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Sales Effect Study: Influencer Marketing

Nielsen Catalina Solutions (NCS)

Executive Summary

This study looks at the effects of influencer marketing on in store sales. The study uses point of sale data to compare purchases from consumers exposed to influencer content to a matched control group of consumers who did not see influencer content.

Contents



Methodology



Results



Performance

Introduction:

4 Things To Know about Influencer Marketing



Searches for Influencer
Marketing = 5x growth in 2015¹

1. *Google Trends January 2016*

Adblock is **40%** for Millennials
and growing fast²

2. PageFair & Adobe 2014 Report

Content Marketing is #1 priority
for CMOs in 2016³

3. Fanatics Media and Marketo Study

“Last step for big dollars to flow into Influencer Marketing is **Measurement...**” – Disney⁴

4. *Personal conversation with Rustin Banks*

01.

Methodology

What We Did

TapInfluence partnered with a Fortune 500 Food Brand and Nielsen Catalina Solutions to complete the first ever Influencer Marketing Sales Effects Study.





Who They Chose

258 Top Fitness & Food Influencers,
chosen using the Tap data layer that
optimizes for performance.

The Content

Influencers created content for “Meatless Mondays”

HEALTHY NO BAKE GIANT PALEO COOKIE FOR ONE

November 6, 2015 by [arrazulathigmananor14@gmail.com](#) — 33 Comments

Just five minutes is needed to whip up these thick, chewy and dense paleo cookies which are single serving and giant! These healthy no bake giant Paleo cookies taste like dessert but are packed full of fiber, healthy fats, protein and no added sugar! Gluten free, dairy free and vegan too- The perfect snack or breakfast choice!



HOME RUNNING REVIEWS RECIPES W

Meatless Monday Appetizers For the Football Crowd

After hearing The China Study and listening to many, many episodes of [The Rich Roll podcast](#) and then being told I had a **dairy and egg allergy**, I figured going Vegan was a no brainer since I wasn't big on meat any how.

Except it kind of hurt my brain at first!

What did people eat?!

While I'm not Vegan now, the months I spent foraging for food in the wilderness introduced me to a whole new world of food. I also began to realize how easy it was to make traditional mid-Western fatty dishes much healthier and still full of flavor with some of these new foods.



Meatless Monday Night

September 24, 2015 by [Heather](#) • 8 Comments

[shives](#)

2016
2015
2014
2013
2012
2011
2010
2009

Ah, football season. I have waited six long months for you to be back! One thing I was NOT looking forward to though was being tempted by all of the unhealthy snacks that come along with watching football. I have really been trying to watch the game while snacking while in front of the TV. I hate feeling sluggish the way I am working out or running because I ate poorly the way I ate before. I knew I needed a challenge to help me get through this season. enter #MeatlessMondayNight!



The Content

All include references
to Brand Products

(and full FTC Disclosure)

1/4 cup Silk Unsweetened Vanilla Almond milk

Make this **healthy No Bake Giant Paleo Cookie for one** and don't let the 'paleo' in the name scare you. Regardless of what dietary lifestyle you follow- It's delicious regardless.

Healthy No Bake Giant Paleo Cookie For One

Serves 1

Just five minutes is needed to whip up these thick, chewy and dense paleo cookies which are also giant! They taste like dessert but are packed full of fiber, healthy fats, protein and no refined sugar. Gluten free, dairy free and vegan too- The perfect snack or breakfast choice!

Save Recipe

Print

Ingredients

3 T coconut flour, sifted

1 T almond flour (can sub for an extra T coconut flour)

2 T granulated sweetener of choice**

1 scoop protein powder of choice (optional)

2 T nut butter of choice (I used crunchy almond butter)

1 T pure maple syrup (can sub for any sweetener of choice)

1-2 T mix ins of choice (I used cashews, dairy free chips and almonds)

1/4 cup Silk Unsweetened Vanilla Almond milk**



Influencer Distribution

Content was also shared via influencers' social networks, no additional paid distribution



All Automated by TapInfluence Platform

Entire process automated, managed and tracked by the TapFusion platform, including payments & FTC disclosure insertion

Silk Meatless Monday Night Challenge

Overview Assignments Calendar Manage Influencers Content Analytics

ASSIGNMENTS
#1 - Silk Meatless Monday Night Challenge! - Recipes
#2 - Silk Meatless Monday Night - Take the Challenge!
#3 - Flavors of Fall Recipes

STATUS: Completed Paid Export Show

Select Actions Sort by View Per Page 1-50 of 277

#1 - SILK MEATLESS MONDAY NIGHT CHALLENGE! - RECIPES + Add Influencers

Influencer	Completed	Scheduled	Total Reach	Requested Rate
Adam Bryan Urban Tastebud http://urbantastebud.com	Sep 16, 2015	Sep 15, 2015	186K	
Aimee Berrett like mother like daughter http://theid.org/	Sep 16, 2015	Sep 16, 2015	275K	
Alea Milham Premeditated Leftovers http://premeditatedleftov...	Sep 8, 2015	Sep 8, 2015	950K	
Alda Fischbach Alda's Kitchen http://www.aldaskitchen...	Sep 24, 2015	Sep 24, 2015	117K	
Alda Quitschreiber The Realistic Mama http://www.therealisicma...	Oct 17, 2015	Oct 16, 2015	453K	
Alessa Saenz Connosseurus Veg http://www.connosseuru...	Sep 23, 2015	Sep 23, 2015	214K	
Amanda Livesay Forks Ginger	Sep 22, 2015	Sep 22, 2015	5M	

Silk Meatless Monday Night Challenge

Overview Assignments Calendar Manage Influencers Content Analytics

Posted Drafts POSTS COMMENTS

ASSIGNMENTS #2 - Silk Meatless Monday Night - Take the Challenge!

