

M/GNA IPG MEDIA LAB

# THE ACCELERATED PURCHASE JOURNEY

Efficiently guiding consumers through to purchase



# MARKETING 101



## **BEFORE PURCHASING YOUR BRAND, THE PERSON MUST...**

- Be in-market for the product
- Be aware of your brand
- Include your brand in consideration set

**CAN THE “RIGHT CREATIVE” AT THE “RIGHT TIME” MORE EFFICIENTLY GUIDE PEOPLE THROUGH TO PURCHASE?**

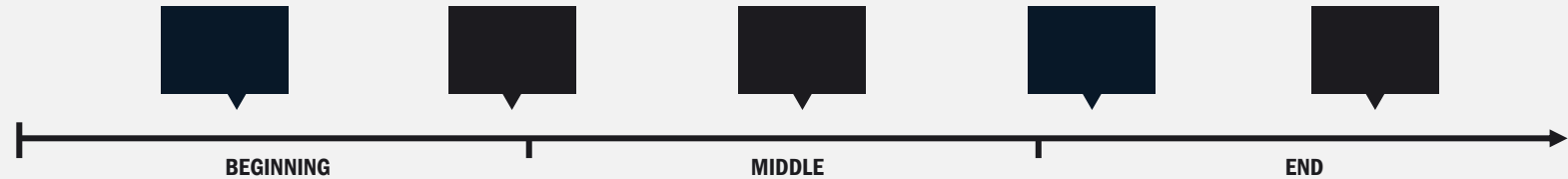


# THE TEST

We worked with 2 brands to see if we could optimize the creative executions to more efficiently guide consumers closer to purchase

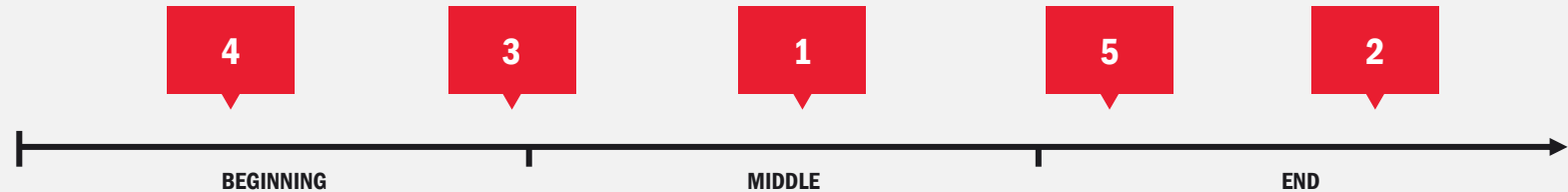
## CONTROL

No creative executions for test brand; ads for non-competitive brands



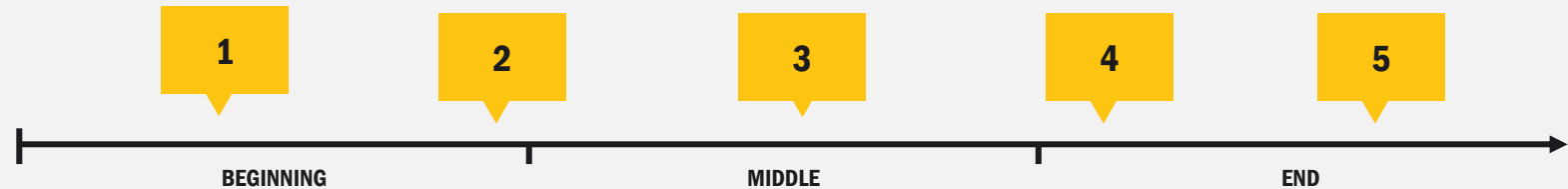
## NON-OPTIMIZED

Creative executions delivered randomly, **regardless** of where the consumer is in the purchase journey



## OPTIMIZED

Creative executions delivered **based** on where the consumer is in the purchase journey




