

Measurement Solutions Case Studies

collective **bias**[®]

An  **inmar**[®] Social Engagement Company

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INTRODUCTION

Our clients have seen the benefit of using influencer marketing for everything from content creation to engaging, building and finding new audiences. But Earned Media Value isn't enough to prove the real value of influencer marketing today. Marketers are desiring more data, forcing a need for enhanced analytical offerings challenging brands and retailers to justify every dollar of spend down to the impact on sales. Historically, the influencer marketing industry has failed to provide a benchmark of the actual ROI of advertising spend that clients have been searching for. Until now.

This industry pressure point led us to set out a plan to comprehensively analyze influencer marketing's impact by developing multiple methodologies, which we outlined in detail in our latest Measurement Study, "The Power of Influence: A Window Into Influencer Marketing & ROI." This report showcased several test examples to provide context to Retail Sales Lift Analysis, foot traffic, basket size, and coupon redemption related to influencer marketing strategies.

Our new Measurement Solutions bring those methodologies to life as a new product offering, providing unique opportunities for brands and retailers searching for the "why" behind influencer marketing. These Solutions thoroughly examine the effect of influencer content on sales while providing sales lift analysis for brands through measurement capabilities, as well as insight to the best advertising spend and positioning for products.

The offerings include:

1. Loyalty Card Study

pairs Nielsen Catalina Solutions (NCS) loyalty data with Collective Bias' first-party audience data to determine lift.

2. Retail Sales Lift

combines client-supplied POS data of test and control groups to uncover lift.

3. Mobile Proximity

measures impact on in-store traffic through mobile geo-fencing.

Each solution was previously validated by researching more than 12 influencer campaigns conducted over an 8 to 12-week period for national brands spanning five CPG categories: durables, consumer electronics, food & beverage, consumables, and beauty.

THE PROOF

See how our Measurement Solutions continue to provide value for clients.

Case Studies

Retail Sales Lift Analysis: Office Product Brand

A preferred office product brand partnered with Collective Bias to execute an influencer marketing program during the holiday season. Influencers created engaging tutorials featuring multiple products, inspiring readers to purchase the products for different usage occasions in their own homes. An initial spend of \$75K converted to \$492K in incremental sales lift after final analysis, an impressive success for the brand.

Office Product A



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Case Studies

Office Product B

\$175K
Sales Lift



\$2.9MM
Test Region



\$2.7MM
Control Region



+6.6%

Nov 2016 – Jan 2017



Control Test

Office Product C

\$303K
Sales Lift



\$2.3MM
Test Region



\$2.0MM
Control Region



+15.1%

Nov 2016 – Jan 2017

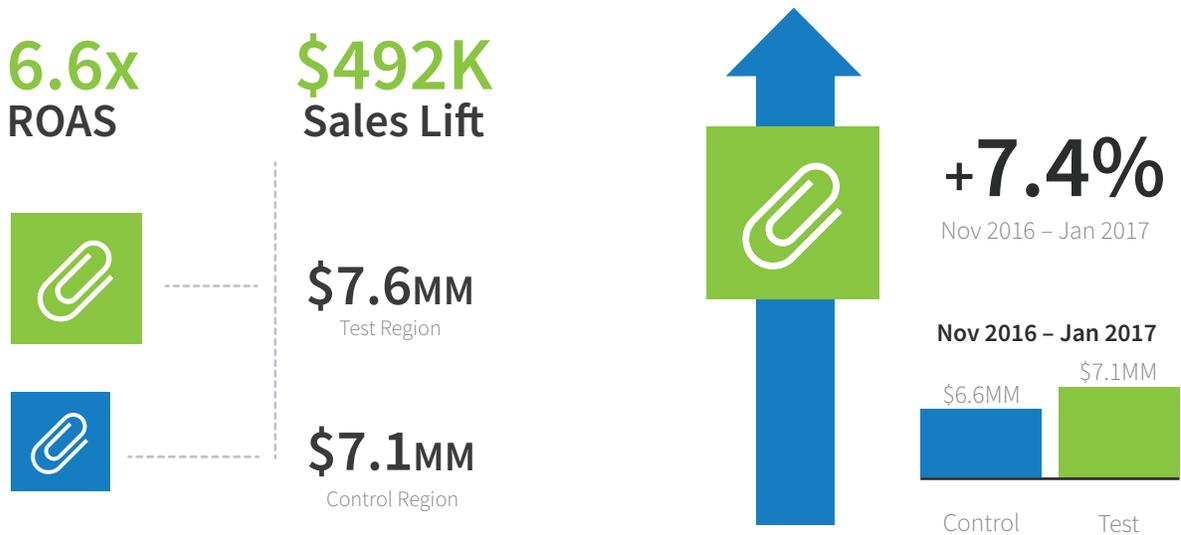


Control Test

ALL BRANDS RESULTS

Retail Sales Lift Analysis: Office Product Brand

All three office brand products showed positive sales, test over control during the timeframe of the Collective Bias influencer marketing program when analyzed separately. Methodology relied upon test over control in geo-targeted regions during a 12 week time frame. **Analysis proved \$492K in incremental sales lift. Initial investment for the program garnered a 6.6X ROAS for the brand when analyzed as a whole.**



