



MEASUREMENT TOOLKIT

A Buyer's Guide to
NCS's Sales Effect

NCS is now part of Circana!

NATIONAL CAMPAIGNS

SMALL CAMPAIGNS

CROSS-CHANNEL CAMPAIGNS

RETAIL MEDIA CAMPAIGNS

META ANALYSIS



CAMPAIGN MEASUREMENT IS VITAL FOR KNOWING WHAT WORKS AND WHAT DOESN'T.

– Joe Keating, Senior Analytics Director, Hills Pet

WE COULDN'T AGREE MORE. Proving your campaign drove incremental sales is the key to unlocking bigger budgets and better advertising. We created Sales Effect over a decade and a half ago to connect the dots between advertising and sales. NCS's suite of measurement solutions are designed to help you understand what's working and what's not and supply you with what you need to know to make strategic decisions about your campaigns and audiences in the future.

Whether your campaign is national, small-scale, retail media, cross-channel, or you're looking to evaluate performance across campaigns through a meta-analysis, there's a Sales Effect solution that provides you with the performance metrics you need to make smart decisions.

You want to know if your advertising made a sales impact, and we get that. That's why for the past 15 years we've used the metrics that matter most to marketers: incremental sales. All of our measurement solutions use key performance indicators like return on ad spend (ROAS), sales lift, new buyer contribution, and more.

We like to say: when you measure with NCS, you multiply campaign measurement by the power of **Sales Effect**. That is why our products have SE written in its name. It means having a clear picture on your campaign's impact and a roadmap for what comes next.

ABOUT NCS METHODOLOGY AND PURCHASE INSIGHTS

Using advanced machine learning models and transaction data from a variety of retailers to measure how well a campaign is doing, we provide you insights about the incremental sales your advertising campaign created. These insights include comprehensive consumer packaged goods (CPG) shopping patterns from all sorts of retailers, grocery, drug, mass market, convenience, big box, e-commerce sites, and also from receipt capture sources, and grocery delivery apps. By analyzing household demographics, what people are buying, and how they interact with media, NCS can calculate a campaign's incremental sales lift and determine what specifically drove consumers into stores and if they made a purchase.

NATIONAL BRANDS, LARGE CAMPAIGNS

SALES EFFECT

Comprehensive and detailed insights into your campaign's components, including creative elements, audience segmentation, frequency, and more.

SMALL BRANDS, SMALL CAMPAIGNS

CONCISE^{SE}

Campaign-level key performance indicators like ROAS, incremental sales and sales lift, enabling you to assess your sales impact for your product launch and smaller brand use cases.

CROSS-CHANNEL CAMPAIGNS

CROSS MEDIA^{SE}

Digital and TV campaign measurement together using the same metrics across channels.

RETAIL MEDIA CAMPAIGNS

REST OF MARKET^{SE}

Sales lift reporting that represents incremental sales in all stores, excluding the retail media network.

META ANALYSIS

META^{SE}

A meta analysis of several Sales Effects to uncover long term trends.

NATIONAL BRANDS, NATIONAL CAMPAIGNS

SALES EFFECT

We are fond of saying, your next campaign begins when the current one ends! Multiply your campaign measurement by the power of Sales Effect and gain insights to guide your strategies. Our flagship solution for over 15 years, **Sales Effect**, powers your advertising by finding critical performance insights at the campaign and the tactical levels (decomps). Get smarter by knowing how elements like creative, audience, flighting and frequency impact sales. You'll be amazed by knowing what's driving performance and will level up your ad game even more!

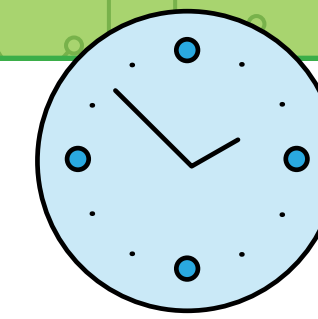
“**NCS measurement doesn't just reveal the campaign's results; it delves into the underlying reasons behind them.**

Rob Leon

Associate Director Media Insights & Analytics
Vizio

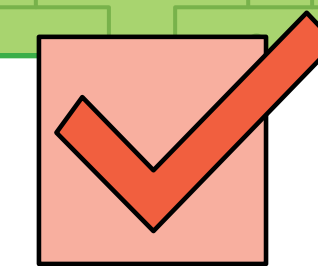
WHEN TO USE

- ▶ National brands
- ▶ Large, national, and regional campaigns
- ▶ Test and learn scenarios
- ▶ I need a roadmap for my next campaign



REPORTING BREAKOUTS

- ▶ Campaign level
- ▶ Tactics (decomps)
 - Creative
 - Frequency
 - Audience
 - Custom (by request)
- ▶ New and existing buyer contribution
- ▶ Sub-brand
- ▶ Norms