TYPE: Blog Posts Facebook Twitter Instagram Pinterest Show

Export to Post Date

HEATHER B.
My Life Will Loved
http://www.mylifewillloved...
#2 - Silk Meatless Monday N...

50K 14K 2K
NEWS PAGE LIKES FOLLOWERS

Vegan Clean Eating Corn Chowder

GO TO POST 15 VIEWS 3 SHARED 2K

1 Photo 1 Shared

LINDSAY M.
Fit and Anorectic
http://lindsaym.com/ Sep 13, 2015 | Sep 13, 2015 | 13K 11K 11K NEWS PAGE LIKES FOLLOWERS | **Cashew Hummus and the Silk #MeatlessMondayNig...** |

GO TO POST 13 VIEWS 20 SHARED 2K

1 Shared

DAVIDA K.
The Healthy Maven
http://www.thehealthymaven... Oct 13, 2015 | Oct 13, 2015 | 148K 16K 4K NEWS PAGE LIKES FOLLOWERS | **Baked Butternut Squash Mac and Cheese (Dairy...** |

GO TO POST 13 VIEWS 20 SHARED 2K

Silk Meatless Monday Night Challenge

Overview Assignments Calendar Manage Influencers Content Analytics

Assignments #1 - Silk Meatless Monday Night Challenge! - Recipes Show

Date Range From: 08/24/2015 To: 01/11/2016 Update

Overview Reach (111M) Views (4M) Engagement (1M) ROI Channel Details

1M Blog + 163K Est. Twitter + 1M Est. Facebook + 1M Est. Pinterest + 831 Est. YouTube

112K Est. Google + 105K Est. Instagram = 4M EST. TOTAL VIEWS

Date Range 1d 7d 1m

Views Over Time

Views: 0 200K 400K 600K 800K 1M 1.2M 1.4M 1.6M 1.8M

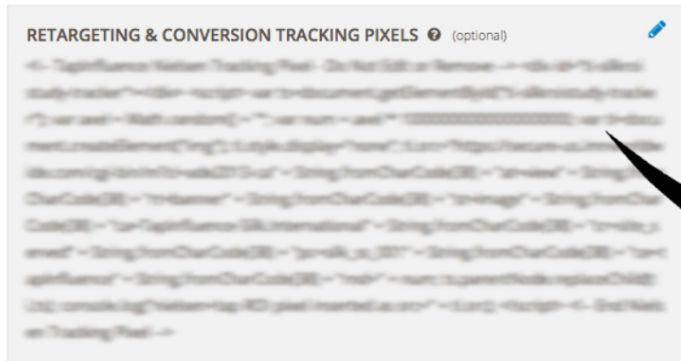
Timeline: Sep, Oct, Nov, Dec, Jan

Influencers By Views Export CSV

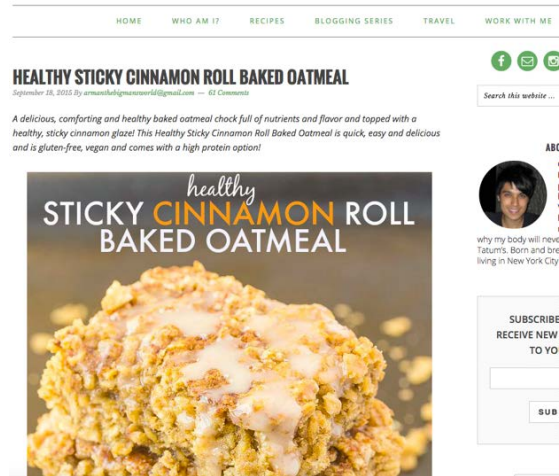
Post Date Blog Post Est. Twitter Est. Facebook Est. Pinterest YouTube Est. Google Est. Instagram Est. Total Views

How Tracking Works

Special NCS tracking pixel automatically inserted by software into blog content for every post