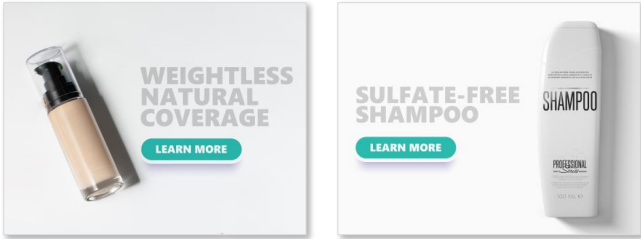



# THE OPTIMIZATION

Brands: Foundation & Sulfate-Free Shampoo

## OPTIMIZATION BASED ON POSITION IN PURCHASE JOURNEY

All are open to buying product in next 6 months

| <b>BEGINNING</b><br>Not immediately open to buying product  | <b>MIDDLE</b><br>Intend on buying product soon & test brand is NOT yet in consideration set                  | <b>END</b><br>Intend on buying product soon & test brand is in consideration set                            |
|---|--|---|
| <b>CREATIVE EXECUTION</b><br><br>Awareness Focused Ads | <br>Perception Focused Ads | <br>Purchase Focused Ads |

- Images on the slide are examples and not the actual creatives that were used in the study
- Each person was assigned to a single product. Each exposure was a different creative even if they stayed in the same position in the purchase journey to avoid repetitive ad exposures.

# THE METHOD



## WHO

Recruited from a representative panel

n=878 per brand

## REQUIREMENTS

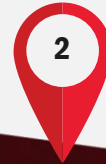
- Fit the brand's key audience demographic
- Open to buying product from category in next 6 months



## RANDOMIZATION

Randomized into a test cell:

- Control
- Non-Optimized
- Optimized



## YOUTUBE SESSIONS OVER 2+ WEEKS

Users visit YouTube testing platform 3-5 times to watch content based on their interests. Pre-roll ads play prior to content

## BOOST SAMPLE - SESSIONS 4 & 5



## RESPONSES

Post-exposure survey to measure impact on branding metrics



**A PLAN BEATS  
NO PLAN**

# OPTIMIZING AD DELIVERY WORKS

After 3 optimized ad exposures, 14% of people were closer to purchase

## PROGRESSION THROUGH PURCHASE JOURNEY AFTER 3 EXPOSURES

Delta (Test – Control)





# OPTIMIZED AD DELIVERY CAN DRIVE ACTUAL PURCHASES

## PARENT BRAND PURCHASES AFTER 3 EXPOSURES

Delta (Test – Control) Based on %  
of Self-Reported Purchases



# OPTIMIZATION WORKS EVEN HARDER AT HIGHER FREQUENCY

PROGRESSION THROUGH PURCHASE  
JOURNEY AFTER 5 EXPOSURES  
Delta (Test – Control)



# SHIFTS OCCUR FROM THE BEGINNING AND MIDDLE OF THE PURCHASE JOURNEY

POSITION IN JOURNEY  
% Incidence



LOOKING FOR  
A NO FIZZ  
SHAMPOO  
FOR THOSE  
SOFT CURLS?



BUY NOW



# THE INNERWORKINGS OF OPTIMIZATION

# OPTIMIZED OR NOT, ADS DRIVE BRAND METRICS

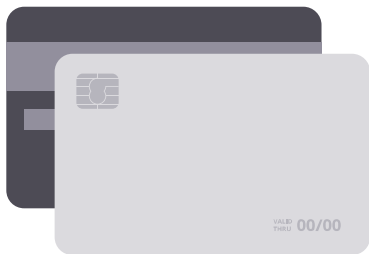
But brand metrics alone don't tell the full story

## IMPACT ON BRAND METRICS AFTER 3 EXPOSURES

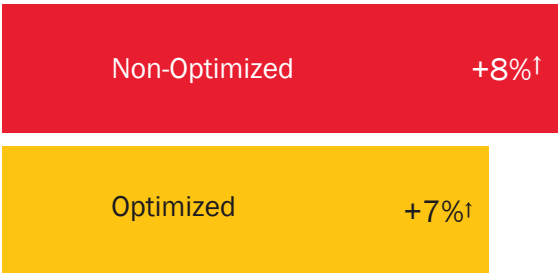
Deltas (Test - Control)



