

QUANTIFYING THE IMPACT OF ONLINE ENGAGEMENT ON OFFLINE SALES

QUESTION ANSWERED

- “Does my website membership drive incremental sales?”

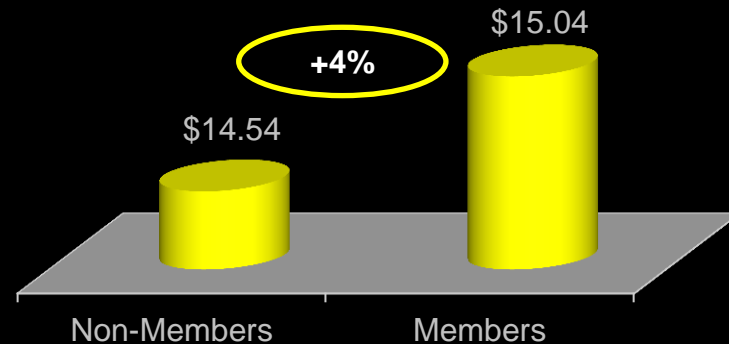
INSIGHT REVEALED

- Website drove significant incremental lift in consumer buying rate within the first six months the site was live
- Compared to non-members, website members bought an additional 1,000,000 units generating \$400,000 in incremental sales
- Website generated a 10% increase in penetration for a well-established, mature brand

ACTION TAKEN

- Client integrating membership website into all brand communication and advertising

INCREMENTAL LIFT IN BRAND BUYING RATE



INCREMENTAL LIFT IN BRAND PENETRATION