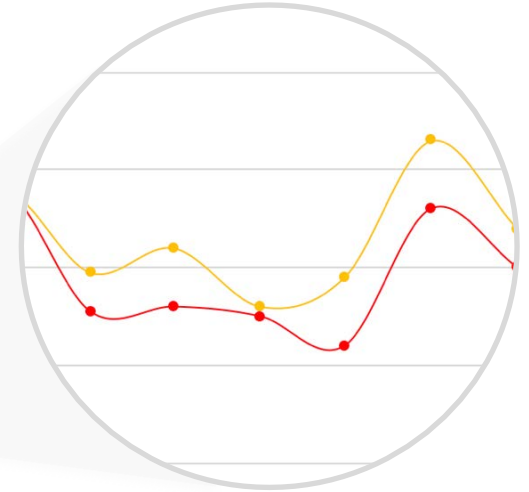
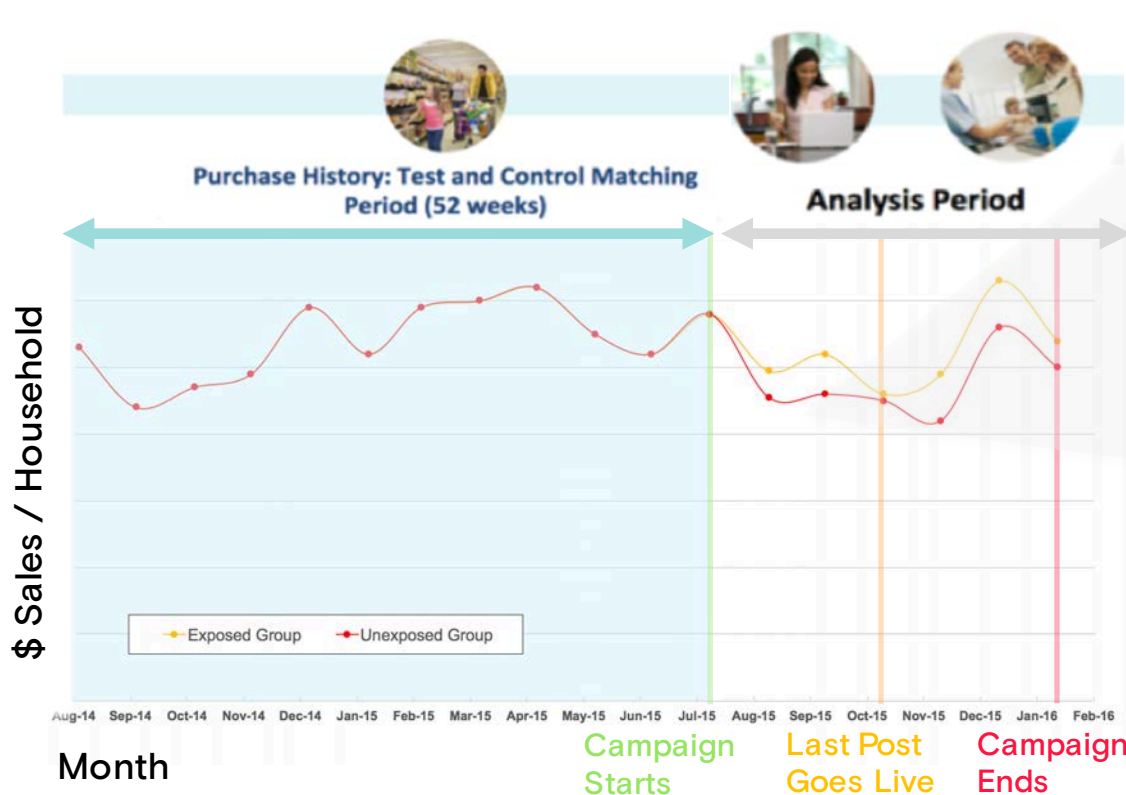
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When someone clicks over to the post from social media, the NCS tracking pixel fires and that person is attempted to be matched to their loyalty card data

Methodology

Track purchases of **exposed consumers**
vs. control group Campaign: Sep – Nov 2015



Incremental Sales

Exposed household purchases during the campaign in addition to their normal purchase behavior

02.

Results

What We Learned

Exposed consumers purchased more.

Compared to the control group, exposed buyers purchased significantly more product on each purchase occasion

Sales Impact – Dollar Buying Rate

September 1, 2015 - February 15, 2016

- Exposed households that bought the unexposed group. purchased more than buyers in the unexposed group.

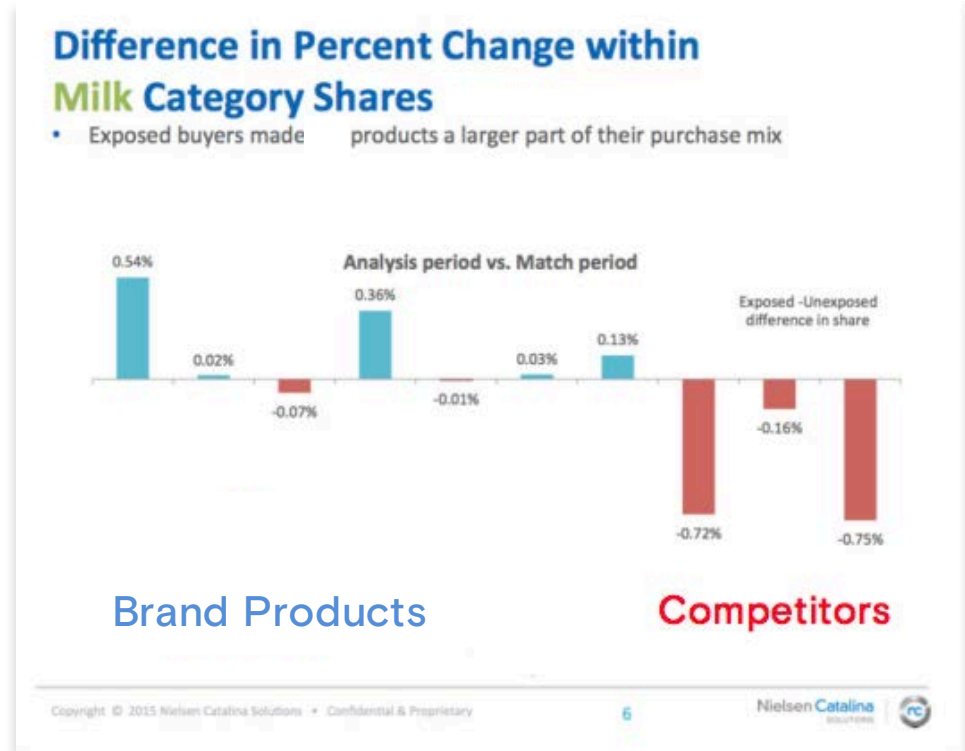


Point Difference: +\$1.97
Percent Difference: +10%
Significance level: 94%

(Average Dollar purchases among buying households)

What We Learned

There was a competitive shift away from competitors products.



What about
Sales Lift?

