

SecureMeasure

POWERED BY CLEAN ROOM TECHNOLOGY



Challenge

CPG companies face the ongoing challenge of measuring the effectiveness of their marketing strategies across various channels and retailers. A leading global personal care manufacturer recognized the need for a comprehensive solution to objectively measure the impact of their baby diaper brand's marketing across multiple initiatives with the goal of leveraging data-driven insights to optimize marketing investments while driving incremental sales. The goal proved challenging given they could only measure impact of their marketing for a limited set of retailers and channels. From rewards programs to coupon strategies to emails, the brand did not have a unified or comprehensive view into how marketing was impacting incremental spend across all channels.

Solution

To address this challenge, the CPG manufacturer partnered with Numerator for its unprecedented ability to track omnichannel purchase behaviors that includes niche channels like eComm, dollar, club, and convenience. Leveraging Numerator's CRM measurement solution, *SecureMeasure*, the manufacturer securely matched their first-party customer relationship management (CRM) data from numerous marketing touchpoints against Numerator's consumer panel of 1M+ households using clean room technology. Over 820K consumers were successfully matched, enabling deep analysis of marketing's impact to incremental revenue across 35M interactions and 115 marketing touchpoints over different time periods.

1M+

Households

820k

Matched Consumers

35M

Interactions

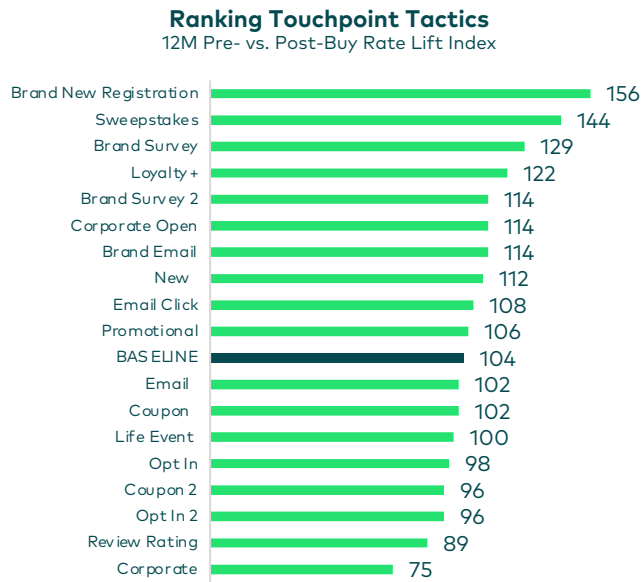
115

Marketing Touchpoints

Results

Verifying the Success of Their Existing Strategy

As the only solution that can ingest multiple marketing initiatives and match against a single source of unbiased, longitudinal consumer purchase behavior, **SecureMeasure** uncovered that the brand's purchasing households have a 39% higher buy rate after they have been acquired into the CRM then receive subsequent marketing touchpoints, proving the overall value of the baby diaper brand's marketing strategy.



Using Data to Optimize For Maximum ROI

To optimize based on data-driven insights, six continuous months of consumer purchase behavior were analyzed to measure the pre and post impact of marketing touchpoints across eighteen marketing investments. Ten marketing investments were identified to deliver a lift in buy rate above the baseline, empowering the diaper brand to confidently optimize and invest more heavily into these initiatives and scale back on under performing marketing investments.

Leveraging SecureMeasure to Grow the Manufacturer's Entire Portfolio

SecureMeasure's ability to measure marketing effectiveness across a manufacturer's portfolio of brands uncovered a strategy to boost incremental sales and drive lift across multiple brands and categories. For the manufacturer's adult diaper brand, the analysis discovered that there were 2.5X fewer 65+ buyers within the manufacturer's CRM compared to the proportion of 65+ shoppers in the overall category, presenting a \$13.2M untapped opportunity within the demographic. With high level learnings from the baby diaper analysis to guide the adult diaper strategy, the manufacturer is developing a multi-faceted marketing strategy that has the greatest potential to acquire more 65+ shoppers to close the demographic gap compared to the category and drive incremental sales.

