

KIND SNACKS KICK UP SALES WITH TRAILBLAZING OPTIMIZATION

Buyer-Driven Bidding Delivers Tasty 6% Return for Brand

OBJECTIVE:

Snack bar company KIND Snacks, like other consumer packaged goods (CPG) advertisers, was hungry for more real-time consumer insights to understand the efficacy of media campaigns. However, its media mix modeling and offline sales studies lacked real-time metrics to understand how its advertising impacted in-store purchases, which is crucial for any programmatic optimization strategy.

Ad campaign optimization is a pain point for marketers. Although 62% feel optimizing media and audiences for an in-flight campaign is very important, nearly half (47%) say they lack the right data inputs.¹

KIND Snacks and its agency Tinuiti wanted to explore alternative data sources to help understand what campaign elements drive the sweetest reward of all: greater return.

Befitting a brand that has driven the healthy snacking conversation forward, it wanted an unparalleled solution.



Kelly Sheehan
VP, Sales
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KIND and Tinuiti's innovative approach of pairing weekly sales data with in-flight optimization proves just how impactful it is for brands to have total insight into sales performance during the campaign. By understanding which elements were driving success, they were able to make real-time changes to drive higher incremental sales and maximize ROAS.



The campaign whetted KIND's appetite for future testing and product innovations in partnership with NCSolutions, with a goal to further develop the product to be even more effective for social media.

Read on to find out why the Shorty Awards named this campaign a Finalist in the innovative media buying strategy category.

¹ Source: NCSolutions & CMO Council, Optimizing Outcomes in Media Marketing, 2023

STRATEGY:



KIND Snacks savors its long-standing relationship with NCSolutions (NCS), which conducts frequent Sales Effect studies across several publishers for the brand.

For this project, we applied our Buyer-Driven Bidding insights to Meta environments. Buyer-Driven Bidding enables CPG brands to optimize campaigns in-flight with weekly offline and online product sales. It was exactly what KIND needed for this campaign: real-time sales performance results for optimization.

Throughout the 10-week campaign, we delivered updated purchase insights to Meta Ads Manager weekly. This enabled Tinuiti to know how each campaign, audience, and creative asset performed from a total sales perspective, optimizing along the way to maximize blended (offline and online) ROAS for KIND Snacks.

Tinuiti's multi-cell test, measured by an NCS Sales Effect study, deduced whether weekly optimizations based on Buyer-Driven Bidding insights could drive a greater bottom-line ROAS for KIND Snacks, compared to the business-as-usual strategy of monitoring platform metrics in upper-funnel campaigns.

In a trailblazing step, Tinuiti also used Buyer-Driven Bidding to identify the characteristics of the best-buying households to find lookalike households, which they then targeted. The weekly sales data allowed the snack brand to gain a better understanding of advertising performance and optimize programmatic buys on Meta.

RESULTS:

How sweet it was, indeed. Using Buyer-Driven Bidding insights to influence mid-campaign optimizations, this campaign drove an incremental 6% return on investment over KIND's business-as-usual strategy.

This was the first time KIND was able to gain insight into total sales performance mid-campaign, allowing Tinuiti and KIND to adjust and test audience and messaging strategies to maximize ROAS.



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RETURN ON AD SPEND TODAY.

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