

Measuring Sales Uplift

How an effective advertising campaign by a European DSP returned this household dairy brand to growth



Who: a European technology company (DSP) who partners with the world's largest agency groups and brands to deploy omnichannel advertising campaigns



Issue: A popular household dairy brand was losing market share in most of the territories they sold in, so they called the DSP to help them stabilize and grow brand share



Goal: To run an effective out-of-home ad campaign for the dairy brand, and set out to use NIQ data to measure the impact of the campaign on in-store brand performance, tracking the brand's share



Solution: A partnership with NIQ to arm the DSP team with **sales and geomarketing data** to track the impact of their campaign across channels, classify shops according to exposure to the brand, and more.

Key Questions to Answer:

- What were the changes in **market share** for the brand, pre- to post-campaign?
- Which geographical zones showed an **uplift in sales** due to the campaign and helped to sell more product?
- How does a store's **socio-demographic** structure compare with the brand's consumer profile?

A win-win-win

NIQ data provided actionable insights on campaign effectiveness, proving successful results for the dairy brand



DSP provider is now armed with **more transparent messaging** and **proven results** to communicate their media effectiveness with clients



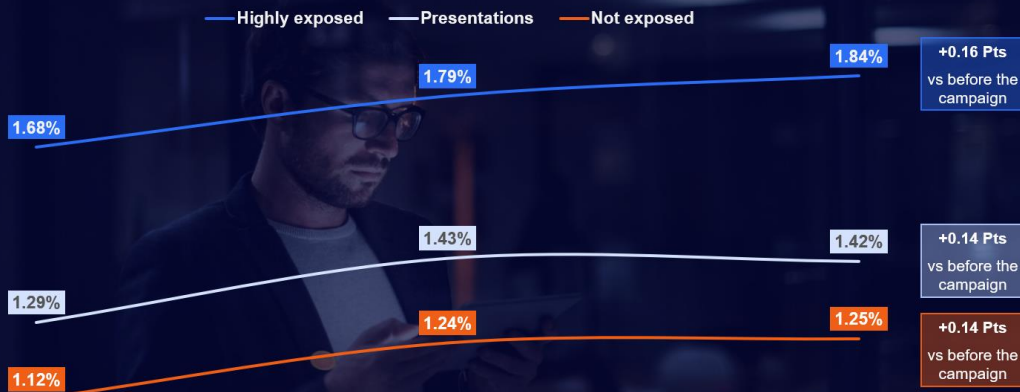
Secured more business with the dairy company to launch future campaigns



Proved campaign success through comprehensive results, detailing brand growth

The sales uplift is stronger in the shops with the most advertising exposure

% Sales by shop type



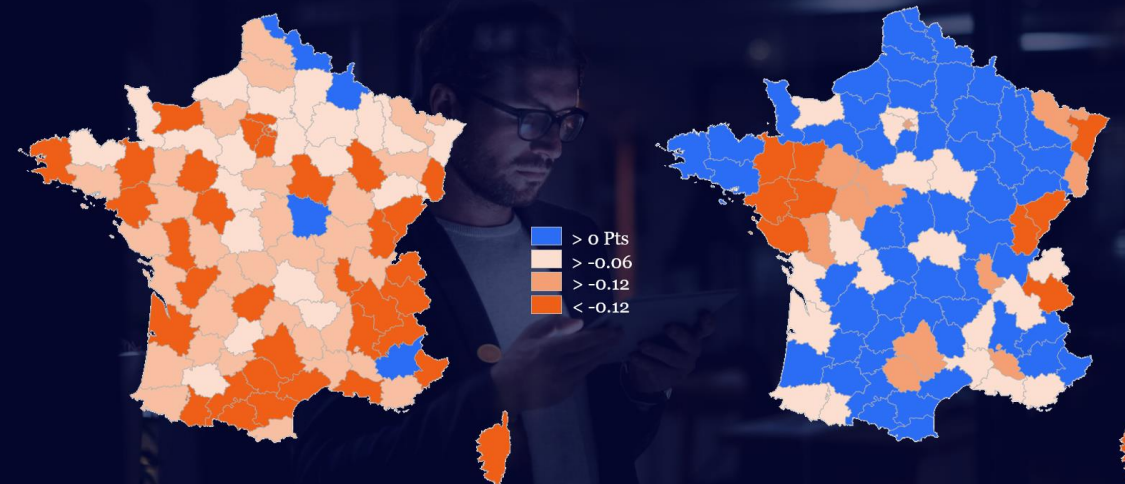
Before the campaign

During the campaign

After the campaign

Before the campaign, the majority of the territory saw losses in market share for the brand, but after the campaign, many departments returned to growth.

Evolution of the brand's share of total sales



Before the campaign

After the campaign