Finecast utilises first-party data & shoppable ads to drive incremental sales

4x

Return on Ad Spend

61%

of exposed viewers likely to purchase the product

19%-pt

uplift in purchase intent

Challenge

Following successful campaigns in 2021, Boots wanted to keep its momentum going in 2022 and tune into consumers' post-COVID sentiment with its 'Summer Better Be Ready' multi-channel campaign to drive incremental spend amongst existing Boots customers.

Approach

Finecast worked with Boots to harness the power of its first-party data, providing valuable insights from its loyalty program – Boots Advantage Card – purchase activity. By partnering with Boots' clean room technology partner LiveRamp, Finecast were able to safely and securely create a data bridge to synchronise and anonymise data sets, thereby creating unique TV audiences to drive consumer behaviour towards incremental sales.

Boots' summer campaign benefitted from multiple different targeting strategies. TV ads were served to both broader demographic audiences as well as precisely targeted Boots Advantage card members.

Across the campaign, different creatives and formats were utliised, including new creative technology of QR codes, embedded within the ads to drive engagement and action. The QR code took customers directly to the Boots website, and scan-throughs were monitored by QR code generator platform, Flowcode.

Flowcode's advanced analytics allowed Finecast to track how many people used the QR code and provided insights into the locations with the highest scan-through rates, as well as providing insights into what time(s) of day and day(s) of the week that saw the greatest engagement.

To evaluate campaign effectiveness, Finecast employed two measurement studies. The first worked with LiveRamp to tie campaign exposure data to Boots first-party sales data by comparing exposed vs. unexposed customers and matching that information to Boots' Advantage Card transactional data. The second was a Brand Uplift Study powered by Kantar Profiles, using a control vs. exposed methodology to measure the campaign's impact on key brand metrics.

Results

The LiveRamp study demonstrated a significant sales uplift in the exposed vs. unexposed control regions in incremental online spending.

The Flowcode data showed that Thursdays, Fridays and Sundays were the days of the week seeing the highest number of scans and 7pm-9pm were the hours of the day with the highest number of scans (aligned with peak Finecast delivery spikes).

The brand uplift study demonstrated:

- 59% of respondents took an action after seeing the ad including 25% visited the store, 22% made purchases and 35% searched for more information online
- 61% of the exposed viewers are "likely" to purchase from Boots compared to 42% in the control group
- 34% of exposed viewers are Boots promoters versus 22% in the control group

These results illustrate that the campaign was very effective in enabling Boots to grow spend among both existing and lapsed customers. They highlight the value of activating first-party audiences to deliver even stronger addressable TV campaigns. This will help Boots drive further innovation in planning in its future TV campaigns.
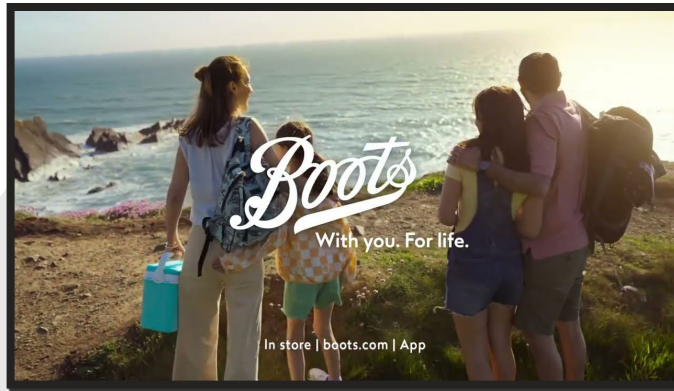
> "We've enjoyed the success of our previous addressable TV campaigns with Finecast and were excited to innovate with this new approach harnessing the power of our first-party data and the valuable insights from Boots Advantage Card purchase activity, as well as trial shoppable ads.
>
> Oliver Shayer, Omni-Channel Media Director, Boots

TV — Finecast's flagship product delivering the most premium broadcaster VOD inventory on the big TV screen

/LiveRamp — Advanced segment data for accurate customer targeting

Boots — Advantage Card first-party data

FLOWCODE — Advanced QR code analytics

KANTAR — Independent brand uplift study powered by Kantar Profiles

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