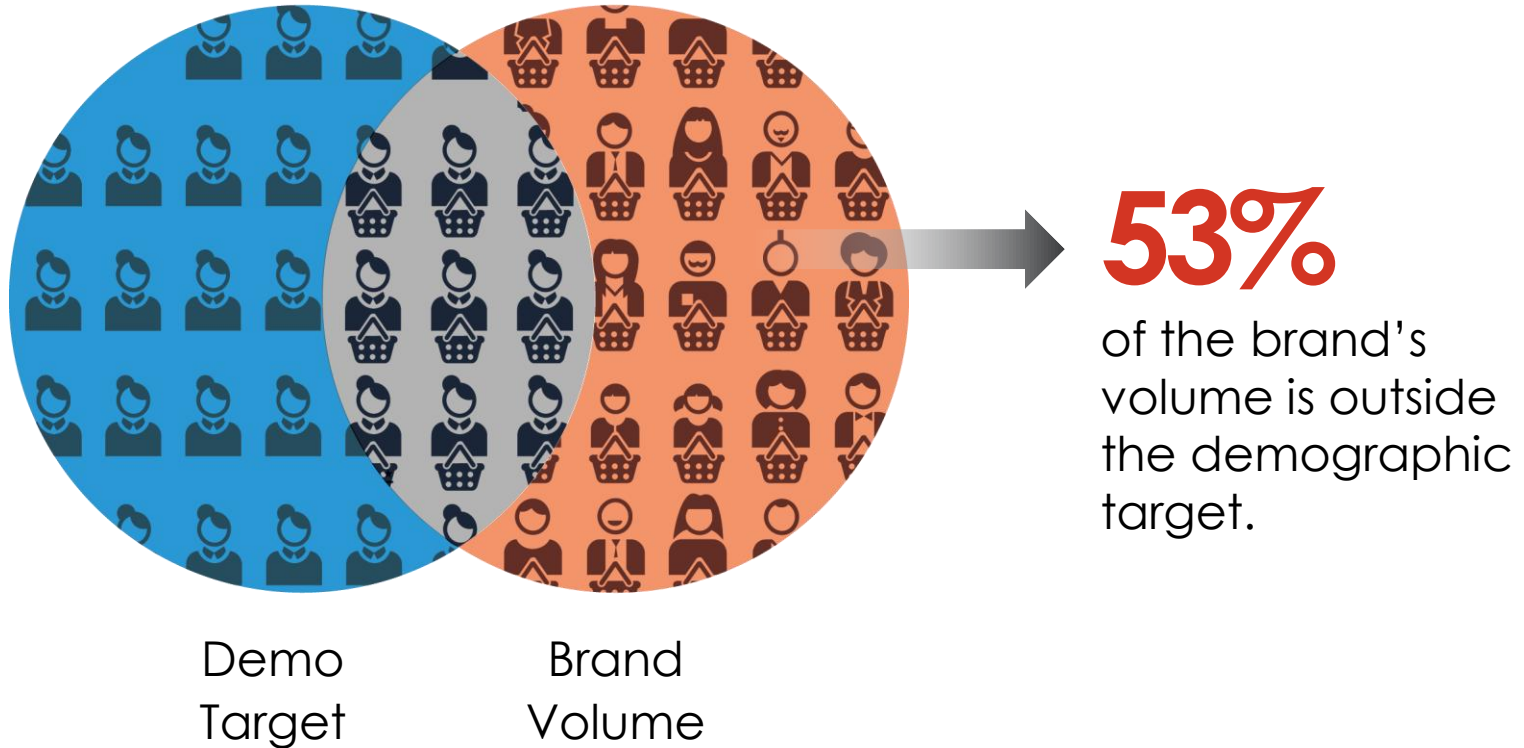
Psychographics

# Buyergraphics Meet Data Driven Marketing



Why does focusing on  
**buyers work?**

# Focus Media On **Buyers** To Drive Incremental Retail Sales



Source: *Deconstructing Demographics*, Catalina (2012); data and analytics from Nielsen Catalina Solutions Case Study of 10 CPG brands that spent \$415 million on national TV in 2011.

What **sales lifts** can a typical  
brand achieve using this  
approach for **TV**?