Normalized:

Sales lift data is normalized to **incremental sales
(over the control group) PER 1000 Impressions**

Sales Lift Results

1000 people viewing influencer content generated **\$285 of incremental sales over the control group which...**

“Blows traditional digital advertising results out of the water.”

– *Customer*

Are the results good?

Incremental sales per 1000:

Display Ads: Milk Category - \$16 per 1000 *impressions*

Influencer Marketing: Silk - \$285 per 1000 *views*

Influencer marketing cost per 1000 views is higher than
Display Ads cost per 1000 impressions

Why more sales / impression?

1. True Engagement

With influencer marketing, an impression means a truly engaged individual vs display advertising where an impression may or may not have even been seen

Why more sales / impression?

2. Halo Effect

The Halo effect carries over to the brand the influencer creates content for. Not so with display ads. People know that ads on the side rail of an influencers site are not associated or endorsed by the influencer so there is no halo.

There's more to
the story...

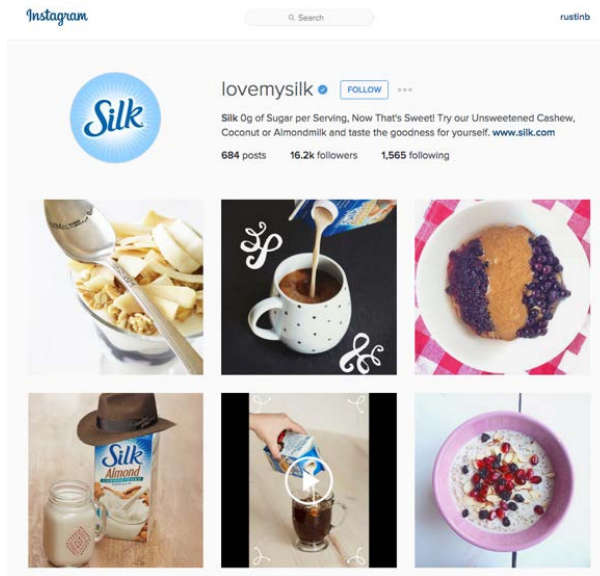
Zero Additional Creation Costs

Other studies in traditional digital advertising **DO NOT** include cost of content creation.

With Influencer Marketing, the cost of content creation is **included**.

Limitless Potential Value from Reuse

You can fuel your brand's entire social media pipeline by re-using influencer content. Influencer content can be more cost effective than an internal design team, with the added value of distribution to the influencers audience.



Impressions After Study = More Sales

An additional **2x Impressions** generated post campaign. We can assume they resulted in additional sales not accounted for in sales study window

