



CASE STUDY

IRI Lift™ for Out-of-Home Advertising

New Measurement Capability Reveals 14 Percent Sales Lift from NFL Stadium Sponsorship



ISSUE ?

A worldwide consumer packaged goods (CPG) leader was eager to evaluate the off-premises brand purchase behavior of consumers who attended National Football League (NFL) games it sponsored. The brand planned to utilize PlacelQ game visitation data to create targeting and activation opportunities for several brands in its portfolio.

The client was looking for deep insights into its target audience's behavior including:

- What would be the impact on the brand's sales, versus non-brand sales, of visits to an experiential event such as a brand-sponsored NFL game?
- What were the top locations visited by brand buyers before and after the event?
- How far did visitors overall, versus brand buyers, travel to reach an NFL stadium for an NFL game?

INSIGHTS

IRI found that a visit to a stadium event sponsored by the brand drove a 14 percent off-premises sales lift compared to the control group. Increased penetration was the main lift driver, bringing new brand buyers into specific retail outlets.

IRI also was able to provide the client with several additional insights:

- Sales: Brand-sponsored stadium programs generated a projected \$4.75 million in incremental off-premises sales during the 2016 NFL season.
- Audience proximity: More than one-third of game visitors live within 20 miles of an NFL stadium; more than 50 percent live within 50 miles of an NFL stadium.
- Dining out behavior: Dining locations account for 20 percent of all visits in the week leading up to a game, with casual/dining restaurants accounting for 76 percent of these visits.

IRI Lift is the CPG industry's only real time digital advertising off-line sales lift measurement solution. Linking IRI's frequent shopper data with location data from PlacelQ arms brand decision makers with new information to understand sales lift based on geolocation.

IRI's new measurement solution, IRI Lift for Out-of-Home Advertising, allowed the client to measure sales lift associated with an out-of-home (OOH) advertising campaign. The solution also provided visibility into consumers' purchase paths before and after exposure to the campaign.

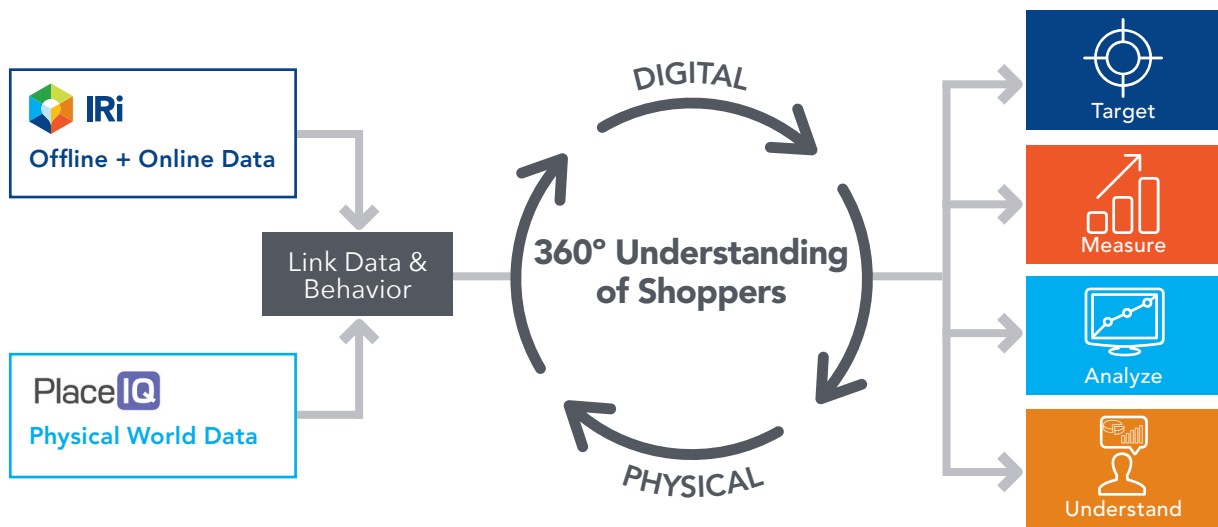
By partnering with PlacelQ, IRI was able to ingest de-identified location data of households that visited sports stadiums and match it to IRI's frequent shopper data. From there, using IRI Lift, IRI was able to measure the sales lift impact of households that visited the stadiums and were exposed to sponsorship placements versus households that were not.

INSIGHTS  CONTINUED

PlaceIQ captures visit data by tracking the locations that customers' devices have visited. PlaceIQ then sends IRI personal-identification-information (PII)-compliant device ID files via direct Integration with IRI partner LiveRamp, to ensure effective identity resolution. IRI then matches these Experian household IDs to the frequent shopper promotion (FSP) database to arrive at the sales lift driven by visitors versus the control group.

Bringing to bear the IRI Lift methodology and its partner ecosystem, IRI was uniquely able to offer a solution enabling measurement of out-of-home advertising, something that previously had been unavailable in the industry.

Combining Unique Data Sets Enables New Measurement Capability



IMPACT 

Using out-of-home (OOH) measurement and location-based insights, marketers can consider strategies to reach consumers at the places they tend to visit before and after the campaign. Additionally, the ability to now measure the actual impact of OOH campaigns on targeted consumers versus control groups enables marketers to gain campaign-level insights across all channels including OOH.

New ability to measure actual OOH campaign impact confirms 14 percent sales lift from stadium sponsorship.

About IRI. IRI is a leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care, retailers and media companies to grow. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand cloud-based technology platform, IRI guides over 5,000 clients globally in their quests to remain relentlessly relevant, capture market share, connect with consumers and deliver growth. www.IRIworldwide.com

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