

Full Funnel Measurement for National QSR

ABCS Insights was asked to independently measure the full funnel performance of a **national QSR**'s media campaign.

We delivered upper funnel metrics via our Brand Effects Survey, mid funnel (Foot Traffic) and sales performance (Sales Effect) results.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households. We:

- Delivered a client-approved custom survey to understand brand perceptions and attitudes
- Geo-fenced restaurant locations to understand foot traffic
- Leveraged both our credit, bank, and debit card data from 18 million households and our itemized receipt data from 23 million households to understand sales performance

+13.15%
FAVORABILITY
(BRAND EFFECTS)

+10.8%
PURCHASE INTENT
(BRAND EFFECTS)

+17%
RETAIL VISITS
(FOOT TRAFFIC)

+175K
INCREMENTAL VISITS
(FOOT TRAFFIC)

+7.2%
SALES LIFT
(SALES EFFECTS)

+\$811K
INCREMENTAL SALES
(SALES EFFECTS)



Full Funnel Measurement for High-End Beauty Brand

ABCS Insights was asked to independently measure the full funnel performance of a **high-end beauty brand's social media campaign** (Instagram, TikTok, YouTube). 1.8 Million households were reached in this campaign.

We delivered upper funnel metrics via our Brand Effects Survey, mid funnel (Website traffic), and sales performance (Sales Effect) results.

ABCS used our 2M U.S. household, opt-in meter panel to passively find exposed households. We then applied experimental design to match households exposed to the ads with a similar control group of households (HH).

- Conducted an ABCS survey panel of 20M HH to measure brand and consideration effect metrics
- Utilized ABCS web meter panel of 600K individuals to measure website visitation
- Utilized a receipt panel of 23M HH to measure sales effect metrics

+34%

PURCHASE INTENT
(BRAND EFFECTS)

+16.5%

INCREMENTAL WEB VISITS
(WEB TRAFFIC)

+27%

SALES LIFT
(SALES EFFECTS)

\$1.75

ROAS
(SALES EFFECTS)

