



FMCG Conversions from Social Media

Rippl Case Study



Measuring sales uplift using Rippl

A popular chocolate brand wanted to measure the uplift in sales that resulted from exposure to advertising on social media.



Brief

Find out if social media campaign drives more sales



Action

The brand that ran the social media campaign used Rippl's transaction panel to compare consumers exposed to the ads with those that weren't. Rippl collected receipt data from its shopping apps for all the consumers and compared the two groups to deliver a sales uplift statistic for the panel.



Result

The report showed that consumers exposed to the campaign made an average of 1.5 additional chocolate purchases in the next 30 days resulting in a spend uplift of £1.10 per unique user reached by the ad campaign.

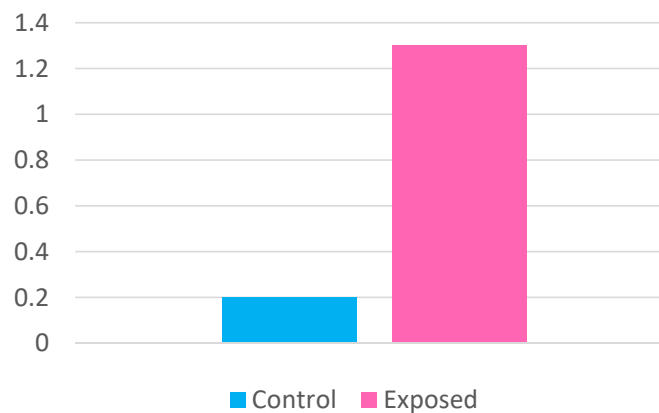


Spend Uplift Report

Spend uplift

The campaign drove a £1.10 spend uplift in the 30 days following the campaign

Additional spend



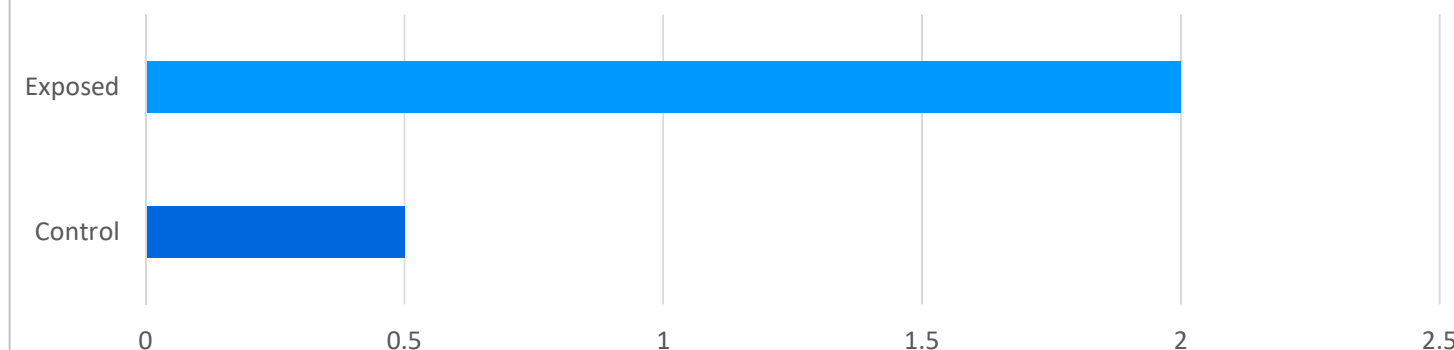
Additional spend

£1.10

Additional purchases

1.5x

Additional purchases



London uplift

£3.50



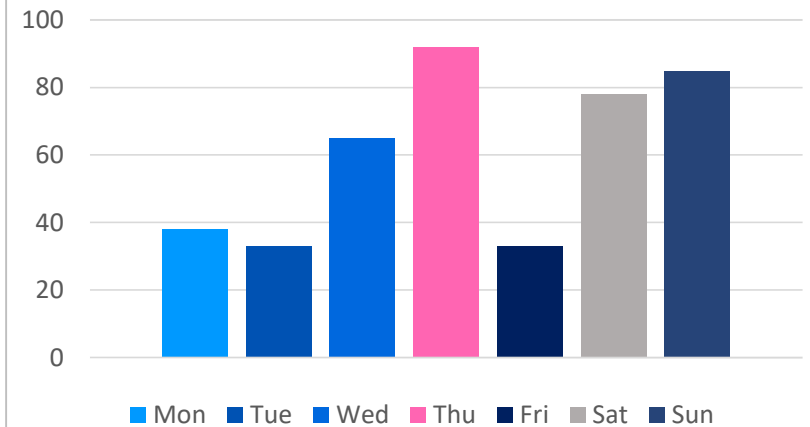
Spend uplift by supermarket

Supermarket C drove the largest uplift in spend by consumers exposed to the ad campaign

Supermarket C
£3.35

Supermarket F
28p

Purchases by day



Spend by location

Guildford saw the most spend uplift by consumers exposed to the ad campaign

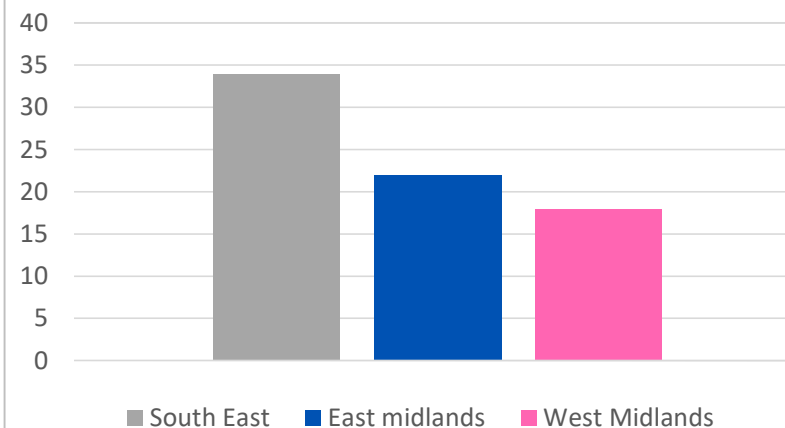
Guildford extra purchases

78

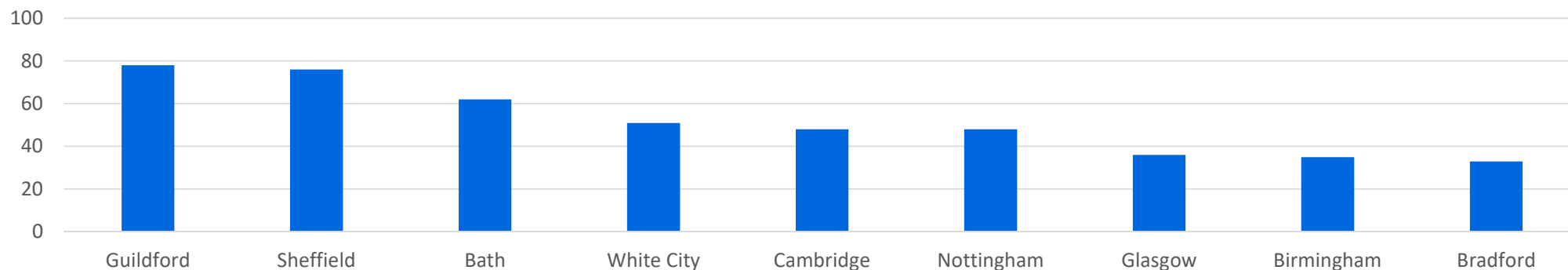
South East Purchases

34%

Top 3 Areas (% Visits)

