

Success Story

New York Bakery

Finecast drives spend uplift via precision data targeting with bespoke Nectar segments across the TV ecosystem



1.4%

Total uplift in customer spend

152%

Return on ad spend

1.3%

Lift in the number of brand customers

Background

The New York Bakery Co. (NYBCo.) is a UK business committed to baking authentic New York style bagels for the UK market. NYBCo. are constantly looking for new ways to reach their target audience and bring new consumers into the brand or increase brand consideration within current consumer' repertoires. They are keen to innovate and test media first solutions in order to generate positive impact on brand consideration and sales. When Finecast made Nectar data available for targeting and measurement, NYBCo. became the launch partner and took advantage of this media first opportunity.

Challenge

NYBCo.'s challenge was driving incremental sales in a highly competitive bakery and morning goods supermarket aisle.

They wanted to understand if bespoke Nectar and YouGov targeting in an addressable TV environment would deliver a revenue uplift.

Approach

The new precision TV data capability, planned and activated through Finecast, allowed NYBCo. to access specific qualifying criteria for 18-44 parents with kids in the household, alongside a bespoke Nectar segment.

A Nectar audience is based on transactional data collected from the Nectar loyalty scheme; the largest in the UK, boasting a panel of 5 million customers. Each transaction is attributed to an opted-in Nectar cardholder, which captures point of sale information both in-store and online.

Finecast can reach a new level of audience data for FMCG brands through a partnership with Nectar, powered by Liveramp. Individual level [offline and online Sainsbury's] transactions captured by the Nectar card are classified into audience segments [by Sainsbury's] and then statistically modelled to the full postcode level [by Liveramp's data science team] for Finecast campaign activation.

Using Nectar data, Finecast built a bespoke audience of bread aisle and morning goods shoppers that were buying either NYBCo. or competitor products.



Finecast combined this new targeting capability with an addressable broadcast approach that meant NYBCo. could reach their specific audience through high-quality emotive storytelling via TV. Finecast targeted aforementioned audiences with precision in a 100% broadcast environment, across the entire UK TV ecosystem.



Results

A closed loop sales study enabled Finecast to link targeted ad exposure back to business results by measuring uplift in sales and return on ad spend. The study was designed to show the incremental value of targeting on Finecast above and beyond any other campaign activity.

The campaign was successful at driving sales to the New York Bakery brand, seeing a 1.4% total spend uplift. This is equivalent to a campaign return on ad spend (ROAS) of 152%.

This was primarily driven by a 1.3% lift in brand customers in the exposed regions.

The campaign was effective at driving both new customer acquisition as well as existing customer retention.

Spend per customer appeared to be driven by higher unit cost, showing that exposed customers were more likely (vs the control group) to buy when the product wasn't on promotion.

“*Finecast’s partnership with Nectar not only provided us with the opportunity to identify & reach our customers in high quality, broadcast environments, but also to test & learn and evaluate its impact on actual sales. The results were very strong, proving that such targeted comms activations work incredibly well for the New York Bakery Co. brand.*

Christina Honigfort, Head of Marketing, NYBCo

Our solutions

Finecast is the UK’s leading addressable TV business, helping brands address premium, big-screen viewers as they fragment across an expanding universe of TV platforms.

Our solutions enable advertisers to precision target viewers across multiple on demand, linear and live streaming TV environments, whilst helping advertisers address hard-to-reach TV viewers through a single access point, with standardised and independent measurement.

Want to find out more? [Get in touch here](#)



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



Advanced segment data for accurate customer targeting



Demographic data segments for qualifying target audience

