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Geo-Targeted Search & Display Ads Drive Cereal Sales

An Ad Effectiveness Study on the Offline Impact of Search & Display
Ads for a White-labeled Cereal Brand

Google/SymphonyIRI/In-Store Marketing Institute
U.S., August 2010

Agenda

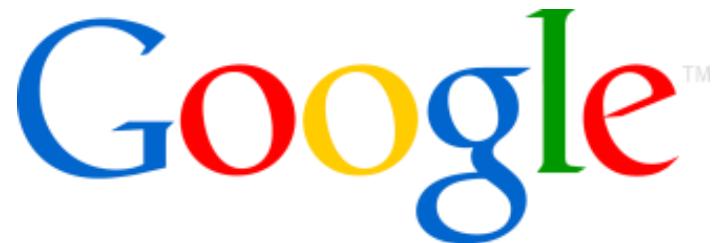
1 Partners and Participants

2 Study Objectives and Methodology

3 The Offline Sales Impact of by Test Market

4 Summary of Key Findings & Implications

Partners and Participants



IN-STORE MARKETING
INSTITUTE

Symphony **IRI** Group

Insight.
Innovation.
Impact.

Study Objectives

Objectives

- What is the **offline impact** of Google search and display campaign on the test brand?
- Can a **geo-based targeting** approach drive impact against moving sales away from a specific regional competitor?
- Which search text **ad messages** resonate best with consumers and are most effective at driving offline sales?

Geo-Targeted Match Market Methodology



- 4 cell designed, matched-market test including 3 test and 1 control
- Selected matched markets with high retailer share of test retailer
- Measured across a 10 week test campaign period, plus 2 week lag effect
- Measured impact in Volume Sales in Grocery doors

Source: White-labeled Search and Display Match Market Study for Ready-To-Eat Cereal Advertiser, August 2010. Regional shaded areas and visuals around dark versus test markets are for illustration purposes only and may or may not match up to actual.

The 3 Different Creatives: Text Ads

Brand Claim

Brand Name Product

This Brands Products Gives Your Family Nutrients That They Need!
www.MetaBrandSite.com

Product Message

Buy This Brand's Product

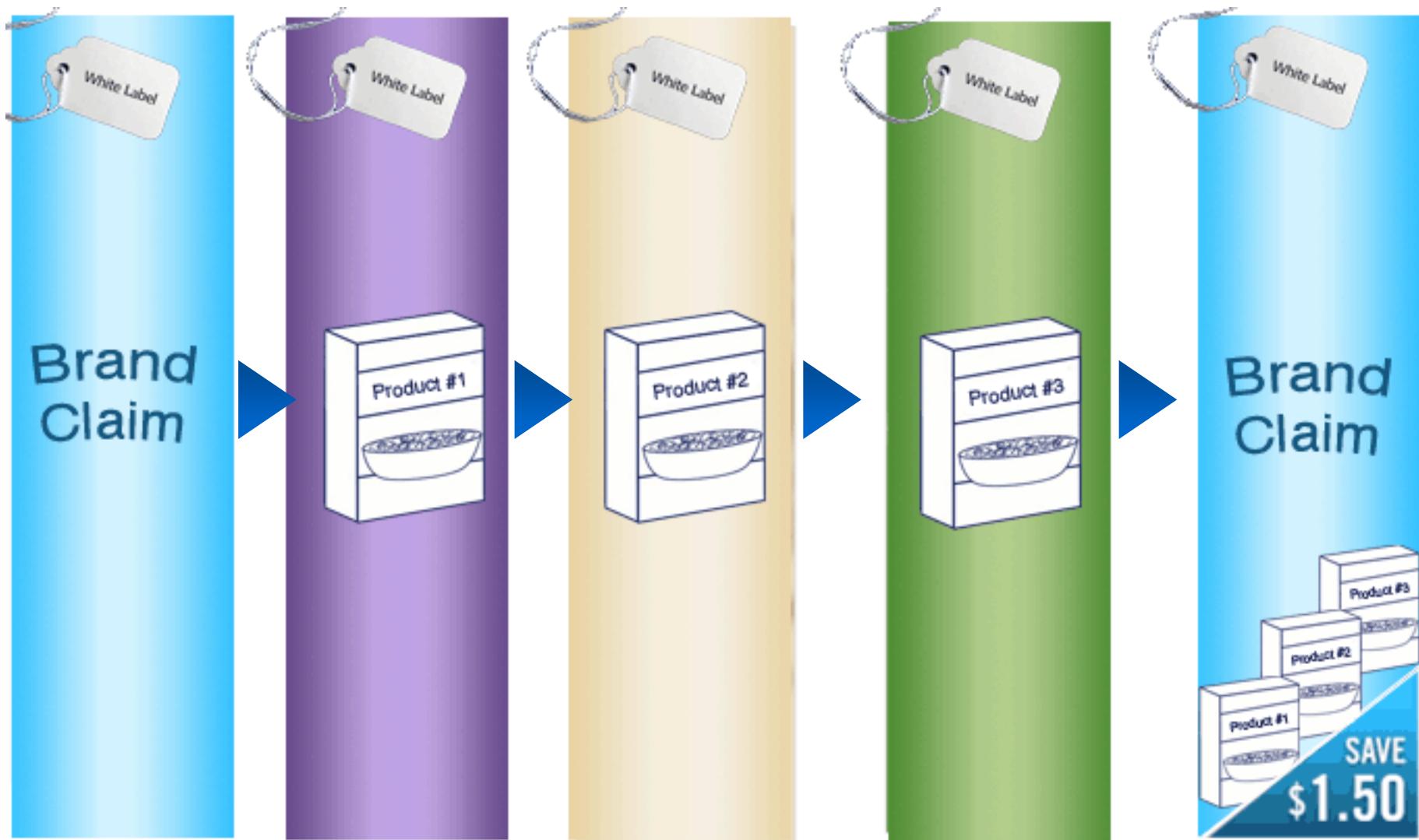
The Brands Your Family Loves - Product #1, #2, and #3!
www.MetaBrandSite.com

