

IT'S A SALES LIFT PARTY

CPG BRAND TURNS AWARENESS INTO SALES WITH PURCHASE-BASED TARGETING

OBJECTIVE:

The media environment looks a lot like a big party. Plenty of noise, plenty of entertainment, plenty of distractions.

What can a brand do to stand out and drive awareness?

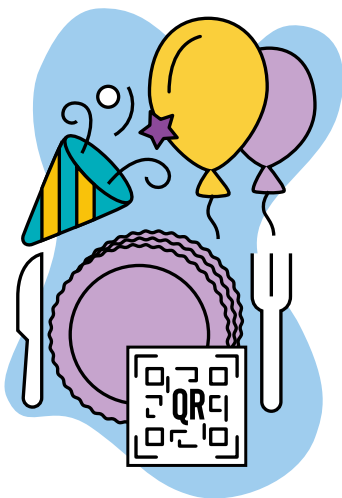
Origin, a creative technology company, believes unique, dynamic ad formats are the answer. The company is a pioneer in helping clients place captivating connected TV ads. The agency Origin worked with is focused on building conviction for the brands they work with.

Together, they delivered for a CPG brand. One of the brand's biggest goals for 2024? **Turn brand awareness into action.** Origin and the agency knew the campaign strategy needed to both build awareness and increase sales. In addition, the client wanted to drive trials for infrequent or new users as well as repeat purchases for loyal buyers.

The team worked with NCSolutions to develop a purchase-based targeting approach, which proved to be a smart strategy! Not only did it deliver a strong return on advertising spend (ROAS) but it drove incremental sales among loyal buyers.



STRATEGY:



They developed custom creative focused on how the brand is used for special occasions. The creative promoted a fun, party atmosphere at which the client's product was a valued guest.

In addition to being eye-catching, it was also interactive. Buyers could learn more and purchase the product immediately using a QR code.

Since the brand wanted to reach specific buyers, Origin worked with NCSolutions to identify the right audiences for the brand's products using NCS audience segmentation and purchase-based targeting services. This approach allowed them to identify and target three key segments: lapsed brand buyers, non-loyals/switchers, and buyers of competitive brands.

To prove the effectiveness of both creative and NCS target audience segments, the team engaged NCS for a Sales Effect study.



RESULTS:

With an incremental **sales lift of 11.80%** and a **\$1.60 return on ad spend (ROAS)**, the campaign was effective and efficient, proving that using purchase-based targeting at the top of the funnel is a valuable advertising strategy for the brand. Further, a dollars per thousand impressions (**DPM**) of **\$60.53** demonstrated how far impressions go on the platform and reinforced the value of CTV advertising.



NCS purchase-based audiences really helped us to drive incremental sales in this performance-based CTV ad campaign. We were able to deliver our engagement-based ad units across connected TV and, thanks to NCSolutions, we were able to put Origin's custom ad units in front of the right buyers with precision and efficiency.

Chloe Morawski
Head of Agency
Partnerships,
Origin

SALES EFFECT DISCOVERIES:

1



+11.80%
SALES LIFT

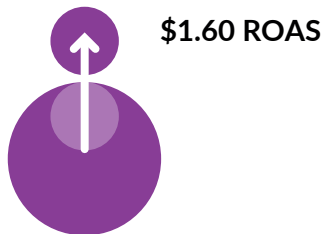
2

58% OF INCREMENTAL
SALES CAME FROM
NEW, LAPSED, AND
COMPETITIVE BUYERS.



58%
INCREMENTAL
SALES

3



\$1.60 ROAS

4

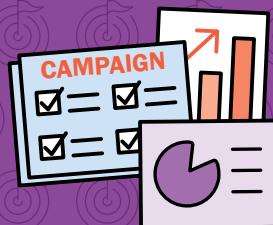
\$60.53 DPM



MARKETING TIPS



Consider purchase-based audiences for awareness campaigns. In this case they proved to be a big driver of incremental sales.



Use campaign measurement as a way to test and learn new ideas and new approaches.