

# MARKETING ROI MODEL

## POST-CAMPAIGN EVALUATION



Company: -

Brand: X

Target population: women, 25-65 y.o. urban, income >2500 lei

Campaign duration: 2 months (nov-dec 2016)

Ad Frequency: 2+ (4 insertions per hour)

Spot type: educational promo

Exclusive campaign (no other active marketing campaigns during Info-Sanatate TV campaign) \*

PRODUCT CATEGORY: M5X (ALL OTHER MUSCULOSKELETAL PRODUCTS)

### SALES RESULTS

#### AUDIENCE

INDOOR TV AUDIENCE by target **23.000**

948 OCT 2016 - UNITS (BEFORE CAMPAIGN)

1319 NOV 2016

1372 DEC 2016

#### CAMPAIGN REACH

EFFECTIVE REACH **9.430**

Ad Frequency **2+**

TRP/GRP by target **12**

795 INCREMENTAL SALES - UNITS - TOTAL

371 NOV 2016 (+39%)

424 DEC 2016 (+44%)

#### AUDIENCE COMPOSITION

Light TV Viewers (72%) 6.790 \* less than 3,5 hours/day

Medium TV Viewers (22%) 2.075 \* 3,5 - 6 hours/day

Heavy TV Viewers (6%) 566 \* more than 6 hours/day

#### CAMPAIGN IMPACT & EFFECTIVENESS

Ad Recognition **66%** \* average data from Info-Sanatate TV effectiveness studies

Ad Impact - Effective reach 2+ 6.224

"Light TV Viewers" 4.481

Cost 1.900 € \* test campaign, special offer

#### CAMPAIGN EFFECTIVENESS

average \* average data, 12 campaign effectiveness studies by Nielsen & GBD Research (2013-2016)

Ad Recognition (I have definitely seen it) 66%

Ad Recall (spontaneous) 59%

Brand Awareness (Top of Mind) 38%

Brand Awareness (Prompted) 37%

Purchase Intent (I will definitely buy this product) 34%

Contextual Relevance 91%

Brand activation - Ask for more information 44%

Brand activation - Tell a friend 42%

#### INCREMENTAL SALES MODELING \*

PURCHASE INTENT SCORE by category **25%** \* data from a related category from Info-Sanatate TV effectiveness studies (multivitamins)

POTENTIAL BUYERS **1.556** \* Effective Reach 2+ x Ad Recall x Purchase Intent

CONVERSION RATE **51%** \* result - based on post-campaign sales results

INCREMENTAL BUYERS **795** \* Potential Buyers x Conversion Rate

% from total (Incremental Buyers/Effective Reach 2+) **8%**

SALES CYCLE (units/6 months) **1,0** \* estimated sales cycle

INCREMENTAL SALES - TOTAL - units **795**

POST-CAMPAIGN SALES EFFECT **25%** \* estimation based on sales process

TOTAL INCREMENTAL SALES - units **994**

Product Sale Price **65 lei**

INCREMENTAL SALES - TOTAL - LEI **64.588 lei**

INCREMENTAL SALES - TOTAL - EUR **14.353 €**

RETURN ON INVESTMENT - EUR (sales-cost) **12.453 €**

\* The Incremental Sales modeling presented here is an estimation based on main variables. Some other indicators are needed for an exact modeling: % returning customers, competition, other marketing activities (e.g.. PR, in-store advertising, promotions).

\* The Marketing ROI models offered by Nielsen include these variables and offer a good perspective on how each media channel contributes to the incremental sales.

# MARKETING ROI MODEL

## POST-CAMPAIGN EVALUATION



Company: -

Brand: Y

Target population: 20-65 y.o. all, income >1500 lei

Campaign duration: 6 months (july-dec 2014)

Ad Frequency: 2+ (4 insertions per hour)

Spot type: educational promo

Exclusive campaign (no other active marketing campaigns during Info-Sanatate TV campaign) \*

PRODUCT CATEGORY: A11A (MULTIVITAMINS WITH MINERALS)

### SALES RESULTS

#### AUDIENCE

INDOOR TV AUDIENCE by target **513.700**

10.312 average ian-iunie 2014 (before Info-Sanatate campaign)  
12.481 average iulie-dec 2014

#### CAMPAIGN REACH

EFFECTIVE REACH 2+ (unici) **210.617**

2.169 +21% INCREMENTAL SALES PER MONTH (units)  
13.014 TOTAL INCREMENTAL SALES (units)

Ad Frequency 2+

TRP/GRP by target -

#### AUDIENCE COMPOSITION

Light TV Viewers (72%) 151.644 \* less than 3,5 hours/day

Medium TV Viewers (22%) 46.336 \* 3,5 - 6 hours/day

Heavy TV Viewers (6%) 12.637 \* more than 6 hours/day

#### CAMPAIGN IMPACT & EFFECTIVENESS

Ad Recall **56%** \* Effectiveness study per category: multivitamins with minerals

Ad Impact - Effective reach 2+ **117.946**

"Light TV Viewers" 84.921

Cost 3.800 € \* test campaign, special offer

#### CAMPAIGN EFFECTIVENESS

average

\* Effectiveness study per category: multivitamins with minerals

Ad Recognition (I have definitely seen it) 75%

Ad Recall (spontaneous) 56%

Brand Awareness (Top of Mind) 30%

Brand Awareness (Prompted) 44%

Purchase Intent (I will definitely buy this product) 25%

Contextual Relevance 93%

Brand activation - Ask for more information 59% \*

Brand activation - Tell a friend 52%

#### INCREMENTAL SALES MODELING \*

PURCHASE INTENT SCORE by category **25%** \* data from a related category from Info-Sanatate TV effectiveness studies (multivitamins)

POTENTIAL BUYERS **29.486** \* Effective Reach 2+ x Ad Recall x Purchase Intent

CONVERSION RATE **44%** \* result - based on post-campaign sales results

INCREMENTAL BUYERS **13.014** \* Potential Buyers x Conversion Rate

% from total (Incremental Buyers/Effective Reach 2+) 6%

% from total with Ad Recall (Incremental Buyers/[Effective Reach 2+ \* Ad Recall]) 11%

SALES CYCLE (units/2 months) **1,0** \* estimated sales cycle

INCREMENTAL SALES - TOTAL - units **13.014**

POST-CAMPAIGN SALES EFFECT **5%** \* estimation based on sales process

TOTAL INCREMENTAL SALES - units 13.665

Product Sales Price **47 lei**

INCREMENTAL SALES - TOTAL - LEI 642.232 lei

INCREMENTAL SALES - TOTAL - EUR 142.718 €

RETURN ON INVESTMENT - EUR (sales-cost) 138.918 €

\* The Incremental Sales modeling presented here is an estimation based on main variables. Some other indicators are needed for an exact modeling: % returning customers, competition, other marketing activities (e.g., PR, in-store advertising, promotions).

\* The Marketing ROI models offered by Nielsen include these variables and offer a good perspective on how each media channel contributes to the incremental sales.