# Buyergraphic Target Delivers \$36MM More Incremental Sales

	Original Target: Adults 18-34	Buyergraphic Target: "Heavy Category Buyers"	Increase
Incremental Retail Sales in MMs	\$65.4	\$101.8	<b>+\$36.4</b>
HHs Reached	40%	42%	<b>+2%</b>
% Contribution to Incremental Brand Sales	45%	70%	<b>+25%</b>

\* Index of Responsiveness = % Sales Contribution to Total Campaign Response / % Reached Households

## Year-Over-Year Benefit of Adoption

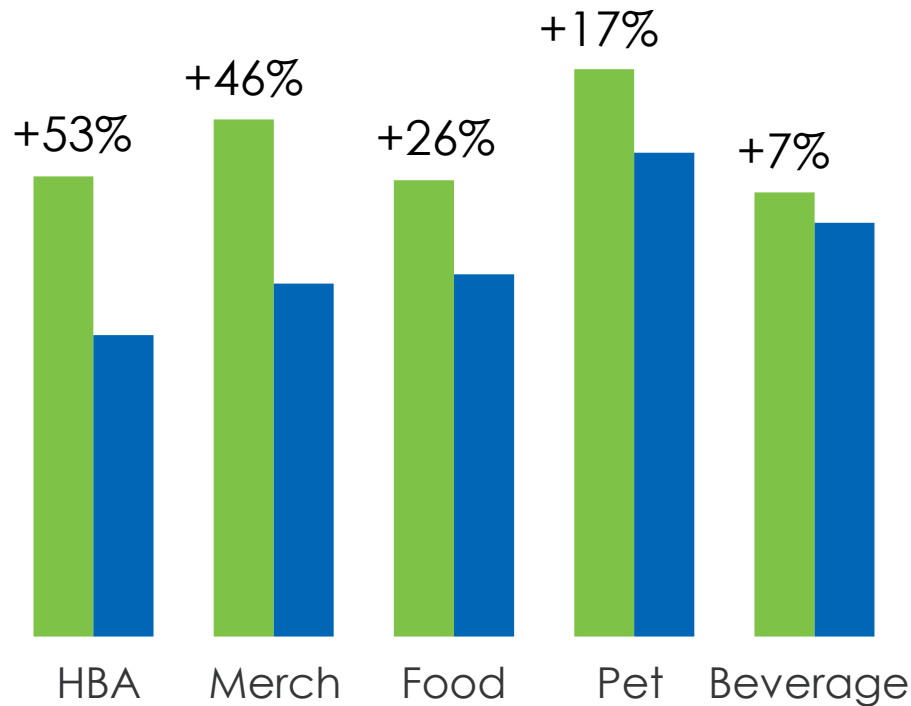
	Brand A	Brand B	Brand C	Brand D	4 Brand Total
Lbs MM	3.3	0.07	1.0	1.2	<b>5.7</b>
Dollars MM	\$10.5	\$0.7	\$4.5	\$4.9	<b>\$20.7</b>
ROAS	\$2.81	\$1.11	\$7.67	\$2.91	<b>+\$2.04</b>

What **ROAS** can I expect by using  
Buyergraphic Targeting for **Digital**?

# CPG Benchmarks

2,200+ Digital Studies

## CPG ROAS by Category



## Average ROAS

**With NCS**  
Buyergraphic Targeting

**\$2.93**

**Non-NCS**  
Targeting

**\$2.47**

Source: Nielsen Catalina Solutions CPG Benchmarks; over 2,200 studies from 2004 – Q2 2015 for Digital Ads. Copyright 2015 © Nielsen Catalina Solutions