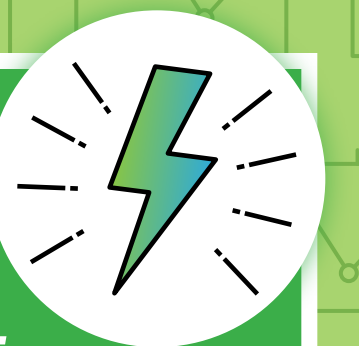
ANSWERS THE QUESTIONS

- ▶ What was the return on and spend and sales lift from my advertising?
- ▶ How effective was I at attracting new buyers?
- ▶ Which audience segments drove the most incremental sales?
- ▶ What is the optimal frequency?
- ▶ Which creative had the biggest impact?



SALES EFFECT IN ACTION:

*Vizio learned that their Home Screen sponsorship **DROVE 82% OF THE TOTAL INCREMENTAL SALES** from the campaign!*



SMALL BRANDS, SMALL CAMPAIGNS

CONCISE^{SE}

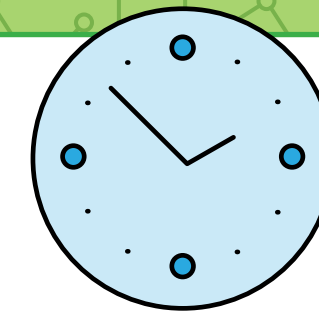
Concise^{SE} gives you the campaign-level metrics needed to know if your advertising boosted sales and gave you a good return on your ad spend. This is especially useful for those tricky situations where measuring your campaign is a challenge, like when you have a small brand, a small campaign, or you're launching a new product. Don't miss out on the chance to measure and improve!

“Our goal was to prove that OOH can deliver an effective outcome for CPG advertisers and NCS helped us do just that! Knowing OOH contributed to sales lift helped us validate our clients' advertising investment in billboards and offer them data-driven recommendations to plan their next move with precision.

Campbell Keller
Director of Product Development
Clear Channel Outdoor

WHEN TO USE

- ▶ Small brands
- ▶ Small campaigns
- ▶ Short campaigns
- ▶ New product launch



REPORTING BREAKOUTS

- ▶ Campaign level
- ▶ New and existing buyer contribution
- ▶ Norms*

**For campaigns that qualify*



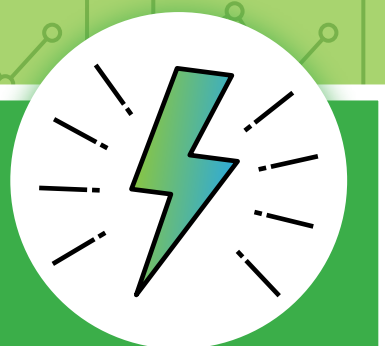
ANSWERS THE QUESTIONS

- ▶ Did my product launch drive incremental sales?
- ▶ How effective was I at attracting new buyers?
- ▶ How did my campaign perform against NCS norms?
- ▶ Was my campaign successful?



CONCISE^{SE} IN ACTION:

Clear Channel Outdoor learned that 87% OF INCREMENTAL SALES CAME FROM PREVIOUS BUYERS in a recent campaign!



CROSS-CHANNEL

CROSS MEDIA^{SE}

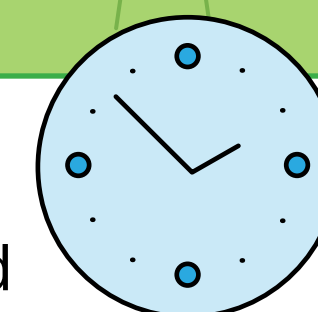
Know the incremental sales impact of your TV, digital, and CTV advertising investments with **Cross-Media^{SE}**. Use the same campaign metrics to make an apples-to-apples comparison and learn what makes your cross-channel campaign successful. Understand the incremental sales impact of TV, digital, and combined. The result is a comprehensive view of the incremental sales performance of your campaign across channels along with granular insights on how to improve next time.

“Team NCS worked seamlessly across multiple stakeholders including the Mars Wrigley media team, our agencies and media partners that spanned across earned, audio, podcast, linear tv, social, and programmatic channels to provide us valuable insights. Not only did we get at the KPIs we needed to evaluate return, but we also gained insights into each channel and audience performance to guide future planning.

