Global Pet Food Company- Sales Attribution Findings

Challenge

Our **primary goal** is to build a model to observe x campaign's impact on incremental sales.

We need to ascertain if and by how much the incremental sales gap between test & exposed widens with the onset of the campaign

Our **secondary goal** is to understand how gains in Purchase Intent (collected via survey) relate to growth in incremental sales.

Approach

Our sales-focused analysis is built from **3,981 exposed / 13,000 control** users.

- All users are tracked via Kantar for exposure

- All users participate in both Kantar & Numerators' permissioned panels

- All users fall within Numerator's static panel, meaning that they must have uploaded subsequent monthly purchases/receipts for 24 months

Our purchase intent data is built from **3478 exposed / 2039 control** users: All users are tracked via Kantar for exposure

Insight

When observing our test and control groups' purchase habits over time, we observed that test users historically spend higher than control users.

Impact

- 2021 campaign drove 2% in sales lift & an incremental $1.45 per person Those who already purchased the brands' pet food and who are lower-mid income are most strongly motivated by the campaign to spend more

- While only 10% of incremental sales was driven by non-purchasers of the brand, this group did have a strong impact on brand penetration.

- Frequency of exposure has the strongest impact on incremental sales among those who purchase 25-50% of their pet food from the brand.

- Videos, Consideration & Purchase Ad Strategies, Behavioural & Purchase Based Targeting, Mobile App and Hulu were the most effective parts of the campaign in terms of driving incremental sales.

- Focusing efforts on reaching receptive audiences (those who already purchase at least 25% of their pet food from the brand) in the right place with the right creative, ROAS could be improved by 1.4x

- Of the 2% incremental sales our model predicts, ~17% of that is driven by the campaigns' ability to motivate Purchase Intent

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