



# ABCS Insights

Making Media More Valuable

## DOOH & Shopper DOOH (Instore Media) Case Studies

Attached are blinded cases studies of actual sales lift studies conducted by ABCS Insights.

These are being shared with permission from our client/DOOH Partner.

To learn more about our approach to measuring DOOH, including instore media, contact:

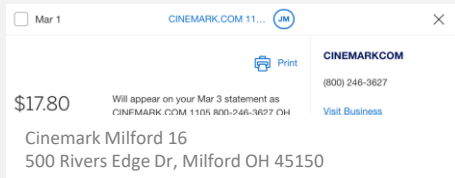
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# DOOH Sales Lift Measurement

Sales Lift for Illustration. We also offer Brand Lift & Website or Foot Traffic

## ► Finding Exposed Households

**PURCHASE DATA CONFIRMS HH WAS AT THE LOCATION**



**PARTNER SUPPLIES EXPOSURE LOGS**



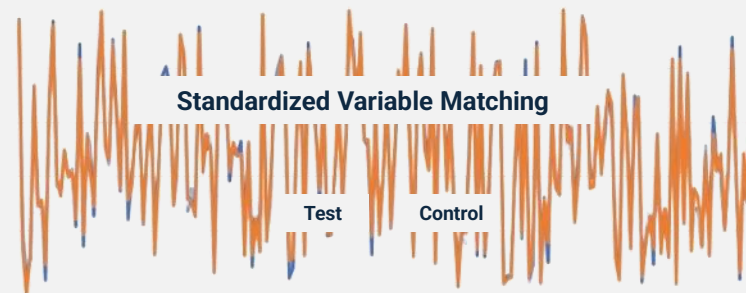
**GEO-FENCE WITH LOCATION DATA**



## ► Finding Matched Control Households to Understand Incrementality

**Test (Exposed) and Control (Unexposed) groups are matched on pre-period category / brand sales & other demographic behavior**

The difference (between the groups) is the media exposure.



## ► Connecting Exposures to All-Outlet Sales

**18M HOUSEHOLDS**

CREDIT | DEBIT | BANK CARD SALES

**23M HOUSEHOLDS**

ITEMIZED (SKU LEVEL) RECEIPTS

# DOOH in Bar Setting Drives Increased Sales Lift (On-Premise and In-Retail Stores) for CPG Brand

ABCS Insights was asked to measure the effectiveness of a **popular beverage brand's DOOH campaign** in driving incremental sales. The ads were served on **TV screens in bars/restaurants**.

ABCS Insights received MAIDs directly from the media partner, but also leveraged our credit, bank and debit card data from 18 million households to supplement exposures. We used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our itemized receipt data from 23 million households to understand sales performance.

**4 Million households were reached. The campaign delivered the following results:**

**+7.7%**  
SALES LIFT OVERALL  
2X NORM

**+119%**  
ON-PREMISE SALES LIFT  
30X NORM

**+3.8%**  
HH PENETRATION  
1.7X NORM

**\$15**  
INCREMENTAL ROAS



# DOOH in Gym Setting Drives Increased Sales Lift & iROAS for CPG Brand

ABCS Insights was asked to measure the effectiveness of a **popular beverage brand's zero-sugar offering DOOH campaign** in driving incremental sales at retail. The ads were served on **TV screens in health clubs/gyms**.

ABCS Insights received MAIDs directly from the media partner, but also leveraged our credit, bank and debit card data from 18 million households to supplement exposures. We used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our itemized receipt data from 23 million households to understand sales performance.

**2.5 Million households were reached. The campaign delivered the following results:**

**+10.6%**  
SALES LIFT  
2.7X NORM

**+7.8%**  
HH PENETRATION  
3.4X NORM

**\$20.00**  
TOTAL ROAS

**\$1.95**  
INCREMENTAL ROAS





# DOOH at Gas Pumps Drives Sales for Major Gum Brand

A major **chewing gum brand** was looking to drive sales at convenience stores when consumers stopped for gas. They contracted with an OOH partner to deliver ads at **gas station pumps**. ABCS Insights was asked to measure the effectiveness of the campaign.