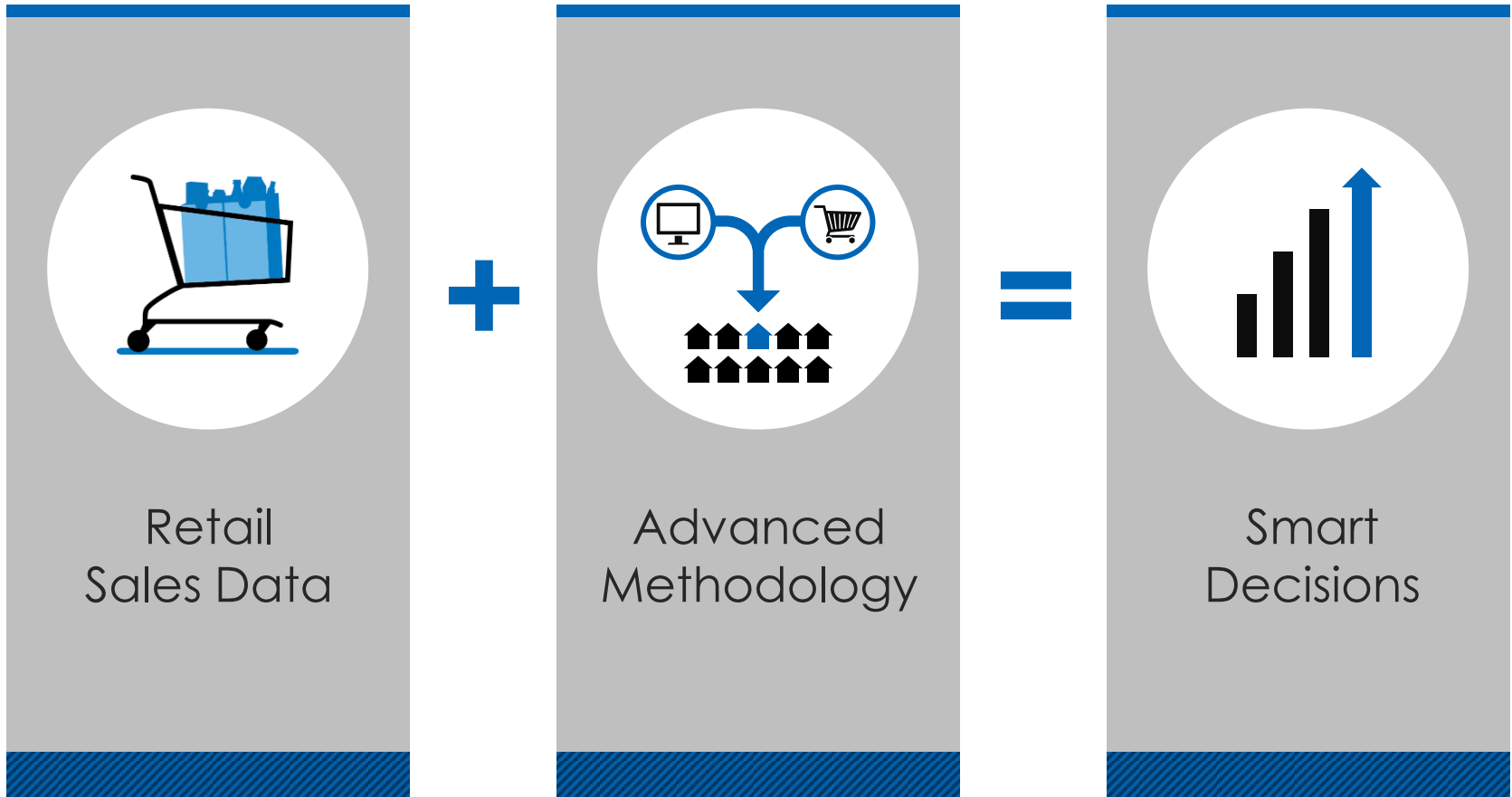
Is all **big data** the same?

**How much** is enough?

How do I make it **actionable**?

Is my data **measurable**?

# Not All Created Equal



What's an example of  
**Buyergraphics** in action?

# Case Study: Neutrogena

## Channel: **Mobile & Desktop**

# 27%

Of Neutrogena Consumers **buy more than 1 Brand Segment**

# \$167MM

**Opportunity** to get Neutrogena Shoppers to buy in one more segment

### How did we help?

Activated against consumers that put on NEUTROGENA Make Up and wipe it off with a Competitive Remover

### What did we deliver?

Drove Consumers Cross Segment

- **\$5.84 ROAS**
- **\$4.7MM in Inc. Sales**

**Buyergraphics Drive Results**

**Data: Quality & Scale Matters**

**Measure Incremental Sales**

**Break Through Barriers**

# Change Your Mindset

# Thank You



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Q & A

The following are some potential questions that Karen could ask to engage the audience

- ❑ Old School --- show of hands!

# Thank you

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