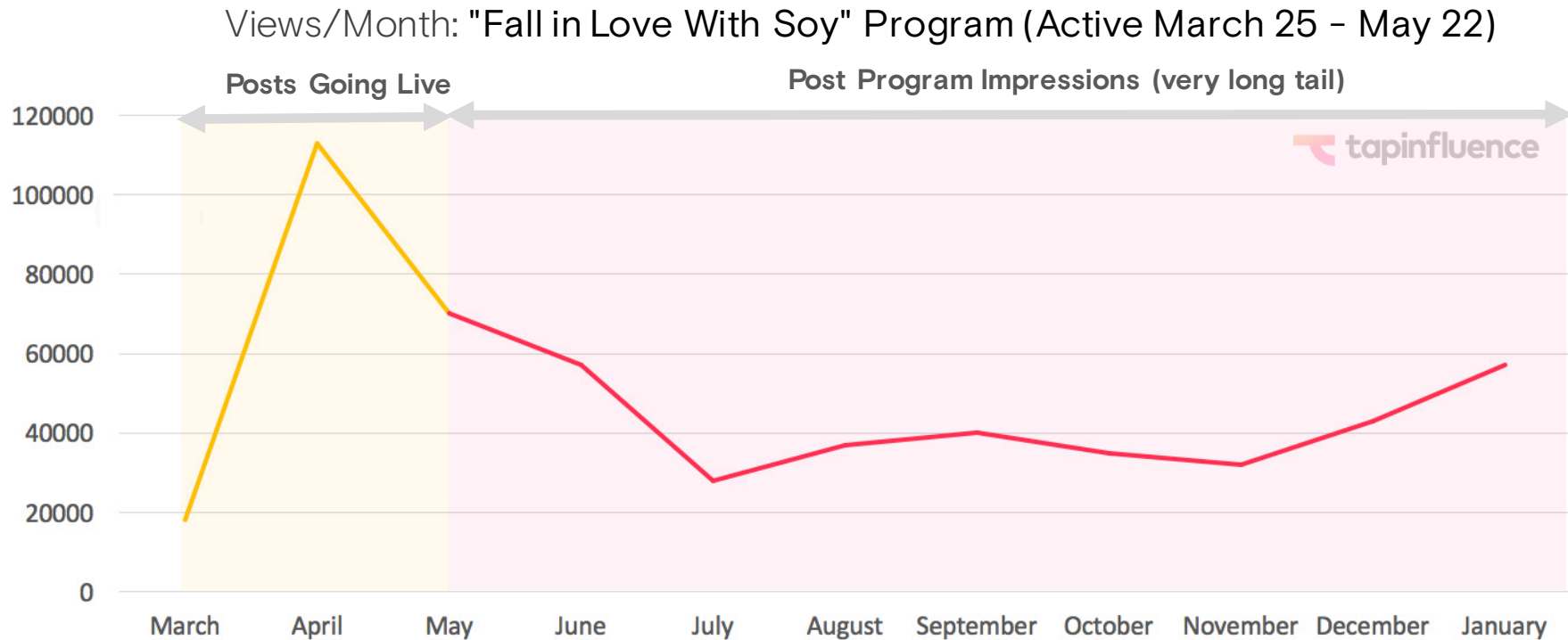
540k

Impressions
as of Nov 30th 2015

1.3M+... and counting

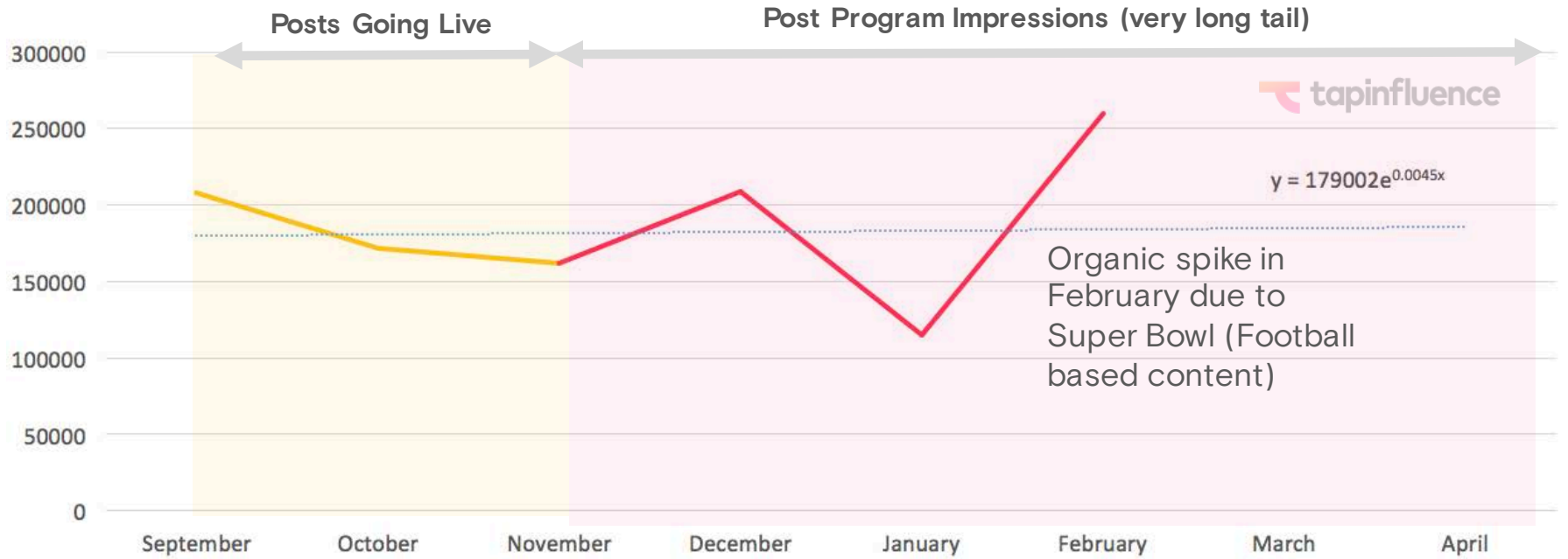
Impressions as of Feb 29th 2015
(without additional posts or paid
distribution) due to organic
search, Pinterest, etc