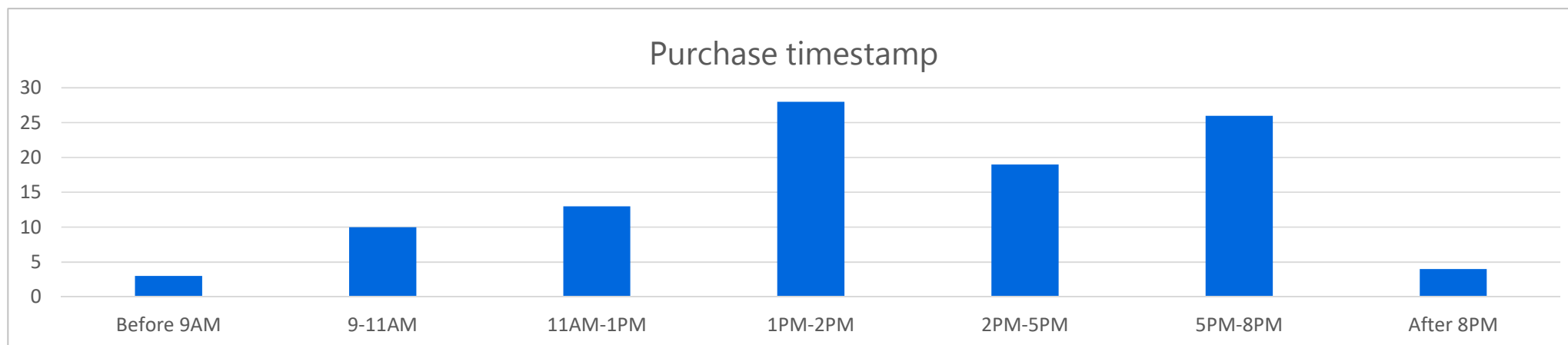
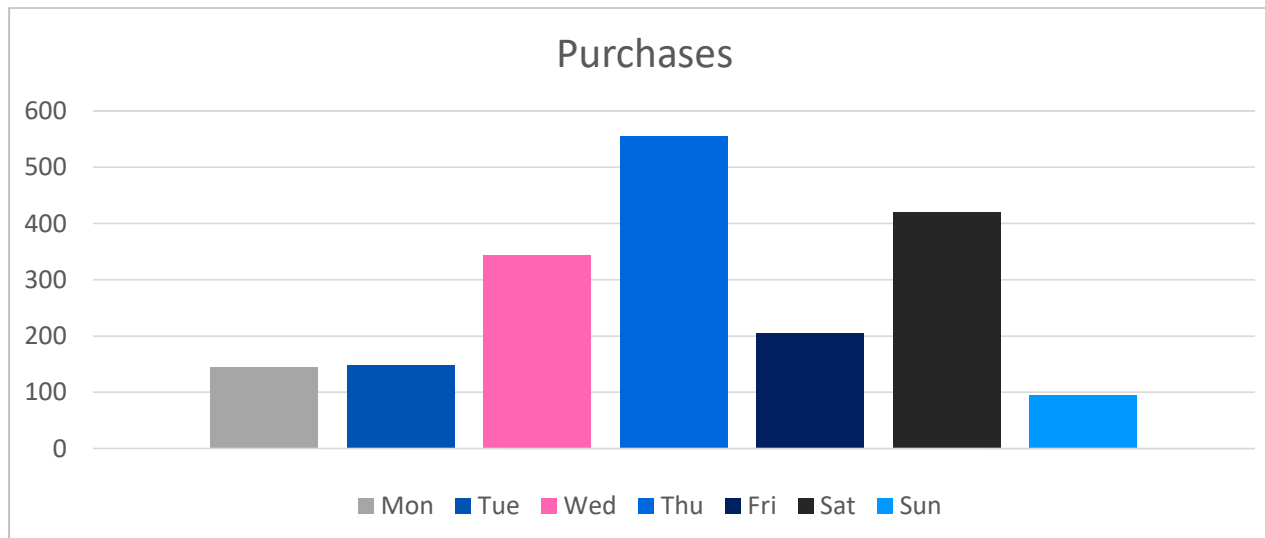


Visits



Purchases by Time

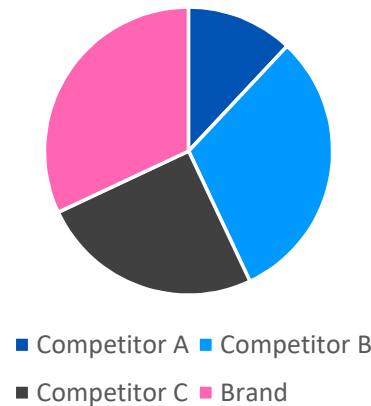
Thursday was the most popular day for purchases by consumers exposed to the ad campaign.



