



# Maximize Your Media Campaign With Circana Audiences

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# Circana Audiences Brings Media Precision at Scale

## Scalable Precision at scale

- 96% of all U.S. households covered
- 100% of Circana audiences are built from purchase-based data

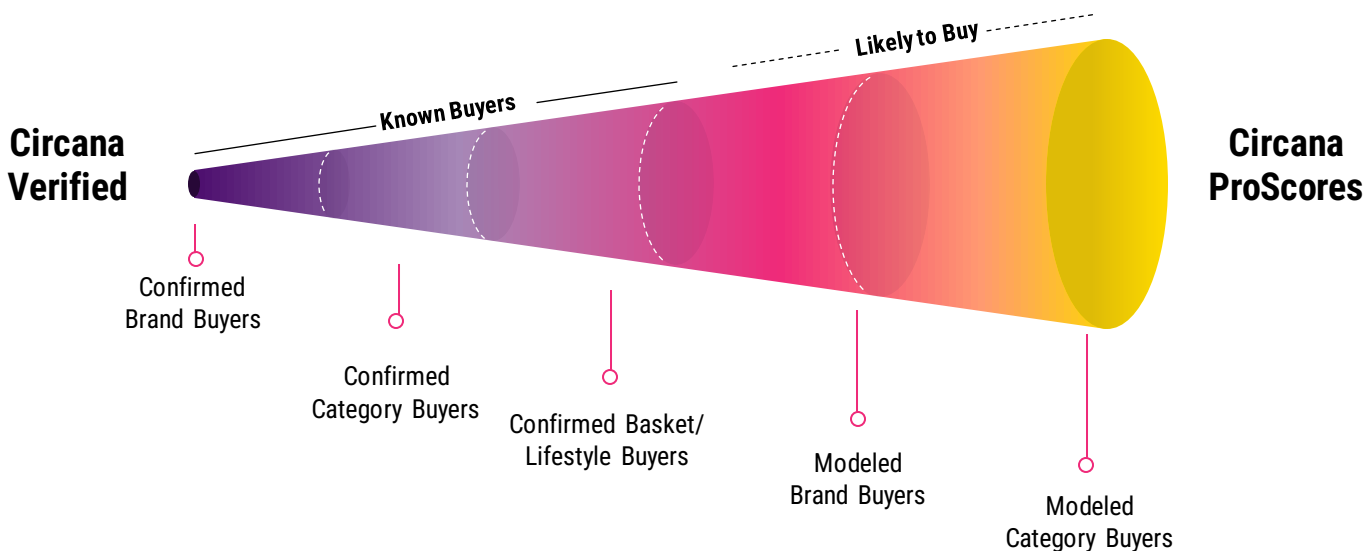
## Accurate Built from scaled and exclusive purchase data

- 2 times the loyalty cards per household for greater accuracy
- 4 times the loyalty card transactions

## Proven Drives media ROI

- Proven to deliver up to 6 times ROI versus competitive audience solutions

Purchase-based targeting allows marketers to leverage media audiences created from consented consumer purchase data. Circana has two types of purchase-based audiences: Circana ProScores and Circana Verified. Clients can also use a combination of the two audiences for Circana Complete.



### Known Buyers = Precision

Built from the **largest loyalty card database in the U.S.** and augmented by receipt capture panel

### Likely to Buy = Scale for Reach

Audience models created using propensity to purchase scores for **all 126 million U.S. households**

# Understanding the Difference Among Circana Audiences



## DESCRIPTION

## BUSINESS OBJECTIVES

### Circana ProScores

Audience segments created based on **look-alike models**, based on propensity to purchase using Circana Panel data

- How do **we expand and scale** our audience to target households that look like buyers of my brand?
- How do we reach households with a **higher propensity to purchase** our products (versus traditional targeting solutions)?

### Circana Verified

100% deterministic segments built from loyalty card data, targeting **households that have made past purchases** of the product/brand/category.

- How do we target households **that have previously purchased**?
- How do we **efficiently** reach audiences that are more likely to purchase our products?

### Circana Complete

**Combination** of all Verified households (deterministic) and ProScores (modeled) that delivers an audience with both precision and scale.

- How do we keep the integrity of the non-modeled audience, but still achieve **scale on the audience**?
- How do I target my **competitor buyers** at scale?

# Circana Audiences for Every Brand Goal and More



## ENGAGE PROSPECTS

- **Verified:** category non-brand buyers
- **ProScores:** prospective buyers of look-a-like category buyers

## DEFEND LOYALS

- **Verified:** known buyers who primarily purchase the brand
- **ProScores:** look-alikes of heavy brand buyers

## RETAIN AND GROW TRIERS

- **Verified:** known brand buyers who also purchase other brands
- **ProScores:** look-alikes of new brand buyers

## REENGAGE LAPSED

- **Verified:** known former brand buyers
- **ProScores:** look-alikes of former brand buyers

## Inspiration from current clients:



Optimize reach and frequency to drive sales



Optimize advertising to resonate with category buyers



Test & learn different audiences for driving offline sales



Drive engagement with promotions that build brand equity



Turn marketing segmentation into media segments

# 4,000+ Ready-to-activate Segments, Plus Custom Options

## Segmentation Examples

Circana Audiences are flexible to meet your media needs. See below for examples of different types of audiences marketers can either build or leverage our ready-to-activate segments.

All Circana Audiences are built with consented consumer purchase data, and we work with partners to deliver audiences wherever they are needed for activation.