### AIDED BRAND AWARENESS



### PURCHASE INTENT

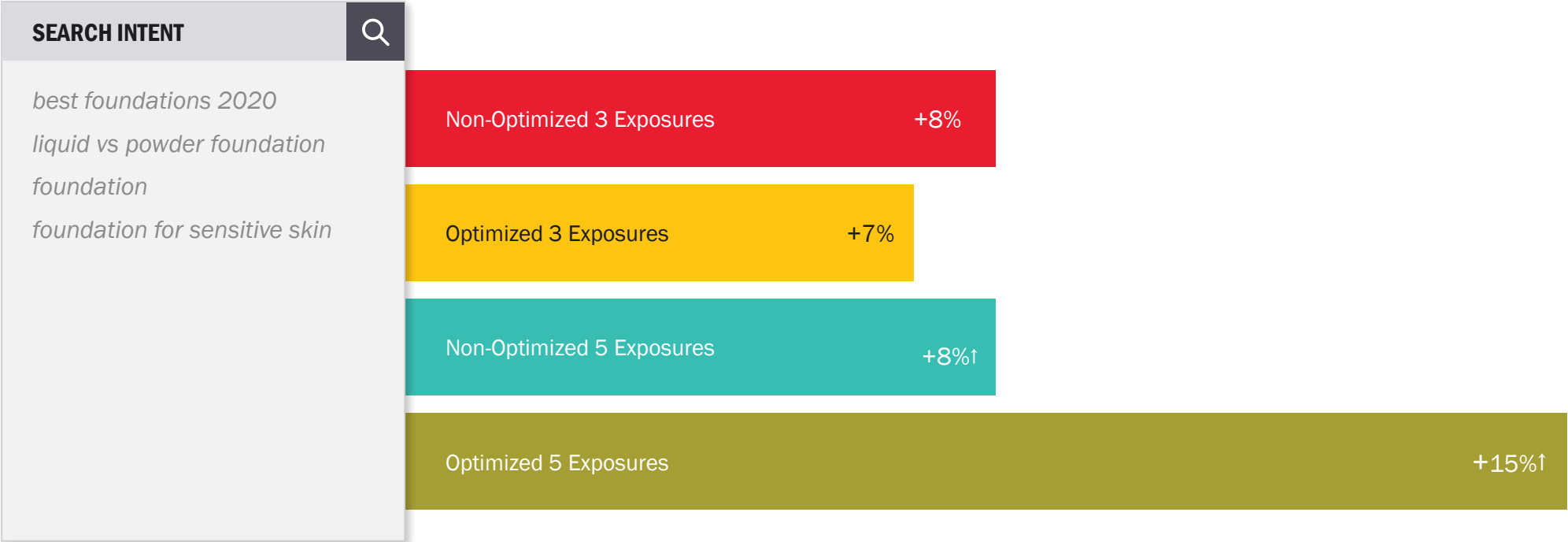




# THE DIFFERENCE IS TRIGGERING ENOUGH INTEREST TO TAKE THE NEXT STEP

## IMPACT ON SEARCH INTENT BY FREQUENCY

Deltas (Test - Control)



