

CONSUMER INSIGHTS FROM ACTUAL OBSERVED BEHAVIORS

QUESTION ANSWERED

- “Which consumers represent the greatest opportunity to expand consumption of my brand?”
- “Where can I find them online?”

INSIGHT REVEALED

- Identified two target ‘trip conversion’ audiences who together represent a potential 33% increase to the brand’s bottom line
- Revealed where the two target audiences spend time online

ACTION TAKEN

- Dispelled belief that online behavior is the same among all brand buyers
- Client, media agency developed and executed audience-based buying strategy

Actual Purchase for Category & Brand

Shopcom Buyer Audiences	Dollars Spent Per Household	Dollars Per Trip	Units Per Trip	Trips Per HH
Category Heavy/Brand Heavy	\$65.23	\$5.47	1.7	11.9
Category Heavy/Brand Light	\$54.05	\$5.91	1.5	9.1
Category Heavy/Brand Medium	\$54.08	\$5.67	1.6	9.5
Category Light/Brand Heavy	\$11.20	\$4.34	1.7	2.6
Category Light/Brand Light	\$5.39	\$2.94	1.3	1.8
Category Light/Brand Medium	\$8.30	\$3.71	1.5	2.2
Category Medium/Brand Heavy	\$20.75	\$4.09	1.6	5.1
Category Medium/Brand Light	\$18.59	\$4.29	1.5	4.3
Category Medium/Brand Medium	\$18.98	\$4.17	1.5	4.6
Category Total	\$28.51	\$4.51	1.6	5.7

Site Reach by Target Audience

