

IDENTIFYING THE OPTIMAL AUDIENCE FOR SUSTAINED BRAND GROWTH

QUESTION ANSWERED

- “Which of the buyers reached with my TV campaign are the key to long-term growth for my brand?”

INSIGHT REVEALED

- Incremental source of volume analysis
- New buyers repeat 3X more frequently than brand switchers
- New buyers are optimal source of sustained, long-term brand growth

ACTION TAKEN

- Client used insights to develop a new buyer growth strategy
- Deployed an explicit new buyer creative execution and media plan

90-Day Repeat Purchase among Exposed Buyers