ABCS Insights leveraged our location data (67M MAIDS) and credit, bank and debit card data (18 million HH) to identify exposed households. We calculated reach by assessing the total number of unique trips/HH IDs for the client vs their provided impressions. We used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our itemized receipt data from 23 million households to understand sales performance.

## The campaign delivered the following results:

**\$3.7M**

Attributed Sales  
from the exposed HH

**\$22**

RETURN ON  
AD SPEND

**+12.4%**

HH PENETRATION LIFT  
for the Advertised Flavors



# OOH Drives Increased Sales Lift for Leading Juice Brand Launching a New Line of Products

ABCS Insights was asked to measure the effectiveness of a **popular beverage brand's OOH campaign** in driving incremental sales. The brand was launching and restaging various flavors into a unifying subline of products. The eye-catching ads were served across **prominent billboards in NYC, Chicago, LA, Atlanta and Miami**. These billboards were secured both programmatically and through traditional OOH direct buys.

For the programmatic inventory, ABCS Insights received MAIDs directly from the media partner. For the traditional OOH locations, ABCS leverage its location and purchase data to identify exposed households. ABCS used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our itemized receipt data from 23 million households to understand sales performance. We measured the new product line (advertised items), as well as halo to the parent brand.

**40+ Million households were reached. The campaign delivered the following results:**

**+6.8%**

SALES LIFT ON  
ADVERTISED ITEMS  
**1.8X NORM**

**+0.73 pts**

HOUSEHOLD  
PENETRATION  
TO THE BRAND

**\$2.59**

INCREMENTAL ROAS  
ON ADVERTISED ITEMS

**\$4.71**

INCREMENTAL ROAS  
ON TOTAL BRAND



# Water Brand Drives Increased Foot Traffic and Brand & Category Sales to c-stores

ABCS Insights was asked to measure the effectiveness of a **regional water brand's** campaign in driving visits and sales of the brand. The campaign included **programmatic DOOH, programmatic display and GasBuddy media**. It had a significant impact for the retailer and the brand.

ABCS Insights pixelated all the digital media. We used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our itemized receipt data from 23 million households to understand brand and category sales performance. We also geofenced all related retail locations to understand foot traffic.

**3.6 Million households were reached. The campaign delivered the following results:**

**+12%**  
INCREASE IN VISITS  
to WAWA

**+9%**  
INCREASE IN VISITORS  
to WAWA

**+24%**  
SALES LIFT IN THE WATER  
CATEGORY AT WAWA

**+55K**  
WATER CATEGORY  
HH PENETRATION AT WAWA

**+43%**  
BRAND SALES LIFT  
10X Norm

**+57%**  
BRAND HH PENETRATION  
25X Norm

**\$1.83**  
BRAND TOTAL ROAS  
(\$ AT WAWA)

**\$0.55**  
BRAND INCREMENTAL  
ROAS (\$ AT WAWA)





# In-Store Signage - Amplified with Digital Media - Drives Increased Sales for Alcohol Brand

ABCS Insights was asked to measure the effectiveness of a **spirit brand's** campaign in driving incremental sales at retail. The campaign included **shelf signage** in the alcohol aisle inside of Walmart, Kroger & Albertsons, as well as **digital display** advertising.

ABCS Insights pixelated the digital media. To include households exposed to the in-store signage, we leveraged our receipt data from 23 million households to identify those that bought the alcohol category in the stores where the signs were placed. We used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our itemized receipt data from 23 million households to understand sales performance.

**7.8 Million households were reached. The campaign delivered the following results:**

**+77%**

SALES LIFT  
10X NORM

**+64%**

HH PENETRATION  
10X NORM

**\$3.80**

TOTAL ROAS

**\$0.86**

INCREMENTAL (SHORT-  
TERM) ROAS

