

Key takeaways from the webinar

How Reckitt maximizes eCommerce sales through AI-driven targeting

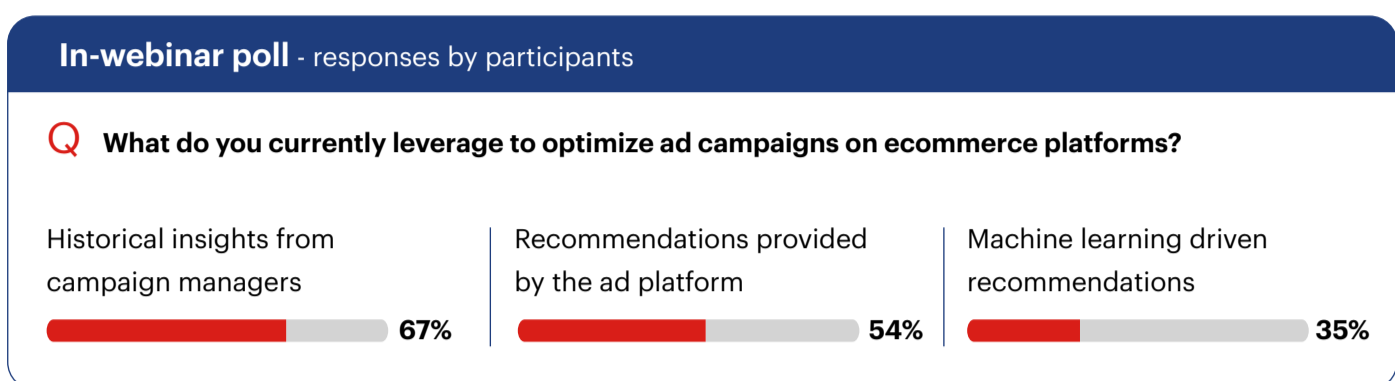


CGT CONSUMER GOODS TECHNOLOGY

With digital media accounting for **60%** of all media spends, CPG brands operate in a highly competitive environment to gain consumer attention and drive sales. The use of AI-driven targeting helps marketers refine audience selection, bid frequency, campaign budgets, among other KPIs.

Challenges of advertising on retail media networks

- 1 Differences in KPIs, sales attribution windows, and data integration requirements across networks
- 2 Lack of a category and business-specific approach by marketers to drive performance
- 3 Choosing the right platforms that are aligned to the category and the brand being advertised
- 4 Rising ad costs across retail media platforms due to high competition for ad placements



How to approach KPIs in eCommerce advertising

- Set specific KPIs based on the goals and expectations of the campaign
- Acquire new customers by tracking “new to brand” as a crucial KPI
- Determine profitability at the user level
- Break down the business KPIs into more granular metrics to derive analytical KPIs
- Use tools such as data clean rooms to refine targeting and optimize spend

“In terms of driving profitability, there is a metric called PPUPY - Profit Per User Per Year. This helps business determine profit levers at a user level and accounts for the lifetime value of a consumer, cost of acquisition, costs for the products they are buying and other costs to serve the consumer”

Imteaz Ahamed
Director, Performance Marketing- Nutrition, Reckitt

Data Clean Rooms

What is a data clean room?

A data clean room is a technology service that assists content platforms in maintaining the privacy of first-person user data when interacting with advertising providers. It is a secure and controlled environment where companies can share, compare, and analyze sensitive user data without falling prey to any kind of compliance data breach. Data clean rooms are the way forward as the world moves towards cookieless user experience.

More than 65% of the companies that use privacy preserving technologies are now investing in data clean rooms

Skillsets required to optimize retail media campaigns

- Audience management**
Identifying key characteristics, behaviors, and needs of the target audience
- Media management**
Understanding of media consumption habits and the most effective messaging to drive engagement
- eCommerce and delivery**
Solving various pain points in the customer journey to optimize the user experience
- Customer journey mapping**
Mapping out the various touchpoints to create targeted marketing campaigns and develop personalized product recommendations

“Within CPG there are two things that you're really trying to drive. One is acquisition. How do I get new users into my brand? And the second is, how do I get them to buy again? So, understanding from a media and commercial point of view, those are the key skillsets required.”