THE PROOF

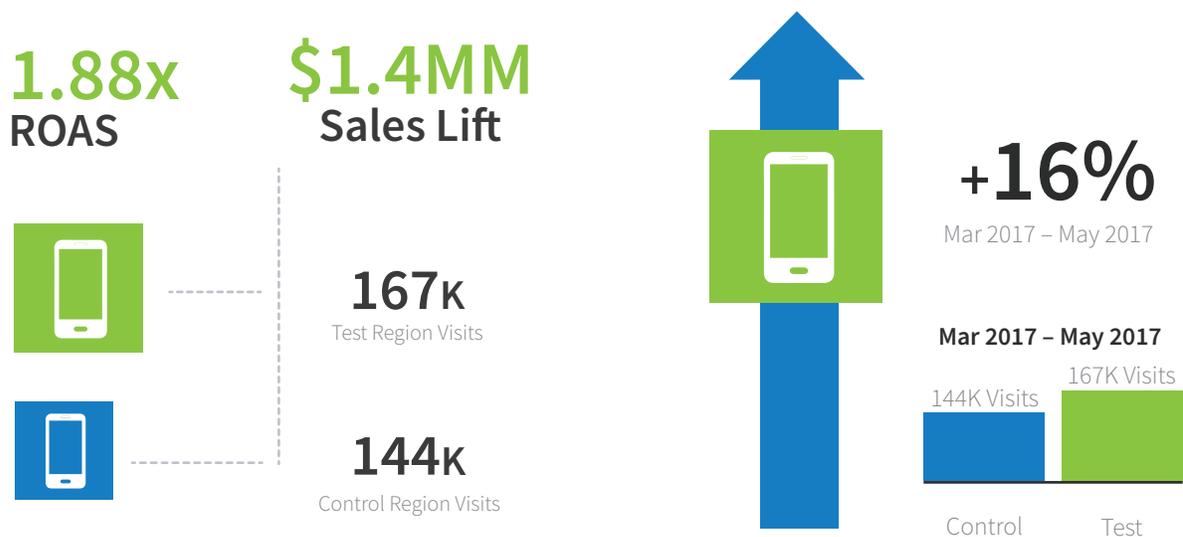
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Case Studies

In-Store Traffic Analysis: Mobile Phone Brand

In a separate campaign, Collective Bias influencers promoted a Mobile Phone Brand and its plan offerings at a major retailer. Content was focused on tax time and movie nights which influencers provided tips for stretching your tax return with the value-friendly mobile phone, and movie night party ideas utilizing the plan's movie streaming service partnership. While influencers were driving traffic in-store through content, Collective Bias used Placed data to provide In-Store Traffic Analysis to the brand.

An initial spend of \$750K provided the brand with a ROAS of 1.88x and 16% Sales Lift after analyzing the In-Store Traffic data. By measuring foot traffic through pixel data we were able to tap into the shopper DNA and consumer intelligence that has been lacking in the past, proving that the right content can increase basket size.



About Collective Bias and Inmar

At the forefront of influencer marketing and measurement, Collective Bias' proprietary data and technology enables influencer selection and management, resulting in campaigns that drive true engagement and impact sales for leading brands across multiple verticals. Collective Bias was named one of Forbes' "Most Promising Companies" three years in a row and listed in the "Inc. 5000." Social Fabric® is Collective Bias' hand-selected community of over 9,000+ shopping-focused influencers with an aggregate multi-channel reach in excess of 80 million.

Collective Bias is a wholly-owned subsidiary of Inmar, Inc. Anyone who has redeemed a coupon, filled a prescription or returned a product, has touched Inmar. We apply technology and data science to improve outcomes for consumers and those who serve them. As a trusted intermediary for over 35 years, Inmar has unmatched access to billions of consumer and business transactions in real time. Our analytics, platforms and services enable engagement with shoppers and patients, and optimize results. Together, Collective Bias and Inmar are set to measure the impact of influencer marketing along the entire purchase funnel.

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