Example: Historical Program shows the “always on” nature of content



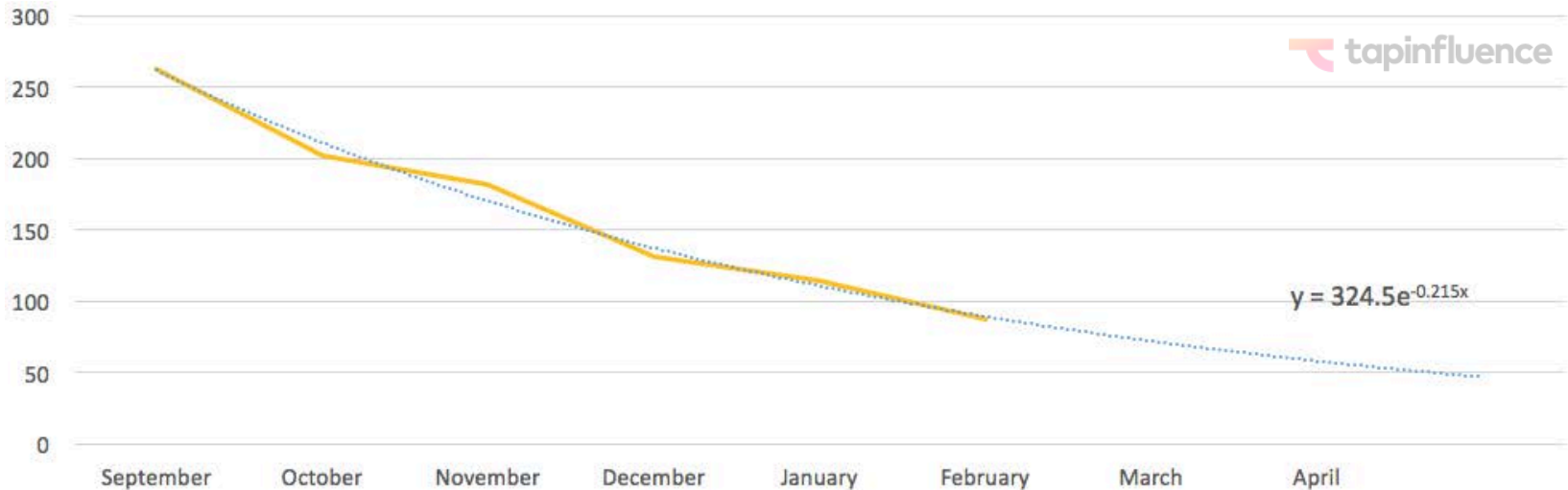
Study Program: Views / Month

Views Per Month – Meatless Monday



The Gift That Keeps on Giving: More Views = Lower Cost

Optimized Effective CPM- Meatless Monday



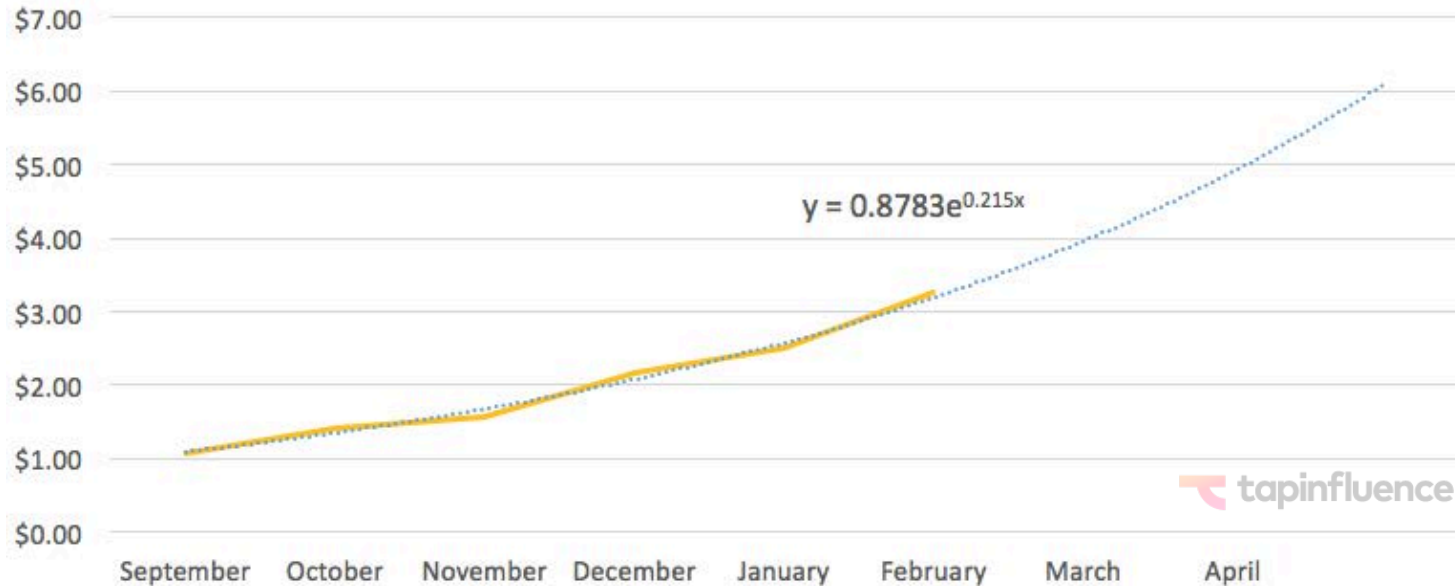
Effective CPM has a half life of **3 months** (every 3 months, CPM is halved)

So what's the
actual ROI?

ROI from Blog Posts Only (\$ for \$)