### Brand Spend

*Heavy | Medium | Light*



Heavy flavor buyers  
Light category buyers



### Incentive Buyers

*Loyals | Switchers | Lapsed Buyers |  
Trial Prospects*



Most likely to buy new item  
Brand switcher



### Time Relevant

*Increases | Decreases | Purchase Cycle*



Increasing category spend  
Decreasing sub-brand spend  
“Late cycle brand buyers”



### Lifestyle

*Health Attributes | Price Sensitivity | Seasonal*



Natural and organic buyers  
Most Price-sensitive  
Holiday Bakers



### Fully Custom

*Your CRM HHs / Segments*



Brand CRM Engagers



# Driving ROAS and Reach

## Circana Client Case Study



### CHALLENGE

A cereal manufacturer needed to maximize its return on ad spend by increasing its campaign reach to drive optimal offline dollar sales lift.

### RESULT

- Driving Reach: Circana Audiences' strong reach, particularly to households shopping at non-FSP retailers like Walmart, identified up to eight times the qualified candidates compared to other targeting tactics.
- Driving Lift: The households Circana Audiences reached responded very strongly to the campaign, driving up to three times the sales lift.





# Driving ROAS and Ad Effectiveness

## Circana Client Case Study

**+23%**

INCREASED AD  
EFFECTIVENESS

**+20%**

INCREASED  
ROAS

### CHALLENGE

A frozen food manufacturer wanted to optimize its digital placement allocation to publishers and sites to maximize reach, frequency, sales, and ROAS for its brands.

### KEY INSIGHTS WITH CIRCANA AUDIENCES

- The client learned which sites their audience segments spent the most time and then added video content on those sites to increase overall brand impressions.
- The client also readjusted impressions by brand and publisher to align with Circana ProScores segments.



# Maximizing Ad ROI

## Industry Point of View

Joel Robinson, founder and president of Robinson Partners, Inc, partnered with Viant and Circana to answer an age-old question: “Who, exactly, should I target to get the most return on my ad spend?”

In Robinson and Viant’s white paper, “Reaching the Moveable Middle: How CPG Advertisers Can Identify Target Audiences to Drive ROAS,” he explains his study found the Moveable Middle segment to be five times more responsive to advertising than those not in the Moveable Middle category. The Moveable Middle is category buyers with a 20 - 80% baseline probability of choosing the brand of interest.

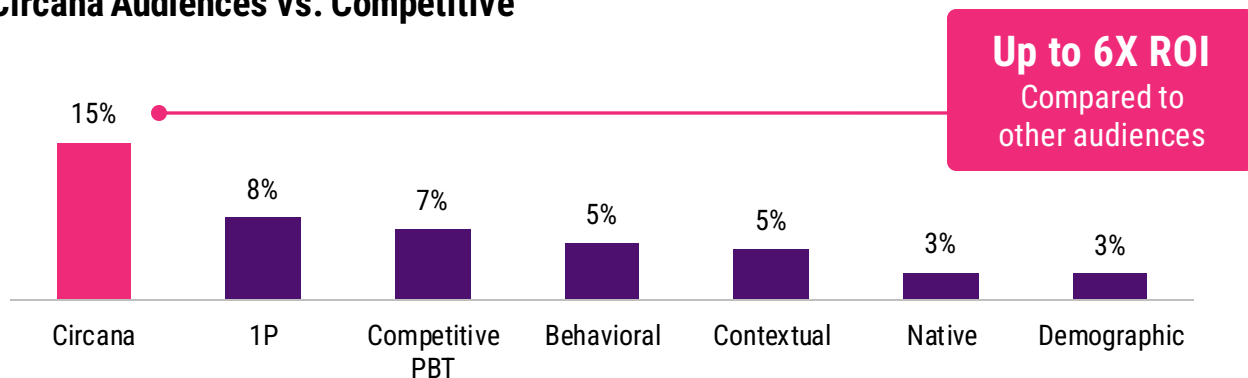
The highest ROAS comes from ad exposure to those who already buy your brand at least occasionally, not from non-buyers or highly loyal buyers. Other reasons to support the Moveable Middle theory are low-loyals/non-buyers have already repeatedly passed you by, and consumers who never choose your brand are not likely to register your advertising.

To read the full white paper, visit [www.viantinc.com/insights/white-papers/moveable-middle-cpg/](http://www.viantinc.com/insights/white-papers/moveable-middle-cpg/).



Source: Viant, Inc.

## Circana Audiences vs. Competitive



## Circana Audiences Drives Results

Media audience activation is a critical element in designing an effective media campaign. Because of the precision and accuracy purchase-based targeting brings, combined with Circana's leading data assets, our audiences deliver up to six times the ROI compared to other audience types.

Our clients know that test & learns are foundational to sustained media growth, and Circana Audiences is not only a lever but shown to be a driver.

96%

Of all U.S. households covered with Circana audiences

40

The number of audience segments a client orders from Circana a year

100%

Of top 60+ advertisers re-purchase Circana audience segments

# Learn More

Reach out to your Circana representative or email us at [contactus@circana.com](mailto:contactus@circana.com).

Check out our latest content at [www.Circana.com/blog](http://www.Circana.com/blog)

## About Circana

Circana is the leading advisor on the complexity of consumer behavior. Through unparalleled technology, advanced analytics, cross-industry data and deep expertise, we provide clarity that helps almost 7,000 of the world's leading brands and retailers take action and unlock business growth. We understand more about the complete consumer, the complete store, and the complete wallet so our clients can go beyond the data to apply insights, ignite innovation, meet consumer demand, and outpace the competition.

For more information, visit [circana.com](http://circana.com).