

Measurement Guide Series

The DMA Guide to Sales Uplift measurement

In partnership with
 **VIEWERSLOGIC**



/ The DMA Guide to Sales Uplift measurement

What is it?

Incremental sales uplift measures the additional sales generated directly by a marketing campaign. It focuses on understanding how much of the sales increase can be attributed to each element of the campaign distinct from other factors. This is crucial for evaluating the true effectiveness of any advertising or promotional effort.

When measuring incremental sales uplift, businesses look at the difference in sales between those exposed to each element of the campaign and a control group not exposed to the same campaign. This helps determine whether the sales increase is a direct result of the marketing activities or would have occurred regardless.

The primary goal of measuring incremental sales uplift is to attribute specific behaviours — such as website visits or product purchases — to the campaign. This helps brands pinpoint which marketing activities are driving real-world results. Understanding incremental uplift allows marketers to optimise their media mix, allocate budget effectively, and maximise return on investment (ROI).

This form of measurement is particularly beneficial in scenarios where companies want to understand the effectiveness of both offline and digital channels — such as linear TV, streaming, and social media — and how they contribute to overall sales.

When you should use it

Measuring incremental sales uplift gives CMOs the data to prove the value of their media investment, giving them a business case to take to the boardroom for more investment. It is most useful when evaluating media campaigns to ensure that resources are being spent efficiently. It is especially valuable for businesses with significant market penetration — typically those with a market share of over 8% — as it provides granular insights into campaign performance across multiple channels.

For brands running large-scale campaigns across multiple channels this method allows them to evaluate the incremental reach and sales impact of each, both in isolation and in combination. If you're interested in understanding how each channel — digital or offline — contributes to key performance indicators (KPIs) like sales and engagement, this type of analysis is crucial.

Additionally, companies looking to fine-tune their media strategies can benefit by understanding which parts of their media mix are driving the most value. This is especially relevant when managing large marketing budgets or when needing quick feedback on a campaign's effectiveness to make timely adjustments. Incremental sales uplift can also help identify whether specific channels work well in synergy, like linear TV boosting the effectiveness of online campaigns.

How it works

Measuring incremental sales uplift is done via a single-source panel-based methodology.

Single-source panel-based methods involve recruiting a panel of consumers whose media and purchasing behaviours are tracked constantly and passively. By splitting the panel into two groups — those exposed to the campaign (test group) and those who are not (control group) — marketers can isolate the effects of their campaign at channel level. Panel data focusses on hard KPIs like website visits and product purchases, offering a direct link between the marketing activity and consumer behaviour.

The key benefit of a panel-based approach is its granularity. It delivers real-time insights, allowing for immediate adjustments to the campaign. It requires no setup time, and there's no need to supply extensive data feeds, making it simpler and quicker to implement. This method captures behavioural outcomes, showing exactly what happens in the market when your campaign is live. The analysis can also be done retrospectively.

What are the key deliverables?

The key deliverables from an incremental sales uplift analysis include:

- Uplift data: A breakdown of incremental sales attributed directly to each channel within the campaign, providing insights into how different media channels (e.g., TV, social, digital) perform in terms of generating sales.
- Cross-media attribution: Detailed insights into how various channels work together to drive overall campaign performance. For instance, how TV and digital channels (like YouTube and Instagram) complement each other to achieve better results.
- Competitor insights: A comparison of your campaign's performance against competitors. This helps understand how effective competitor strategies are and where your campaign stands in the marketplace.
- Recommendations on how to improve each channel - creative executions and dayparts

A unique advantage of panel-based methodologies is the timeliness of these insights. Unlike marketing mix modelling, which can be delayed, panel-based solutions provide real-time or near real-time results, making it easy to adapt strategies quickly during a campaign.

How to read the results

The results of incremental sales uplift analysis are straightforward to interpret. You'll receive clear data points on how your campaign performed in terms of sales generated. The uplift data will show the percentage increase in sales due to the campaign by comparing the behaviour of the test group (those exposed) to the control group (those unexposed).

These insights can be actioned to optimise future campaigns and channel investment and refine your media strategy. Channels that deliver higher uplift should receive more investment, while those that underperform can be deprioritised. By reallocating budgets to channels that drive a significant portion of sales, future campaigns are more likely to yield better results, while integrating media cost data can identify which channels offer the most cost-effective returns, helping to develop a more efficient media plan moving forward.



Case Study

The Problem

CPG brands have had limited visibility of the impact of their TV campaigns, their price and promotion campaigns, and the effect of both combined. This information is critical in enabling them to allocate funds to manage strategic issues such as maintaining market share and managing the economic impact of a temporary period of reduced margins. Typically, that would involve costly and lengthy measurement projects such as econometrics studies. Due to their cost and complexity, such studies are performed infrequently, leaving brands to lag behind rapidly changing consumer behaviour.

Brand: Ryvita

Ryvita recognised that ViewersLogic's single-source data could hold the answers to these perennial challenges; the platform can isolate different groups' exposure to advertisements/promotions and their purchasing behaviour in near real-time, removing the need for lengthy and expensive studies. Ryvita asked ViewersLogic to analyse the uplift impact on sales of:

- TV only, outside of promotions
- Instore price and promotions only, without TV
- TV plus price and promotions

Analysis

TV only, outside of promotions: TV increases purchase rates

- ViewersLogic analysed shopping baskets that were bought when Ryvita products were not on promotion to compare customers who had been exposed to TV with those who hadn't.
- Purchase rates increased by a fifth when TV was introduced but there were no promotions on.

Price and promotions only: Promotions increase purchase rates by more than 100% in isolation

- ViewersLogic analysed shopping baskets of people who were not exposed to TV, looking at what difference a promotion made to measure its effect in isolation.
- The purchase rate increase from a promotion was significantly bigger than that of TV, as the measurements covered a relatively short term.

Key checklist

1. Set clear objectives: Define your key KPIs — whether it's sales, website traffic, app downloads, and so on — and ensure the analysis aligns with these. Generally, it is better to focus on a single KPI to avoid altering too many variables at a time, which can lead to unpredictable outcomes.
2. Ensure your brand has sufficient scale. The methodology works best when your market penetration is greater than 8%.
3. Filter out biases: A targeted campaign or a campaign that advertises alongside interest-specific programming will introduce biases in the exposed group. For example, the exposed group for a TV campaign exclusively run against sports will look substantially different to the non-exposed group. In this case, the control group should be filtered to only include sports fans to make both groups comparable.

About ViewersLogic

ViewersLogic: the leading consumer behaviour data company helps advertisers & agencies measure and improve outcomes from media investment. Through a unique measurement platform, we use single-source data to track the behaviour of the individual, and the media they consume, across TV, online and offline. Consumer exposure to an ad is closely monitored through to engagement with the brand including sales, footfall, website visits, app installs and account openings.

ViewersLogic's single-source data provides brands with the full consumer journey enabling advertisers to optimise their campaign performance and minimise wasted spend. Clients include major broadcasters (ITV), agencies of all sizes (Publicis, Seven stars, Bicycle, Medicom), innovative blue chip brands (Mars, JDR, McDonald's, British Gas, Etsy and more).

Visit: www.viewerslogic.com