



# ABCS Insights

Making Media More Valuable

## Sales Lift Case Studies

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

To learn more about our approach to measuring cross-channel, full funnel media, including instore media, contact:

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# Digital Media Campaign for a Beauty Brand Increased Sales Effect at Walmart

ABCS Insights was asked to independently measure the effectiveness of a **national beauty brand's commerce media campaign** to drive sales at Walmart. The campaign had positive effects and helped increase overall sales for both the hero (advertised item) and halo (brand level) products.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our receipt panel of 23M monthly active consumers to understand sales performance.

**7.9 Million households were reached. The campaign delivered the following results (at Walmart):**

**+24.4%**

HH PENETRATION  
**HERO**

**+7.54%**

HH PENETRATION  
**HALO**

**+35.9%**

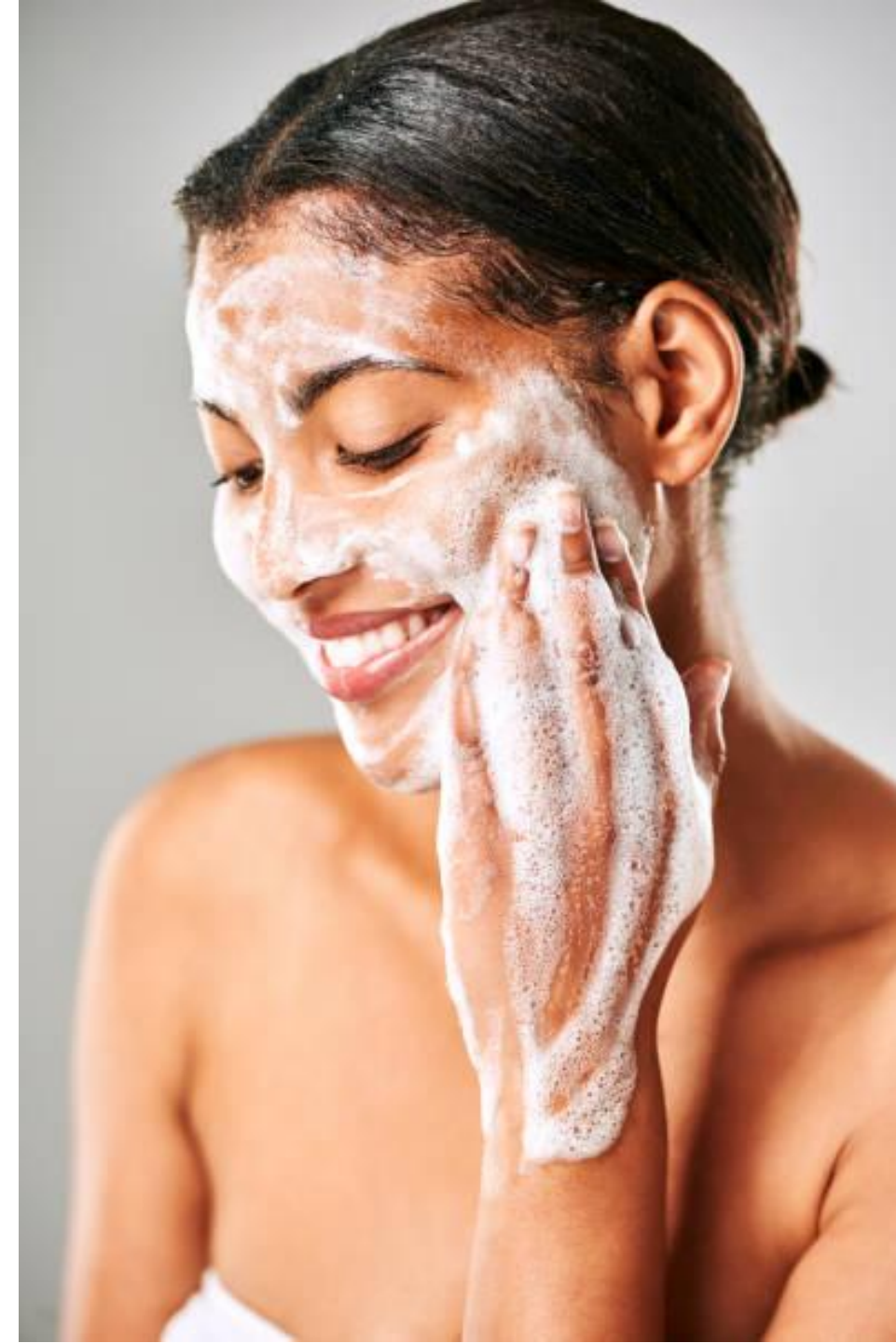
SALES LIFT

**\$7.26**

TOTAL ROAS

**\$1.09**

INCREMENTAL ROAS



# Digital Media Campaign for Eye Drop Brand Increases Sales at Walmart, Target, & CVS

ABCS Insights was asked to independently measure the full funnel performance of a **leading eye drop brand's digital media campaign**. The campaign had positive effects and helped increase the overall sales performance, including assessing results at Walmart, Target and CVS specifically.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our receipt panel containing 23M monthly active consumers to understand sales performance.