Coupon Message

Brand Name Product

Save \$1.50 on Brand Name Product and Get the Taste Your Family Loves
BrandName.com/ProductCoupon

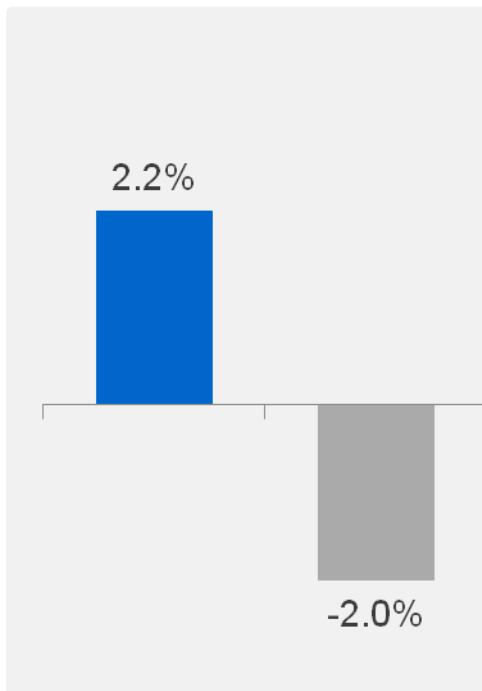
The Display Ads by Initiative



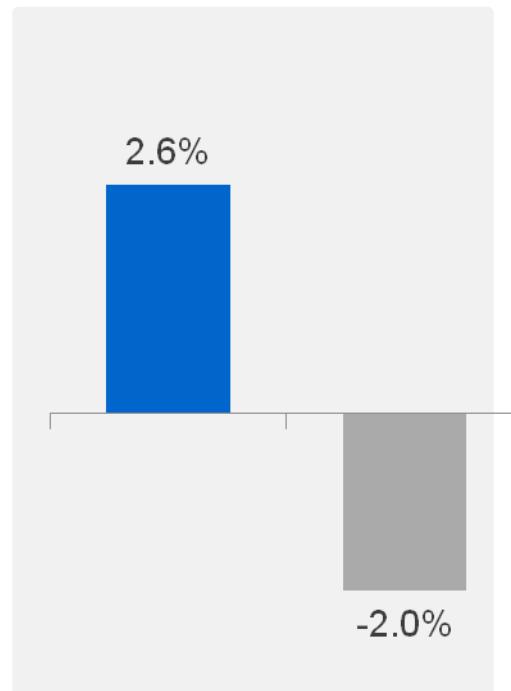
Positive Offline Results in All Test Markets!

■ Private Label ■ Test Brand

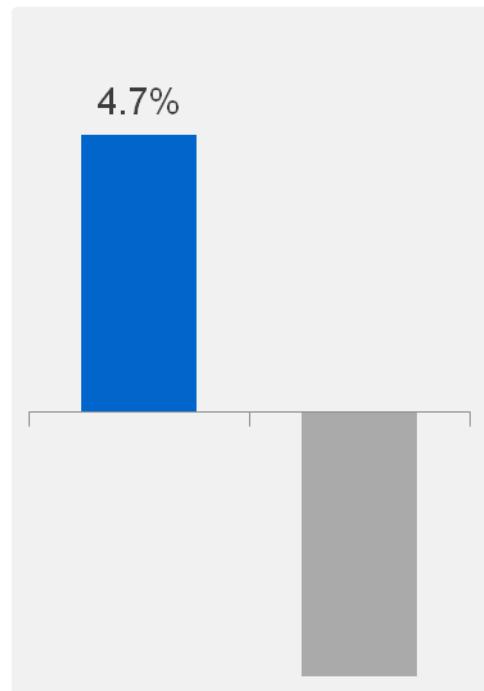
Sales Lift in Brand Claim Campaign



Sales Lift in Product Message Campaign



Sales Lift in Coupon Campaign



Source: White-labeled Search and Display Match Market Study for Ready-To-Eat Cereal Advertiser, August 2010, Sales in volume..
Life versus control (dark – no search). All results significant at 90% or greater.

Summary of Key Findings & Implications

Google search and display is an effective media vehicle to move offline sales

- All test markets that implemented search and display showed lifts (ranging +2.2% to +4.7%) versus the dark market that did not have search or display.

A geo-targeted search and display strategy is effective at driving consumers away at the retailer level

- All test markets that implemented search and display showed declines to the targeted store brand (ranging from -2% to -4.5%) versus the dark market that did not have search or display.

Search ads with coupon messaging resonate best with consumers and drive the strongest offline performance

- Search campaigns that included a click for savings call-to-action lead to higher click-through rates and ultimately stronger offline sales (+4.7% lift) versus search ads that messaged product/brand benefits only (+2.2% / +2.6% lift).

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