



Dial gets clean visibility into the effectiveness of trade promotions with Numerator Promo Insights



BACKGROUND

Dial is a soap and body wash brand manufactured by Henkel and was developed in Chicago in 1948. Dial was the world's first antibacterial soap and has since expanded its product line to include soap, liquid body wash, hand sanitizer, and lotions.

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CHALLENGE

Shoppers in 2020 are making fewer shopping trips than in 2019. With fewer visits to stores, shoppers are exposed to fewer promotions, so when they do go shopping the promotions need to be valuable and compelling. With this greater importance placed on promotions, brands like Dial need to show retailers the benefits of featuring their products, like body wash, on promotion. After a major retailer had run promotions for Dial body wash in weekly ads from June 1 through August 2nd, 2020 - it was up to Dial to show the benefit and value of the retailer running these ads.

NUMERATOR PROMO INSIGHTS LEVERAGED:

WHO'S BUYING DIAL BODY WASH WHEN IT'S FEATURED ON PROMOTION?

Numerator Promo Insights combines Promotions Intel data with Numerator Insights purchase data, enabling a direct link between promotions and resulting shopping behaviors. Dial used this new solution to better understand who purchased Dial body wash when it was featured on promotion compared to who purchases the product when it's off promotion. The data showed that during the summer promotions periods Boomers and Millennials increased their purchasing of Dial body wash.

Additionally, the solution revealed that the summer promotions for Dial Body wash attracted higher educated shoppers with segments such as Some College, 2-year degree, 4-year degree, and Graduate degree all showing increases in purchasing of Dial body wash.

“The data provided by Numerator Promo Insights opened up new conversations with retailers around what's happening with promotions that we weren't able to have before.”

- Chris Shaw

Director Category Development & Shopper Insights for Henkel

HOW LIKELY IS A PROMOTION SHOPPER TO MAKE A REPEAT PURCHASE?

Understanding a shopper's purchase history, and the effect a brand's promotion has on their shopping behavior enables key evaluations in determining a promotion's success. With Numerator Promo Insights, Dial was able to view shopper behavior before their item was on promotion, during the promotion period, and after the promotion period ended — allowing the team to deliver key insights to retailers on the success of featuring their brand on promotion.

39% of shoppers who bought Dial body wash while on promotion continued to purchase the brand even after the promotion period ended.

During the time periods in which Dial Body Wash was on promotion, 36% of those shoppers that purchased Dial were new to the Body Wash category, 61% of shoppers were buying Dial body wash for the first time. These are important metrics for measuring the success of the promotion while it's occurring, but Promo Insights provides visibility into these same shoppers' behaviors once the promotion ends — revealing that 39% of shoppers who bought Dial body wash while on promotion continued to purchase the brand even after the promotion period ended.

UNDERSTANDING THE VALUE OF DIAL SHOPPERS

Visibility into key shopper metrics during Dial body wash promotional periods show a higher Buy Rate, Spend Per Trip, Purchase Frequency, and Units Per Trip for Dial promo shoppers compared to shopping trips where the Dial was purchased off promotion and compared to promo periods for competing body wash brands.

Dial was also able to show retailers the average basket spend at their stores for Dial shoppers versus competing body wash brands to show the value of these shoppers to the retailer.

RESULTS

The retailer ran promotions for Dial body wash in January and February but didn't promote the brand again until June. Leveraging Promo Insights has provided Dial with the data points needed to provide visibility into the effectiveness of Dial body wash promotions and the value that promoting the brand brings to the retailer.

In addition to the success of their brand's body wash promotions, Dial was also able to show the retailer potential areas for growth by showing that while 50% of Dial body wash purchasers also buy Dial liquid soap, only 22.5% of them are doing so at this specific retailer. An opportunity to expand promotions of the Dial product portfolio and attract the brand's high-value shoppers.

Start a conversation today — hello@numerator.com