Imteaz Ahamed

Case study: Creating innovative AI-powered eCommerce advertising solutions

Business context

Improve the ad performance on Amazon and drive sales for the nutrition range of products by leveraging machine learning. The brand wanted to:

- Select the right audiences on the platform for higher conversions
- Allocate the right budget to each campaign and determine the optimal campaign windows
- Identify the right campaign settings like bid value, frequency, viewership depending on the product advertised

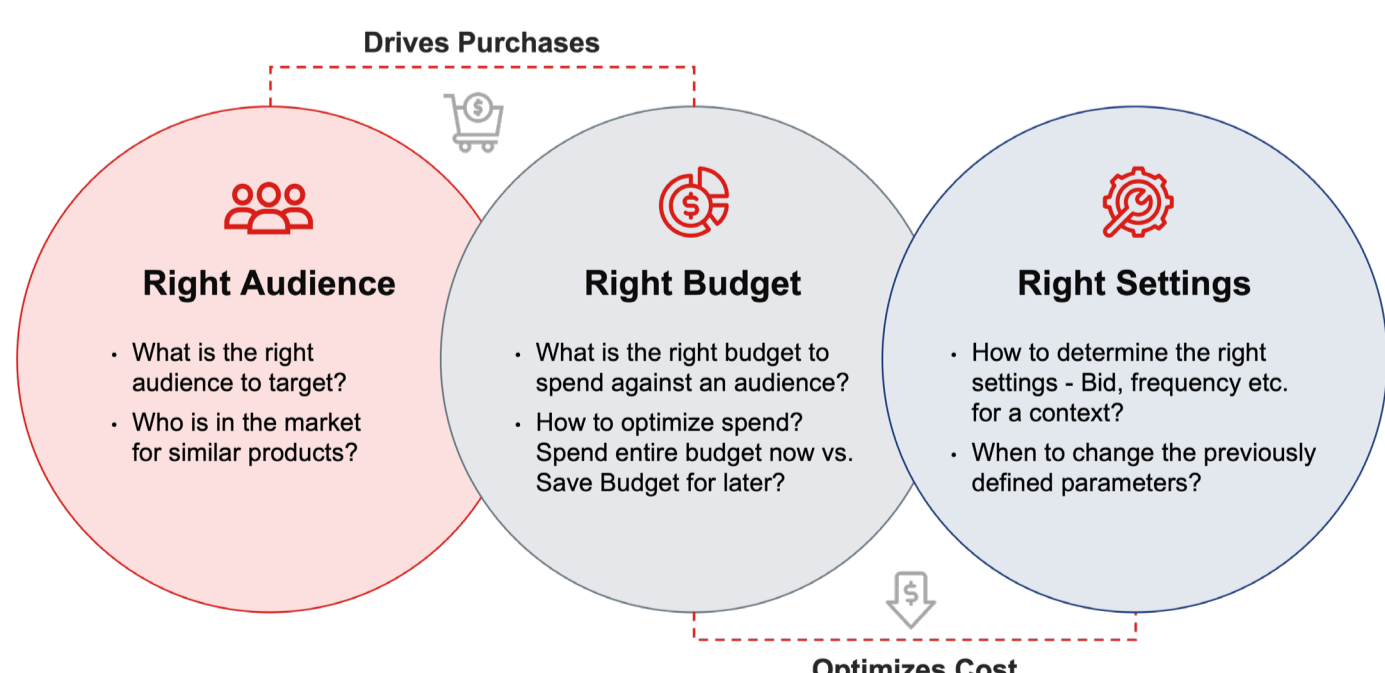
Key solution features

- Two ML models interacting with each other. One aims at driving purchases and other aimed at optimizing ROAS
- Swiftly integrates with multiple eCommerce retailers
- Adapts to other industries with customized business-level configurations

Business impact

- 400%** improvement in purchase per dollar
- 10x** improvement in ROAS
- 160%** enhancement in purchase rate

Solution philosophy



“Access to first party data enhances the quality of the ML output significantly. However, with just Amazon audience data and some audience reports from 3rd party media platforms will do just fine. When speed and efficacy of spend decisions are critical, ML can provide accurate insights much faster by analyzing significantly more data than humans can, in the same time frame.”

Sundeep Kumar
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Maximize eCommerce sales through AI-driven targeting

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