

TV drives lower-funnel results for CPG brands

Insights from AudienceXpress & NCS

It's simple: data is power

When the right data is used correctly, TV—whether it's linear, streaming, or both—becomes so much more than an upper funnel advertising tactic.

Beyond brand awareness, TV is also critical for driving online and offline sales, regardless of a brand's category or size.

For small- to mid-sized consumer package goods (CPG) brands, the goal of TV advertising is to achieve the highest possible return on ad spend (ROAS). According to AudienceXpress and NCSolutions' recent analysis of 10 campaigns across eight key CPG brands, companies far exceeded the minimum of breaking even. Among the 10 campaigns, ROAS ranged from \$1.57 to \$25.73, with a median of \$3.79. Furthermore, **the study revealed direct sales lifts from the campaigns that ranged from 2% to 9%.**

TV has earned its place at the bottom of the purchase funnel. Brands can now target their customers and discover new ones, while being confident that a specific ad impacted a decision to buy more or try a new product.

- Peter Topol, VP of Advanced TV Partnerships, NCSolutions

National TV campaigns built on remnant inventory drive sales for CPG brands

 10 campaigns

 8 CPG brands

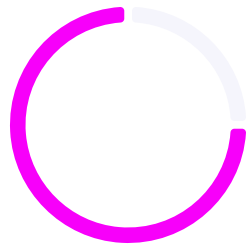
 \$3.79 median ROAS

 5% median sales lift

Purchase-based targeting has 3X ROAS

For CPG brands, purchase-based targeting leads to triple the ROAS of other targeting methods.¹

Thanks to innovations in data-driven capabilities, these advertisers can use purchase-based targeting to plan and buy linear TV campaigns. Purchase history is the greatest predictor of future purchase intent, and 75% of consumers find it helpful to see advertising for a brand or product they have previously bought.² It's no wonder that it's so effective to target audience segments composed of households that have already bought an advertiser's product.



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[1] NCSolutions analysis of over 750 consumer packaged goods campaigns

[2] NCSolutions Consumer Sentiment Survey, August 2021



Audience-based targeting drives results

Audience-based targeting leads to business results throughout the full funnel.

Of course, TV still drives significant brand awareness through reach, across platforms. Audience-based targeting takes this a crucial step forward, allowing advertisers to not just reach households, but also to ensure they are finding and engaging with the “right” audiences – the ones most likely to be receptive to an ad and ultimately buy a product.

Test and measure for success

Measuring the holistic impact of TV advertising provides valuable intelligence to inform future campaigns and optimize tactics, even while a campaign is still running.

For the 10 campaigns in this study, not only was their impact on in-store sales clear, but it was also possible to understand the buyer makeup, providing critical intel to inform future campaigns.

Advertisers can achieve a national-level reach using local MVPD ad inventory as effectively as a network-direct buy. This study from NCSolutions has clearly shown the value advertisers can expect when they choose AudienceXpress.

- Edward Kim, Head of Research & Insights, AudienceXpress



About AudienceXpress

Comcast Advertising's global media solutions company, AudienceXpress, empowers advertisers to buy premium TV advertising on an audience basis across all forms of TV, spanning linear and streaming platforms. In a fragmented marketplace, AudienceXpress provides direct, scalable access to reaching and engaging with specific TV audiences – beyond basic demographics – and delivers real-time insights, allowing advertisers to measure and optimize campaigns to maximize investments.

About NCSolutions

With over a decade of experience advancing advertising, NCS helps improve advertising effectiveness for the CPG ecosystem. Their research-based insights, collective wisdom and proven techniques help brands target the right audiences based on in-store purchase behaviors, optimize campaigns while in-flight, measure the resulting incremental sales and discover future-proofed advertising strategies. NCS connects what people watch with the products they buy to help CPG companies win.