

## Ad Effectiveness Measurement

### Sales Effect Analysis – CPG/FMCG

#### How it Works

**ABCS Insights** has developed a technology solution coupled with a single source dataset to measure full funnel attribution of digital advertising across all screens utilizing an opt-in cookie-less panel.

For Sales Lift in the CPG/FMCG industry, **ABCS Insights** matches ad exposures to sales datasets to glean insights into incremental purchases driven by advertising or ROAS. Both Online and Offline purchases are captured – along with all the biggest retailers!

#### Data Sources for Sales:

Largest consumer purchase panel with SKU-level granularity (23M monthly active households, 22 average monthly purchases, \$500M daily GMV)



**New Product Launches**



**All Outlet**



**Representative Samples**



**Repeat vs Trial Customers**

## Methodology

ABCS Insights uses industry accepted test vs. control experimental design. Test households/stores (exposed to campaign) and control households/stores (not exposed to campaign) are carefully matched and balanced using pre-period buying behaviors.

Alternative methods available such as Matched Market.

## Standard Reporting

#### Sales Penetration:

The percentage of the sample population that made a purchase of the product during the campaign

#### Basket Size:

Average amount spent per transaction

#### Purchase Occasions:

Average number of purchases throughout the campaign

#### Sales Rate:

Average dollars spent per buyer during the campaign

#### Total Sales:

Per household during the campaign

## Advanced Reporting

#### Attribution:

ROAS, incremental ROAS, new to category, new to brand