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

**+55.3%**

TOTAL SALES  
14X Norm

**+28.2%**

HH PENETRATION  
12X Norm

**\$3.16**

TOTAL ROAS

**\$1.13**

INCREMENTAL ROAS



# 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



# 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 and water category. 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 the retailer's 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



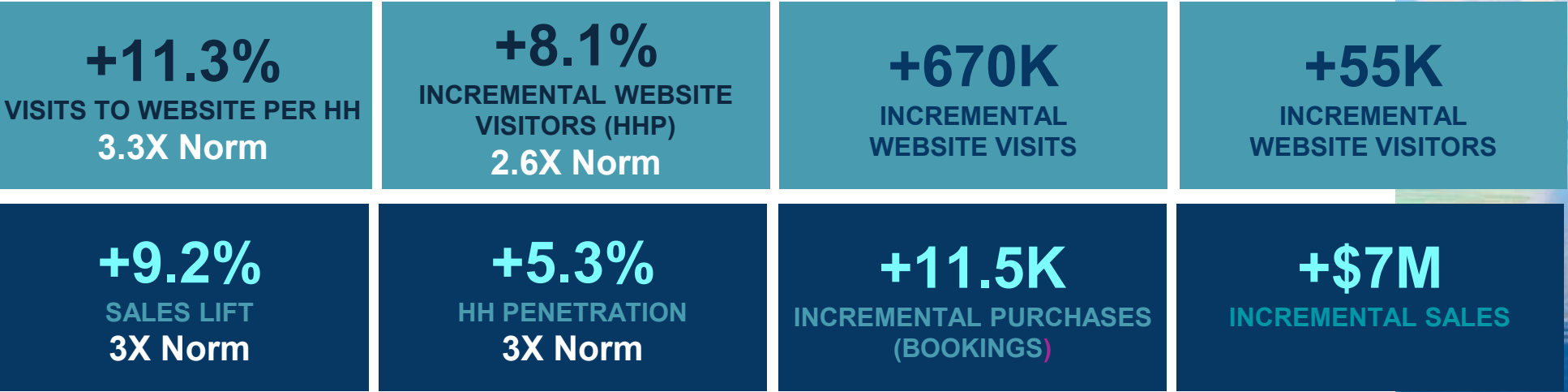


# Travel Campaign Drives Increased Website Traffic and Sales Lift to Deliver Positive ROAS

ABCS Insights was asked to measure the effectiveness of a **popular online marketplace for short- and long-term homestays** digital campaign in driving web visits and ultimately bookings (sales). The campaign had a significant impact, delivering positive returns for the brand, including incremental website visitors & visits as well as incremental sales.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our 2M household meter panel to track website visitation and our credit, bank and debit card data from 18 million households to understand sales performance.

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





# Local Media Campaign Increases Sales for Restaurant Chain

ABCS Insights was asked to measure the effectiveness of an **American fast-casual restaurant chain's** campaign in driving incremental sales. This was a **local TV campaign**.

ABCS Insights conducted a match market measurement study. 50 DMAs were included in the test group with comparable matched market control groups. We leveraged our itemized receipt data from 23 million households to understand sales performance.

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

**+15.1%**  
SALES LIFT

**+6.51%**  
HH PENETRATION

**\$17.31**  
TOTAL ROAS

**\$2.27**  
INCREMENTAL ROAS

**RESULTS WERE 3-5X ABOVE QSR NORMS**



# National Auto Campaign Increases Sales

ABCS Insights was asked to measure the effectiveness of a **national auto brand's** campaign in driving sales of the hero (advertised item) and halo (total 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 based on pre-period buying and demographics. We leveraged the Department of Motor Vehicles (DMV) data to determine sales effect metrics.

## The campaign delivered the following results:

<div>+9.63%</div> <div>SALES LIFT HERO</div>	<div>+9.2%</div> <div>HH PENETRATION HERO</div>	<div>\$3.00</div> <div>INCREMENTAL ROAS HERO</div>
<div>+3.8%</div> <div>SALES LIFT HALO</div>	<div>+4.5%</div> <div>HH PENETRATION HALO</div>	<div>\$52.00</div> <div>INCREMENTAL ROAS HALO</div>



# Digital Media Campaign for Leading Tech Company Increases Sales

ABCS Insights was asked to independently measure the performance of a **leading tech company's digital media campaign**.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households; thereby associating any changes in sales performance to the media campaign. The campaign was shown through several media partners. We leveraged our receipt data from 23 million households to understand sales performance.

**1.7 Billion impressions were made. The campaign delivered the following results:**

**+8.73%**  
SALES LIFT

**+6.0%**  
SALES PENETRATION

**\$67.27**  
TOTAL ROAS

**\$5.40**  
INCREMENTAL ROAS





# Digital Media Campaign for Leading Tortilla Chip and Dip Brand Increases Sales at Walmart

ABCS Insights was asked to independently measure the performance of a **leading tortilla chip and dip brand's digital media campaign** at Walmart.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households; thereby associating any changes in sales performance to the media campaign. Households were exposed to one type of creative. We leveraged our receipt data from 23 million households to understand sales performance.

**9.7 Million households were reached. The campaign delivered the following results (at Walmart):**

**+6.36%**  
TOTAL SALES LIFT

**+5.55%**  
SALES PENETRATION

**\$18.04**  
TOTAL ROAS

**\$1.08**  
INCREMENTAL ROAS

**+8.38%**  
CREATIVE 1:  
SALES LIFT

**+4.36%**  
CREATIVE 2: SALES  
LIFT

