

Yahoo! Consumer Connect

Yahoo! and Tetley find the perfect blend



Measuring the impact of online advertising on offline sales has been an ongoing challenge for FMCG marketers. So, Yahoo! found a solution and FMCG brands like Tetley are reaping the benefits.



Consumer Connect

Yahoo! Consumer Connect is a targeting and advertising effectiveness product that merges retail shopper data with Yahoo!'s user data, enabling advertisers to reach highly qualified consumers online, at scale, and measure the impact and return of that advertising at the point of purchase.

So how does it work? A panel of 36,000 consumers has been drawn at the meeting point of Nectar card holders and the Yahoo! user base. They've opted in and are happy for us to better understand their behaviours. From that huge sample, in partnership with advertisers like Tetley, we check for frequency of purchase in the product category they're interested in and observe the behaviours of the target audience segments across four weeks, to better define their online DNA. And when we've mapped their make-up, we gather up all the behavioural look-a-likes in the Yahoo! audience,

to provide a target group meaningful in scale so you can see how your advertising online drives results at the till!

Yahoo! kick-starts Tetley's campaign

Yahoo! Consumer Connect has a proven record of driving off-line sales for FMCG advertisers. As of January 2012, Tetley launched its own two-month Consumer Connect campaign on Yahoo!.

Objectives

Tetley primarily aimed to drive sales and deliver a strong ROI. The tea giants also wanted to engage consumers and successfully increase the awareness and consumption of its full product range, especially in the health category including green, fruit infusions, redbush and white teas. Tetley also wanted to move closer to its goal of becoming the most loved tea brand in the UK.

Strategy

Using our Yahoo! Consumer Connect panel of joint Yahoo! users and Nectar card holders, we identified target audience segments whose purchase behaviour indicated that they were likely to be looking to purchase tea during the campaign period or soon after. We made sure this group included customers who exclusively buy Tetley products (three or more units purchased in the last year) and consumers who frequently purchase Tetley products but also buy competitor products too. We then created

a look-alike model which was used to scale the reach of the campaign, and targeted the Tetley campaign advertising to this audience of **5.5 million unique users across Yahoo!**

To maximise the overall impact of the campaign we ensured that there were strong links between campaign creative on Yahoo! and product packaging in-store. All of the Tetley Tea products were displayed in the ad, as were the widely recognised Tetley Tea Folk characters. Finally, thanks to the powerful combination of Yahoo! and Nectar card data, we were able to measure the impact the campaign had on Tetley's sales in Sainsbury's stores.

To guarantee robust results, we observed the purchase behaviour of an 'exposed' and 'control' group. The control group was a like-for-like replica of the exposed group in that they fitted into Tetley's target audience and their behaviour online mirrored that of the exposed group, the only difference being that we didn't expose these users to the Tetley advertising.

To meet Tetley's objectives of engaging consumers and educating them about its product range, it was decided that the ad campaign would include an online game. Participants had to virtually select a Tetley product and make their own tea. After completion, consumers were able to enter a competition to win a year's supply of Tetley's tea and other collectables. The Yahoo! campaign also included two TV ads, details about the full range of products and the opportunity to join Tetley's Twitter and Facebook pages.

Results

£3.75 for every £1 spent



30% uplift for the total Tetley brand



43% increase in household market penetration



5.5 million unique users were reached



Yahoo! Consumer Connect met Tetley's objectives and more! Tetley saw an increase in its market share as well as a boost in the market penetration of its products.

- The Yahoo! Consumer Connect campaign generated an impressive **£3.75 for every £1 spent** (excluding modelling costs) on media.
- Yahoo! was successful in meeting the objective of growing Tetley's market share. The campaign delivered an **81 percent uplift in sales** for the green tea variant per household and a **30 percent uplift for the total Tetley brand**.
- The sheer volume of the Yahoo! audience led to a significant **21 million page impressions**. The campaign reached **5.5 million unique users** and **4.6 million unique households**.
- The **overall growth** for Tetley in the health category during the campaign analysis period illustrates that the campaign was **well timed** to compete with other heavily promoted brands including key competitor Twinings.
- Tetley also achieved a **43 percent increase in household market penetration** in the post-campaign period and a **30 percent increase in incremental sales**, demonstrating the long term impact the campaign has had.

Conclusion

Yahoo! Consumer Connect's unique model of targeting based on offline purchase behaviour delivers proven results. As an advertising solution, it allowed Tetley to reach highly qualified consumers at maximum scale, develop a deeper understanding of its target audience and measure the value and return on investment of its online advertising.

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