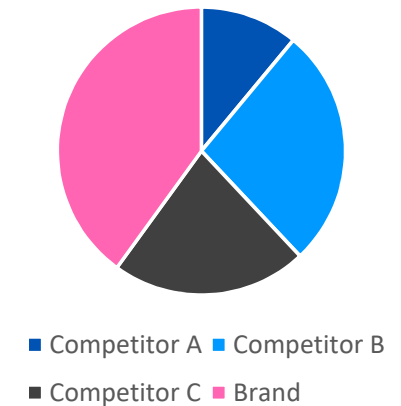
Market Share

Analysis of 3 competing chocolate brands seen in receipt data showed the campaign drove a 14% positive shift in Market Share, which came mainly from Consumers buying 'Competitor C' less during the campaign

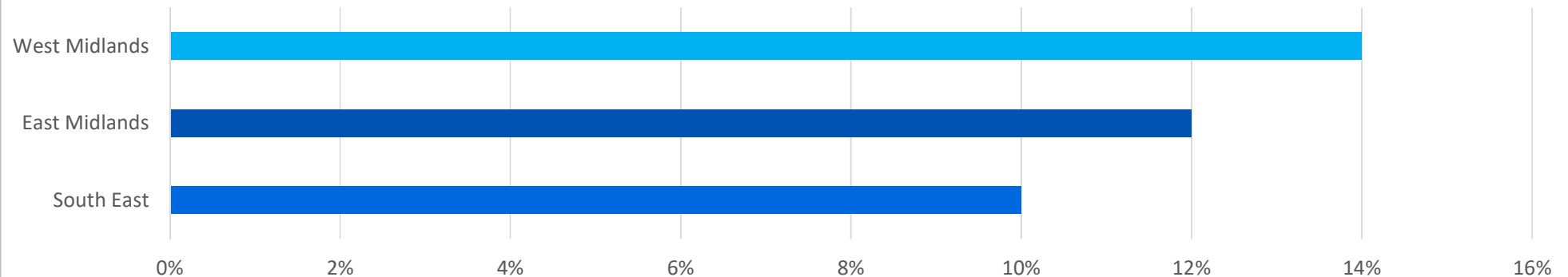
Pre-campaign



Post-campaign



Areas with most shift in Market Share



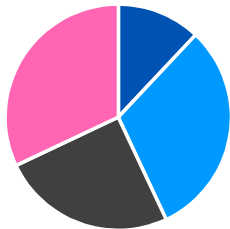
Demographics

Behavioural Location Data from Home, Work and other Frequent Locations Visited by consumers exposed to the ads suggests that those who purchased the chocolate most were most likely to be **25-34 year old employed males**

POI Cloud

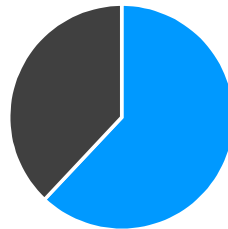
Nail Salon **Fast-Food** Holiday Abroad Golf Course **NW4** Hair Salon Barber
Driving Range **Football Ground** Pub **Café** Train Station Gym School
Nightclub University Creche Tube Station Chemist **Casino** Spa Restaurant **UK**
Holiday Baby Shop Car Dealership Office Block **Coach station** **E11** Hospital Business Park

Age



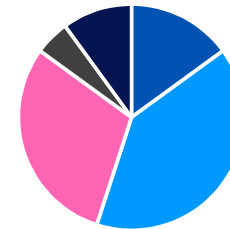
■ 16-24 ■ 24-35 ■ 25-55 ■ 55+

Gender



■ Male ■ Female

Status



■ Student ■ Single, employed ■ Family, employed ■ Retired ■ Unemployed





Insights

Datamining of the visitors location and transaction histories
showed the following additional insights