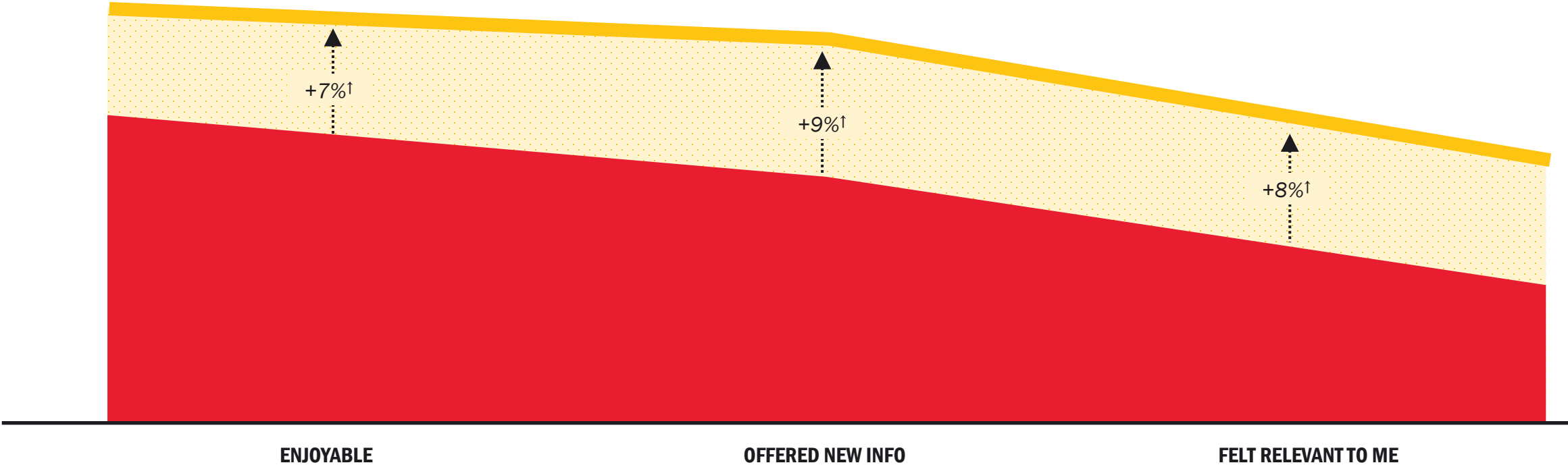
# PEOPLE FELT THE DIFFERENCE. MORE RELEVANCE, MORE INFO, MORE ENJOYABLE

Optimization clearly creates a different ad experience compared to the same creative delivered at random

## AD OPINONS AFTER 3 EXPOSURES

Deltas (Optimized – Non-optimized)