Every **3 Months** ROI Doubles

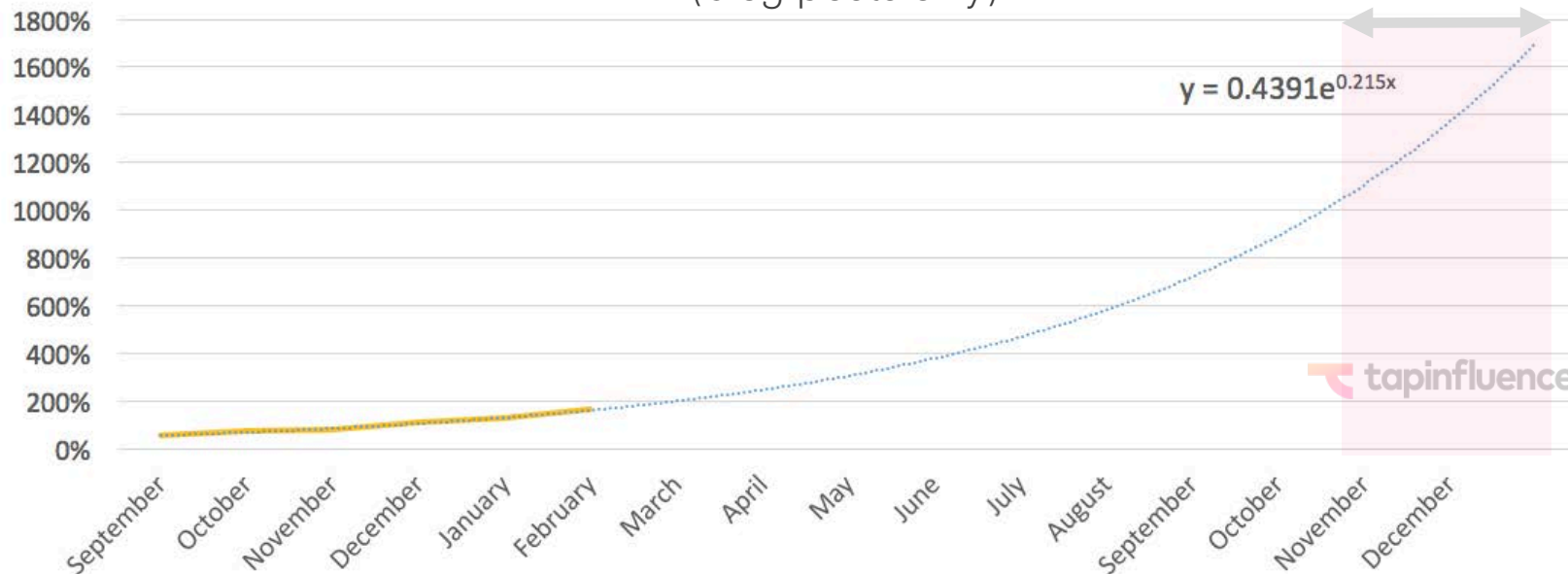
Return \$/\$ - Meatless Monday



ROI Vs Average Display Ad

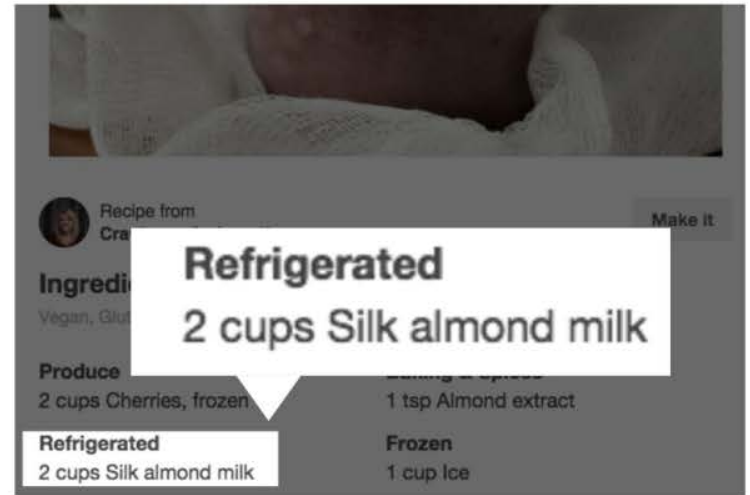
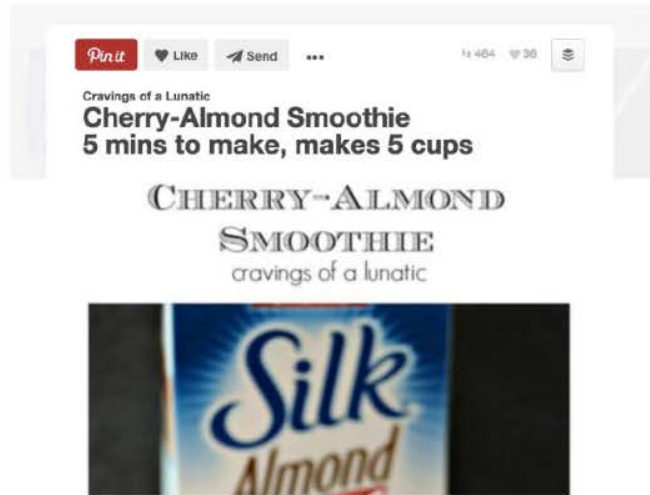
ROI vs. Average Display Ad
(blog posts only)

11x vs
display after
12 months



Not Included: Shoppable Views from Social

An additional 4M Views (5x vs blog posts) on Pinterest which generate shopping without tracking



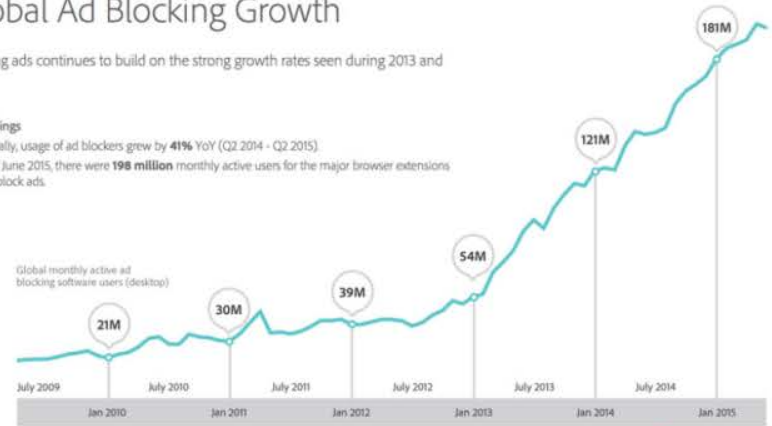
BONUS: Immune to Adblockers

Global Ad Blocking Growth

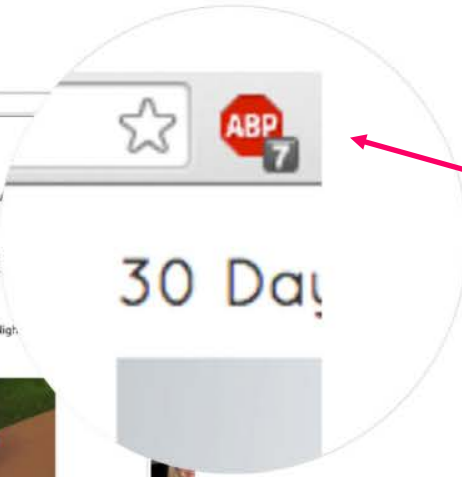
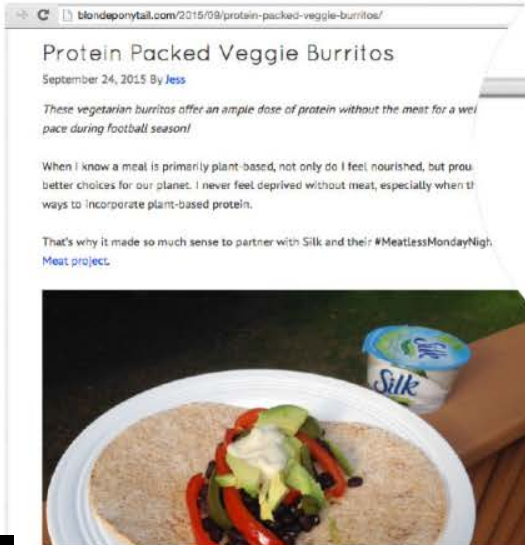
Blocking ads continues to build on the strong growth rates seen during 2013 and 2014.