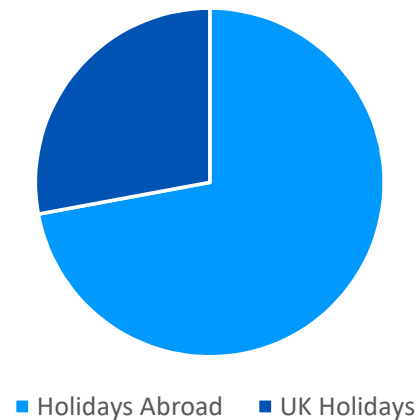
Holidays

The majority of consumers exposed take 1 or more holidays abroad, mostly in Europe

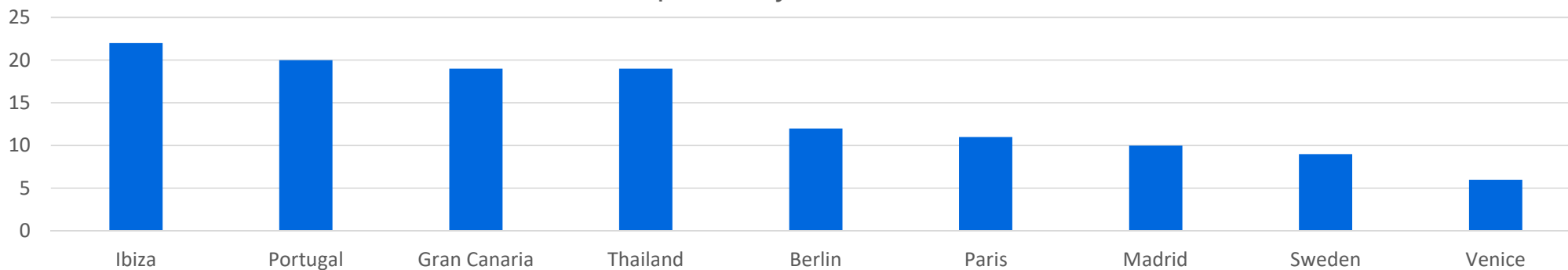
Spanish Islands
12%

Europe
67%

Holiday split

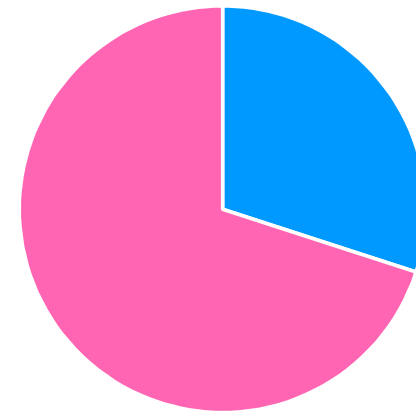


Top holiday destinations



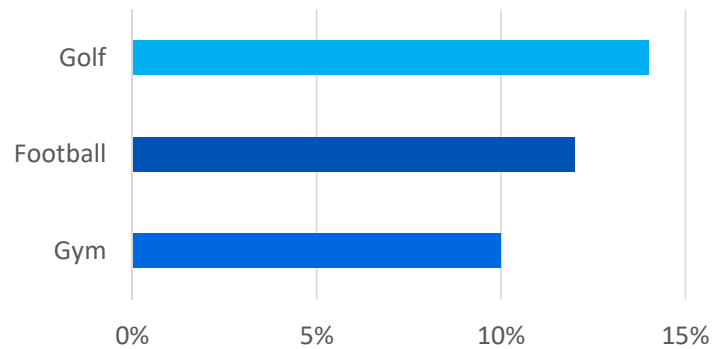
Sport Activities

The majority of consumers exposed do some form of weekly exercise with many playing outdoor sports