Amana Zaky
Associate Media Director
Mars Wrigley

WHEN TO USE

- ▶ Combined TV and digital campaigns
- ▶ National brands
- ▶ Large, national, and regional campaigns
- ▶ Test and learn scenarios
- ▶ I need a roadmap for my next campaign



REPORTING BREAKOUTS

- ▶ TV campaign
- ▶ Digital campaign
- ▶ Combined
- ▶ Campaign level
- ▶ Tactics (decomps)
 - Creative
 - Frequency
 - Audience
 - Custom (by request)
- ▶ New and existing buyer contribution
- ▶ Sub-brand
- ▶ Norms



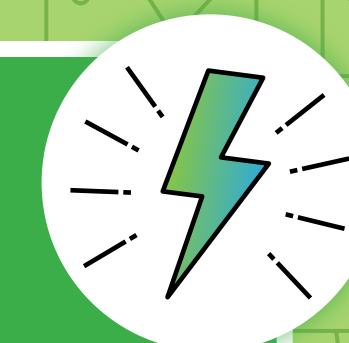
ANSWERS THE QUESTIONS

- ▶ Does combining TV and digital create a synergy?
- ▶ What can I do differently next time to create a greater sales lift?
- ▶ What are the incremental sales and return on ad spend (ROAS) for my campaign across TV, CTV, and digital?
- ▶ How did including digital increase my reach?



CROSS MEDIA^{SE} IN ACTION:

*TikTok learned that they **DROVE 3.4X MORE RETURN ON AD SPEND WITH NEW BUYERS** compared to TV platforms.*



RETAIL MEDIA

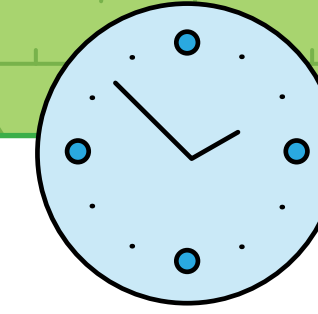
REST OF MARKET^{SE}

Sharpen your retail media strategy by getting a holistic picture of incremental sales created across all retailers and what elements led to campaign success. **Rest of Market^{SE}** measures the sales outcomes in stores outside of the retail media footprint. Ensure you get the clarity you need to make smarter moves and maximize your outcomes by unlocking the full value of your retail media investment.

“We partner with NCS on the rest of market analysis, helping suppliers understand the impact of their digital campaigns outside the Walmart ecosystem. This measures the incremental sales of products excluding Walmart by recording additional online and in-store sales driven by the campaign.”

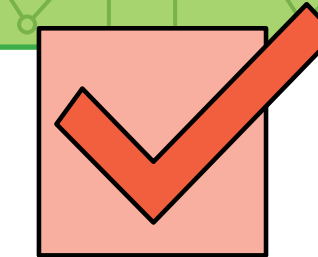
Kyle McWhirter
Senior Director of Sales
Walmart Connect

WHEN TO USE



- ▶ I have a goal of increasing product sales in all stores
- ▶ I have to validate my retail media investment
- ▶ Test and learn scenarios
- ▶ I need a roadmap for my next campaign

REPORTING BREAKOUTS



- ▶ Campaign level
- ▶ Tactics (decomps)
 - Creative
 - Frequency
 - Audience
 - Custom (by request)
- ▶ New and existing buyer contribution
- ▶ Sub-brand
- ▶ Norms

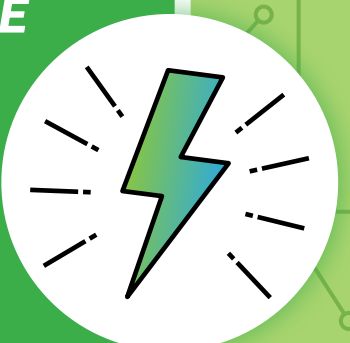
ANSWERS THE QUESTIONS



- ▶ What are the incremental sales across all stores caused by my retail media campaign?
- ▶ Which of my campaign elements created the most incremental sales?
- ▶ Which audience segments were most impactful?
- ▶ What was the new buyer's sales contribution?

REST OF MARKET^{SE} IN ACTION:

50% OF CONSUMERS
see a product advertised
by one retail, but purchase
it another retailer.



META ANALYSIS

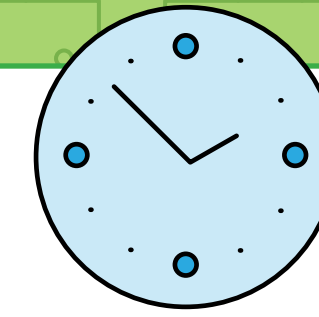
META STUDY^{SE}

Need a long-term understanding of your advertising impact? **Meta Study^{SE}** provides aggregated insights from numerous Sales Effect reports – essentially, a study of studies. By analyzing historical campaign results, uncover the key drivers of sales and brand growth over time. Leverage these deep insights into consumer response to craft effective advertising strategies for sustained success.

“Brand marketers are under a lot of pressure to explain every dollar they invest to their CMOs and CFOs. This study is an important tool to help them understand their long term investment returns. Visibility into the long term returns rather than just optimizing for the short term will be a major differentiator going forward.”

