

CASE STUDY

Evolution Media Group helps Niagara Water boost in-store visits and purchases by leveraging Factual Measurement and Oracle Data Cloud

Advertiser:

Niagara Water

Platform operator:

Evolution Media Group
on behalf of The Woo agency

Method:

Factual Measurement and
Oracle Data Cloud

Brief

- Attract buyers of competing brands
- Measure in-store visits and sales of stores that carry Niagara Water products
- Increase purchases within core demographic

Approach

- Used Factual Measurement to measure in-store visits
- Tracked offline sales of Niagara products using Oracle Data Cloud
- Targeted precise audiences based on previous behaviors across mobile, PC, and CTV for display and video in two DMAs

Results

42% ↑

increase in same-store sales of Niagara products

\$0.49

CPA for in-store visits across stores selling Niagara Water

\$1.65

CPA for purchases of Niagara Water packs

23,000+

buyers of competing brands conquered

Finding a needle in a haystack

Measuring the digital marketing success of a CPG brand can be like trying to find a needle in a haystack. With no storefront or online events of their own, Niagara Water, a national bottled water company, was looking to try new measurement tactics to track the impact of their digital campaigns — something they had struggled with in the past. Their platform operator, Evolution Media Group (on behalf of The Woo agency), suggested using two unique offerings — Oracle Data Cloud and Factual Measurement — to measure true business results for the first time in a programmatic environment.

The agency team launched a three-month campaign across mobile, PC, and CTV across two DMAs (Greater Los Angeles and Greater Houston). Using The Trade Desk's extensive demographic and audience data, they were able to implement three targeting strategies at once:

- Targeting buyers of other brands who do not shop at stores that carry the Niagara product by co-marketing with the retailers who do
- Targeting known buyers of other brands who made a purchase within the last month
- Defend and nurture existing customers and expand this demographic by way of the techniques listed above

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Oracle Data Cloud

Through partnerships with major grocery and pharmacy chains in the U.S., Oracle matches online profiles to offline sales data at the UPC (universal product code) level. That data is then connected to your campaign by The Trade Desk's offline measurement solution.



Factual Measurement

Factual Measurement is built on mobile location data to refine your insights and make advertising decisions based on the most relevant and precise consumer insights available. Factual's location validation stack continually validates mobile location data, taking into consideration inputs like business hours and location history.

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Capturing unprecedented insights and Conversions

Having never run a campaign like this before, Niagara Water and Evolution Media used this 3-month campaign to determine their budget and efforts for future campaigns. The agency leveraged the flexibility of The Trade Desk platform, creating precise combinations of audience and measurement technology.

They successfully measured an increase in same-store sales by 42%, a KPI that Niagara had never been able to track before. Using Factual Measurement's deterministic data set, the agency was able to conclude that the campaign drove over 267,000 store visits with a CPA of \$0.49. Using Oracle Data Cloud, they tracked over 80,000 purchases of Niagara pack cases with a CPA of \$1.65 — over 23,000 of those purchasers previously bought from other brands.

Planning for future campaign success

After seeing such successful results, Niagara Water decided to expand their advertising efforts geographically, moving beyond the two DMAs that were tested to start targeting nationwide. Additionally, they are seeking to increase their advertising budget 2x.