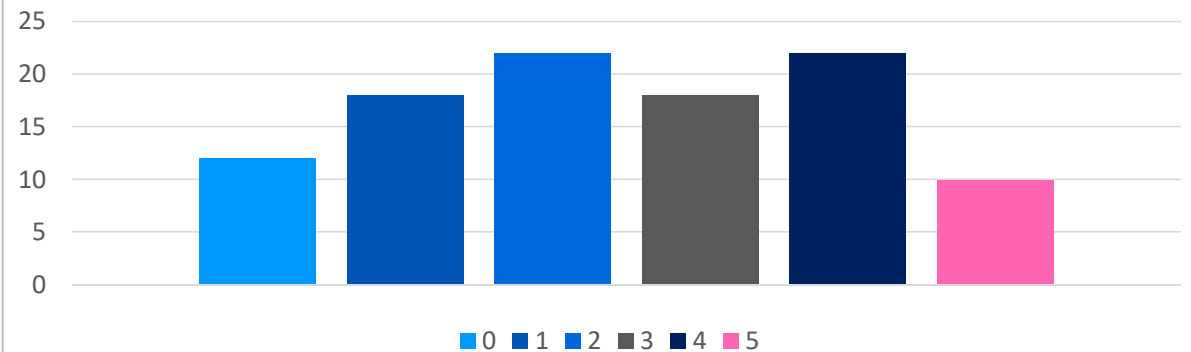


■ Indoor Activity ■ Outdoor Activity

Top 3 Activities



Activities per week



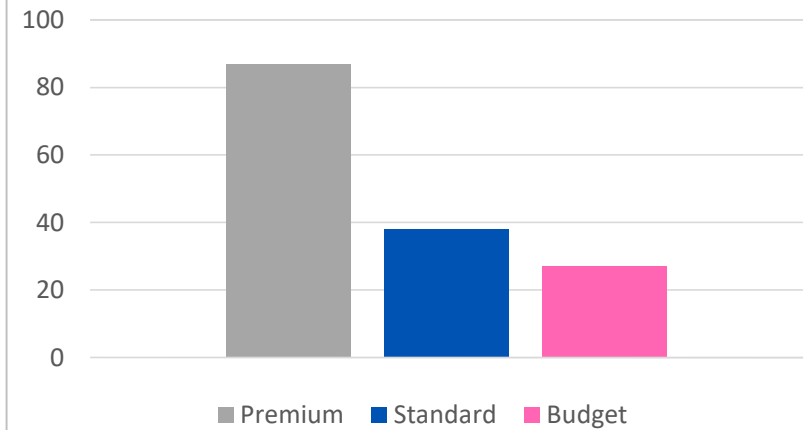
Spend patterns

The consumers exposed spent more than £500 per month on entertainment.

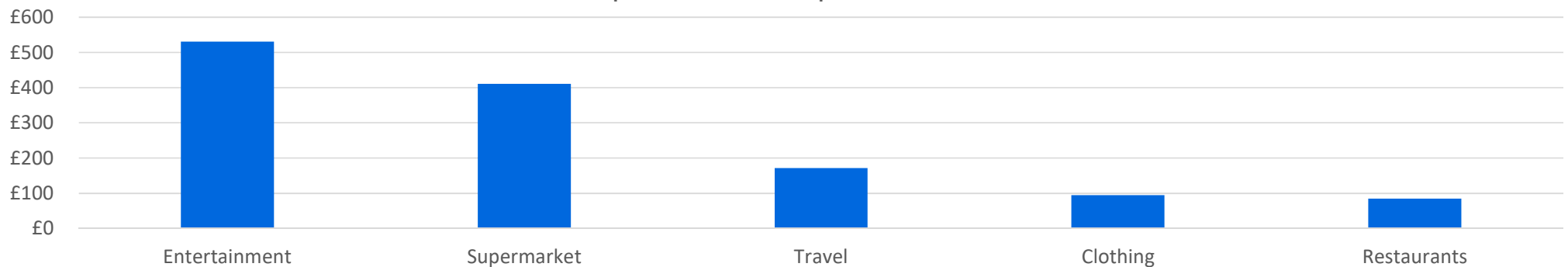
Average Salary
£42,500

Average savings
£350 pm

Average weekly shop



Top 5 uses of disposable income





Rippl

Omnichannel Attribution