John Eckhardt
Director, Marketing Science
Snapchat

WHEN TO USE



- ▶ I need to uncover long-term trends across multiple campaigns
- ▶ I need to know the long term sales lift of my advertising
- ▶ I need to know what kinds of creative drives the most incremental sales

REPORTING BREAKOUTS



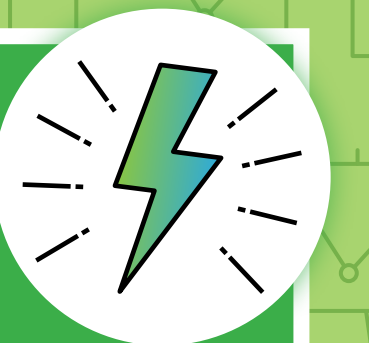
- ▶ By industry
- ▶ By creative type
- ▶ By audience type
- ▶ Custom

ANSWERS THE QUESTIONS



- ▶ How do my campaigns perform over a long period?
- ▶ What is the long term effect of my sales?
- ▶ Which audience segments were most impactful?
- ▶ What was the new buyer's sales contribution?

META STUDY^{SE} IN ACTION:



*Snapchat learned the long-term effect of their advertising **DROVE 2X MORE INCREMENTAL SALES THAN OTHER DIGITAL PLATFORMS.***



WHICH IS RIGHT FOR ME?

MEASUREMENT USE CASE

DELIVERABLES

AGGREGATE INCREMENTAL CAMPAIGN RESULTS

What's Included

- ▶ Incremental Return on Ad Spend (ROAS)
- ▶ Incremental Sales lift
- ▶ Incremental dollars per household (DPM)
- ▶ New vs. existing buyer contribution (2-cell)
- ▶ Norms

AGGREGATE EXPOSED METRICS

What's Included

- ▶ Trend Chart
- ▶ Consideration set
- ▶ Competitive repertoire
- ▶ Demos

DETAILED INCREMENTAL RESULTS

What's Included

- ▶ New vs. existing buyer contribution (4-cell, 13-cell)
- ▶ Decompositions (2)
- ▶ Decomposition cuts (12)
- ▶ Sub-brand contribution

CROSS-CHANNEL PERFORMANCE METRICS

What's Included

- ▶ Impact of TV
- ▶ Impact of Digital
- ▶ Synergy of both working together
- ▶ Combined cross-channel reach

SALES EFFECT
NATIONAL
BRANDS, NATIONAL
CAMPAIGNS

CONCISE^{SE}
SMALL BRANDS,
SMALL CAMPAIGNS

CROSS MEDIA^{SE}
COMBINED TV &
DIGITAL CAMPAIGNS

**REST OF
MARKET^{SE}**
RETAIL MEDIA
INVESTMENTS

META STUDY^{SE}
META ANALYSYS



**Custom
analysis of
at least ten
different
Sales Effect
campaign
studies**

ABOUT NCS

NCSolutions (NCS) makes advertising work better. Our unrivaled data resources powered by leading providers combine with scientific rigor and leading-edge technology to empower the CPG ecosystem to create and deliver more effective advertising. With NCS's proven approach, brands are achieving continuous optimization everywhere ads appear through purchase-based audience targeting and sales measurement solutions that have impacted over \$25 billion in media spend for our customers. Visit us at ncsolutions.com to learn more.

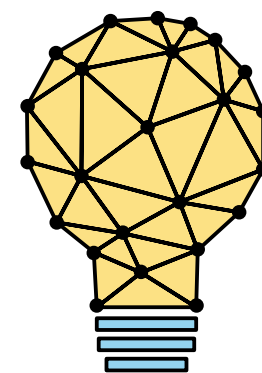
ABOUT CIRCANA

Circana is a leader in providing technology, AI, and data to fast-moving consumer packaged goods companies, durables manufacturers, and retailers seeking to optimize their businesses. Circana's predictive analytics and technology empower clients to measure their market share, understand the underlying consumer behavior driving it, and accelerate their growth. Circana's Liquid Data® technology platform is powered by an expansive, high-quality data set and intelligent algorithms trained on six decades of domain expertise. With Circana, clients can take immediate action to future-proof and evolve their growth strategies amid an increasingly complex, fast-paced, and ever-changing economy. Learn more at circana.com.



PRIVACY-FIRST

We'll never collect, sell or report on personally identifiable information (PII). End of story.



ADVANCED MACHINE LEARNING MODELS

With sophisticated modeling, we analyze all household demographic, purchase and media behavior to isolate the impact of advertising on sales.



EXPERIENCED CLIENT CONSULTANTS

The NCS team partners with you to solve your advertising challenges. We're the respected collaborators you need to create campaigns that work.



PROVEN EXPERTS IN CPG

For a decade and a half, we've been improving advertising effectiveness for CPG brands across all media channels.



NCS is now part of Circana!

CONTACT US:
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