

SALES GROWTH RECIPE: PRODUCT AD + SECRET SAUCE

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HOW CAN OLV INVESTMENTS WORK HARDER FOR FMCG IN 2020?



Find opportunities to close the deals

Branding → Brandformance

Align OTS with the moments of highest receptivity

Flights → Purchase cycle planning

Measure and optimise

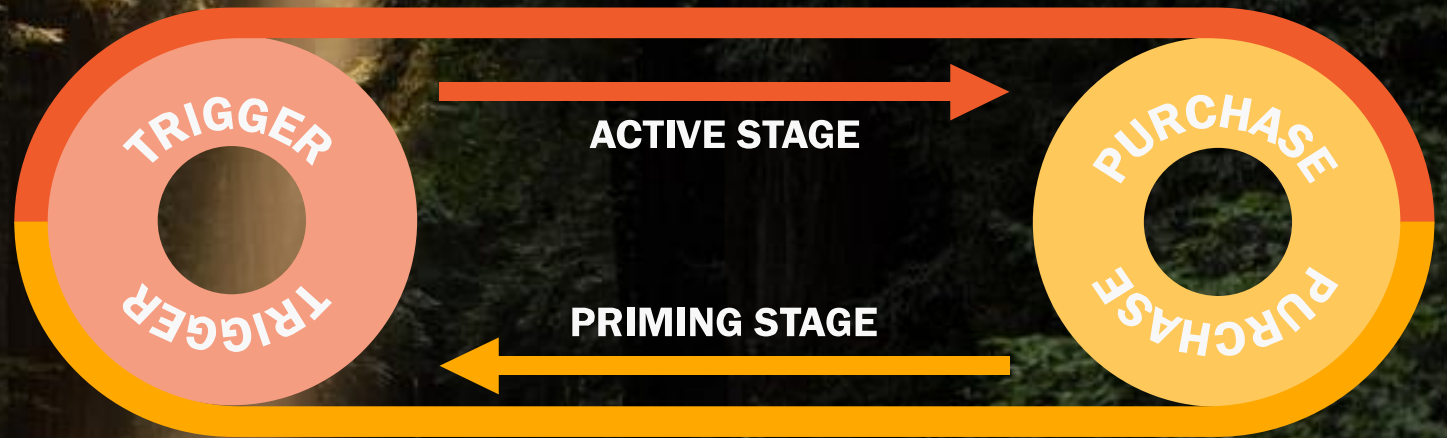
Media & attitude KPIs → holistic outcome analysis

BRAND: EVERYPLACE

TO UNLOCK OPPORTUNITIES WE NEED TO UNDERSTAND A CUSTOMER JOURNEY

WM Momentum:

- Barriers and drivers
- Most influential touchpoints
- Purchase cycle insights



BRAND: EVERYPLACE

A WM CASE STUDY

HYPOTHESIS

Brand OLV campaign with
smart targeting based on
customer purchase behavior
has a direct impact on sales



BRAND: EVERYPLACE

CAMPAIGN AND MEASUREMENT PLAN DESIGN

Test group

X5 consumers with a high probability of re-purchasing a mouthwash in the next 7 days

Retrospective purchase data analysis & purchase probability calculation with a scoring model

Control group

Mouthwash category buyers at X5 stores

Sales lift study from X5 on both groups

BRAND: EVERYPLACE

CAMPAIGN DELIVERED TANGIBLE SALES AND PENETRATION UPLIFT

Sales

+6.3 p.p.

Customers

+7.3 p.p.

**Brand
penetration**

+12 p.p.

Uplifts - test vs control group

HOW TO MAKE YOUR SECRET SAUCE?

Decode consumer journey and purchase cycle

Own hypothesis and manage partnerships

Embrace data science

PRECISION
OFFER

THANK YOU!

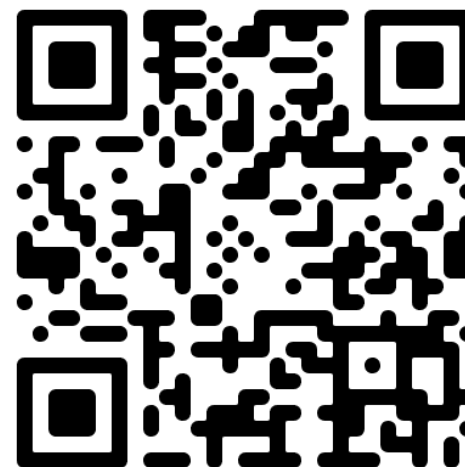


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Got the brief?



CONTACT US