

CONVERSATIONS TO CONVERSIONS: USING RETAILER-LEVEL DATA TO BRIDGE BRAND AND PERFORMANCE MARKETING

WPP
GLOBAL
RETAIL
FORUM



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RETAIL IS RELEVANT IN MEDIA

PREMIUM PAPERTOWEL BRAND

50% OF US PAPERTOWEL SALES
HAPPEN AT RETAILERS WHO DO
NOT CARRY THIS BRAND

- NOT IN CLUB (SAM'S, COSTCO, BJ'S)
- LIMITED IN LOW COST GROCERY

VALUE DISH SOAP

CARRIED IN ONLY 30% OF
RETAILERS WHERE DISH SOAP IS
SOLD

BRAND MEASUREMENT IS MOVING DOWN THE FUNNEL



SALES MEASUREMENT IS MOVING UP THE FUNNEL



THE GAP BETWEEN EXISTING MARKETING SILOS CONTINUES TO CLOSE



SHOPPER

Funding occurs at a retailer level to drive purchase of specific products

NATIONAL

Funding occurs at a brand level aimed at generating consumers awareness and overall sales

TRADE

Funding occurs at a functional level to increase demand at wholesale and through co-ops