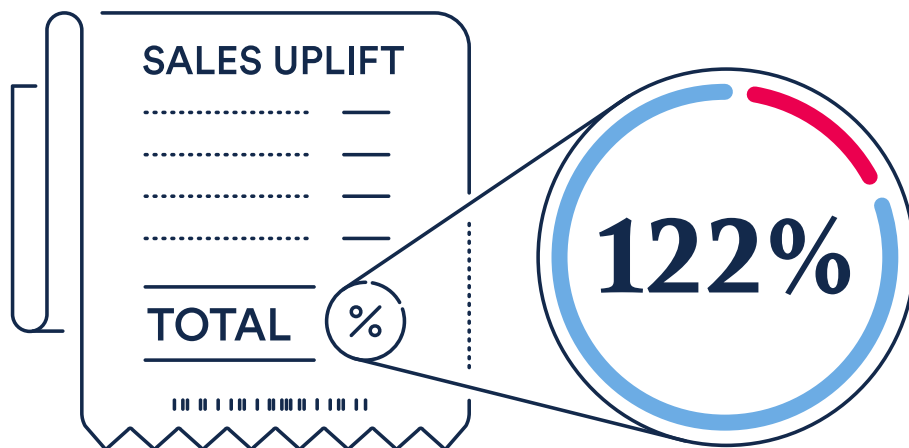




RETAIL: Nectar360 and Channel 4 deliver up to 122% sales uplift for CPGs

A key partnership between loyalty data provider Nectar360 and CTV media owner Channel 4 creates new opportunities for brands to reach relevant audiences at scale and measure the results.



Challenge

Media owner: Channel 4

Data provider: Nectar360, the loyalty card provider to Sainsbury's, one of the UK's largest supermarket chains

Brand: Multiple brands, initial testing includes McVitie's, McCain, Pepsi, Walkers, Garnier and Weetabix

Goal:

Allow CPG brands to leverage high-value second-party retail audiences to deliver and measure CTV advertising.

Challenges:

As data and media relationships become more siloed, especially across emerging markets like CTV, brands that sell their products via third parties are finding it difficult to understand their audiences as they lack direct access to that valuable first-party data. Without it, brands can't retarget and reward loyalty, reach high-value audiences at scale, or measure the results of their campaigns effectively.

How can CPG brands, media owners, and retailers work together to generate value for all parties?

Solution

Direct overlap + second-party audiences activation + measurement

Three years after Channel 4 partnered with InfoSum to launch BRANDMATCH, a privacy-safe data-matching solution that allows brands to use their first-party data for targeting, Channel 4 and Nectar announced another innovative data product: brands are now able to leverage Nectar's data to target shoppers across Channel 4 properties.

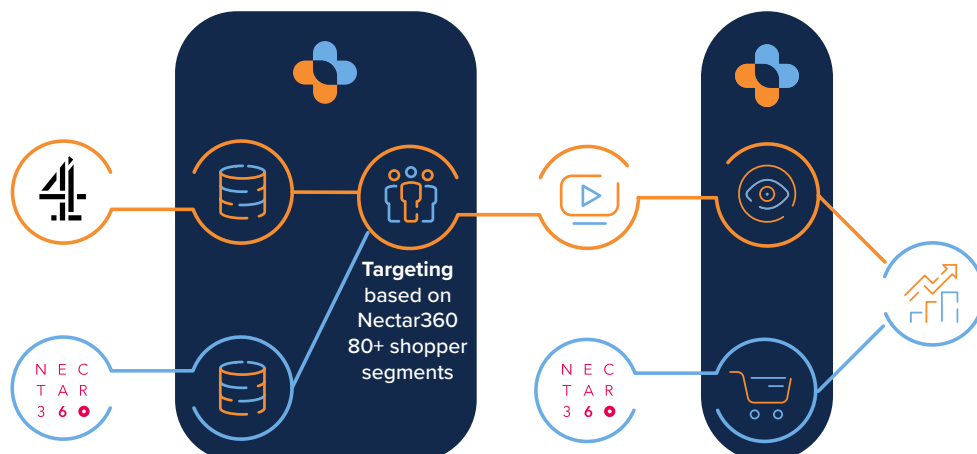
Through this partnership, brands can enhance their customer targeting strategies, without ever having to touch or access Nectar360's or Channel 4's data. Nectar provides brands stocked in Sainsbury's supermarkets with second-party data shopper segments to buy against, providing the scale and granularity needed to deliver effective experiences. This allows Channel 4 to:

- Create a new targeting product for brands with limited first-party data scale like CPGs
- Leverage Nectar's sales data for post campaign measurement to identify the direct impact of All4 Advertising

Using the InfoSum Data Clean Room, Nectar360 and Channel 4 created a live matched audience that represents all users known to both companies, without sharing or centralizing their data assets.

The initial partner brands then chose one or multiple of Nectar's 80+ shopper segments created with high-quality in-store and online purchase behavior data, and activated those profiles within Channel 4 properties to deliver relevant creatives across their favorite show over a four week period.

After the campaign ran its course, Nectar360 and Channel 4 updated their datasets and set up a new InfoSum Data Clean Room to measure the uplift of two metrics: uplift in sales of products featured in the ad creative and, secondarily, the halo effect or uplift in sales of any other product marketed by the same brand.



Results

Second-party retail segments generated up to 122% sales uplift for CPGs, with an average of 29% uplift across all partners and 56% uplift for product-focused creatives.



Using high-quality loyalty grocer data for targeting and closed-loop incrementality measurement delivers impressive results across all test brand partners, proving the combined synergies of CTV and retail and the large bottom-line impact that data-driven CTV campaigns can have.

Nectar360 and Channel 4's RETAIL product is now available for more CPG brands.



“The Channel 4 and Nectar product gave us something new in the AV space which we were really keen to be part of. The process was really straightforward, and the results were positive. We are keen to continue to look into these retail data products going forward.”

Carly Hunt
Head of Media

“This partnership is another example of 4Sales’ dedication to offering market-leading addressable advertising innovation. Strategic partnerships like this collaboration with Nectar360, are a key pillar in our Future4 strategy, which is driving Channel 4’s transformation into a digital-first Public Service Broadcaster while retaining its distinctive brand and public service impact.”

Jonathan Lewis
Head of Commercial Innovation and Partners