The findings

- Globally, usage of ad blockers grew by **41% YoY** (Q2 2014 - Q2 2015).
- As of June 2015, there were **198 million** monthly active users for the major browser extensions that block ads.



PageFair and Adobe | 2015 Ad Blocking Report

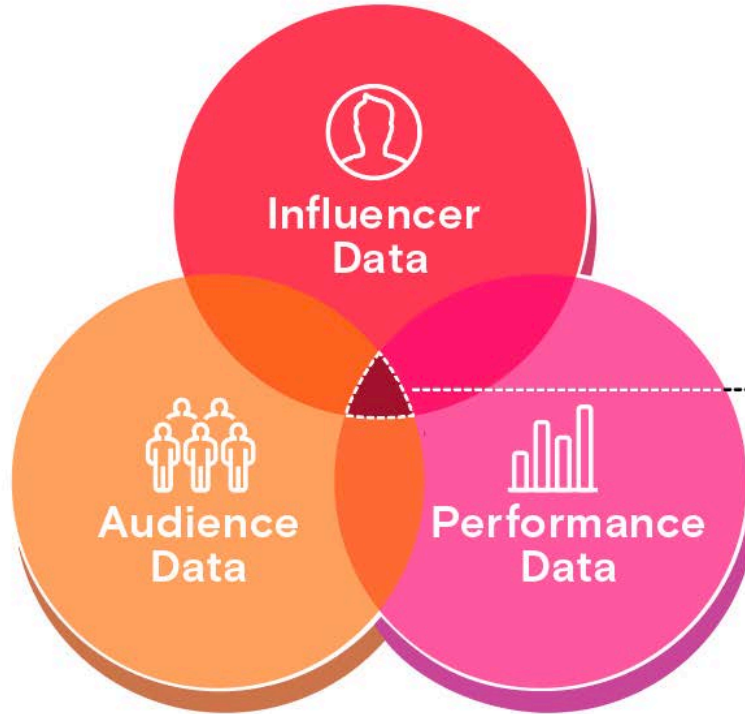


Ad blockers do not block content

03.

How did they get
this performance?

Trifecta of Data



→ Our platform matches you with the best talent. Tapping into the **highest ROI potential.**

Performance Data

Influencer **Cost**
Per Engagement
data from prior
assignments used
to select highest
value influencers.

The dashboard displays a list of influencers with their performance metrics. Two callouts highlight specific influencers:

- YES Callout:** Focuses on the first influencer, showing a **TOTAL REACH: 4M** and an **AVG. RATE: \$5K** (CPE: \$0.91).
- NO Callout:** Focuses on the third influencer, showing a **TOTAL REACH: 6M** and an **AVG. RATE: \$3K** (CPE: \$14.86).

Influencer	Category	Audience Reach	Engagement Rate	Total Reach	Avg. Rate	CPE
Gal Owners_Mommy	Bloggers	240K	4.04%	4M	\$5K	\$0.91
BP: Qualientale	Digital Brand Architects	233K	5.24%	\$2K	\$0.29	
BOO OOM	Healthy Food / Moms	205K	3.31%	6M	\$3K	\$14.86

Audience Data

Use new **Audience Insights** to optimize influencer selection even more to better reach WhiteWave consumers and further increase sales.

The screenshot shows the 'Influencers' search interface. At the top, there's a search bar 'Find Influencers by Keywords or URLs...' and an 'Advanced Search' button. Below are filters for 'Hide Lists', 'Select', 'Actions', 'Sort by...', and 'View'. The 'AUDIENCE INSIGHTS' section includes 'Location' filters for City, State/Region, and Country, with an 'Add another location' button. A callout circle highlights the 'Age' filter set to '18 - 24' and the 'Gender' filter set to 'Female'. Below the filters is a 'Clear Apply' button. The main content area shows a list of influencers, with one highlighted: 'Damn Delicious' with 'Audience Reach 264K (4.26%)'. A callout circle highlights the 'Audience Details' link. To the right, a summary box shows 'TOTAL REACH: 6M', 'AVG. RATE: \$8K', and 'CPE: \$0.15'. Below this, a 'Demographics' section shows 'GENDER' with 'Female' at 82.78% and 'AGE' with a right arrow.

Target Influencers by **audience age, location, etc**

Select Influencers by **audience**

Impact

“Without the TapInfluence data layer, ROI performance would have been at least **3X lower**”

– based on program analysis

Key Takeaways

Influencer marketing can drive annual incremental sales at a rate of 11x vs traditional digital advertising

“Evergreen Content” creates a continually growing ROI

Using data, we can do performance driven Influencer Marketing which increases performance by at least 3x

Thank You

To learn more about TapInfluence's
influencer marketing platform:

Email: Info@tapinfluence.com

Call: 720-726-4074

Visit: www.tapinfluence.com