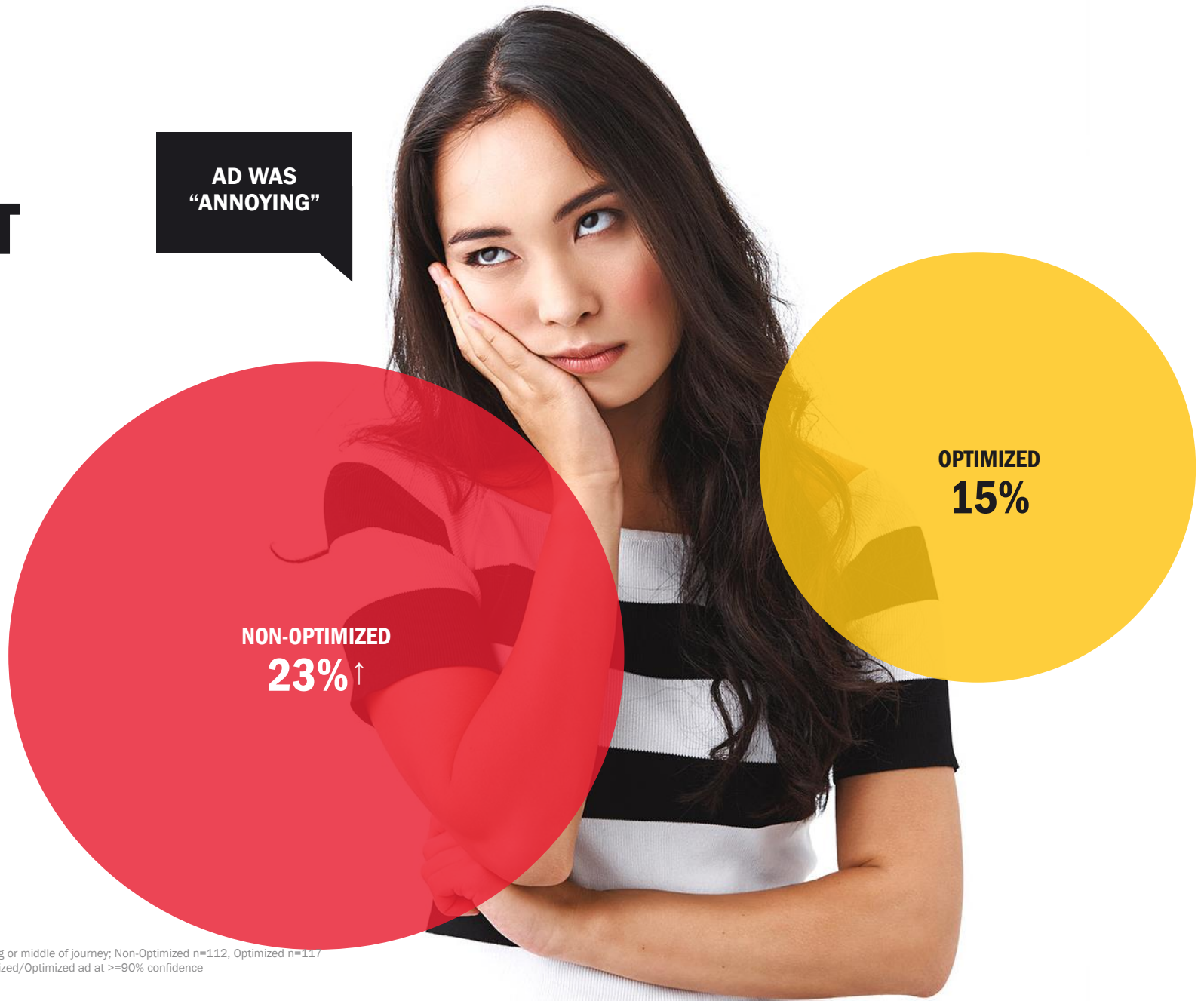
■ Non-optimized ■ Optimized



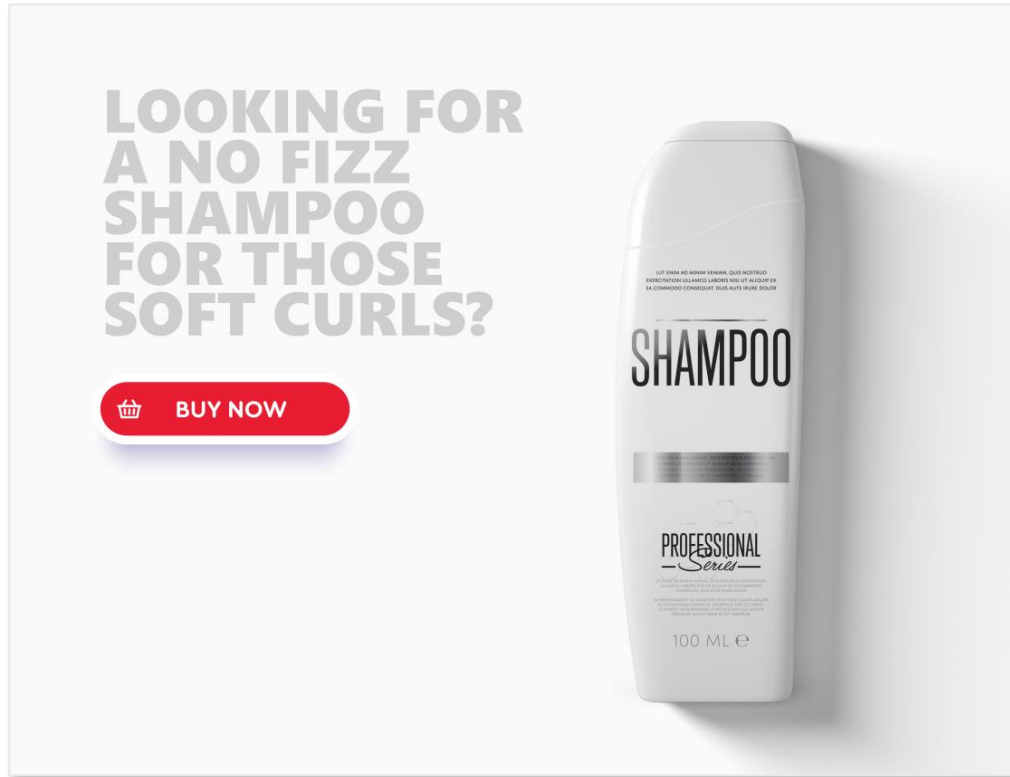
# OPTIMIZATION CAN ALSO CURB ANNOYANCE AMONG THOSE NOT YET INTERESTED

PROGRESSION THROUGH PURCHASE  
JOURNEY AFTER 3 EXPOSURES

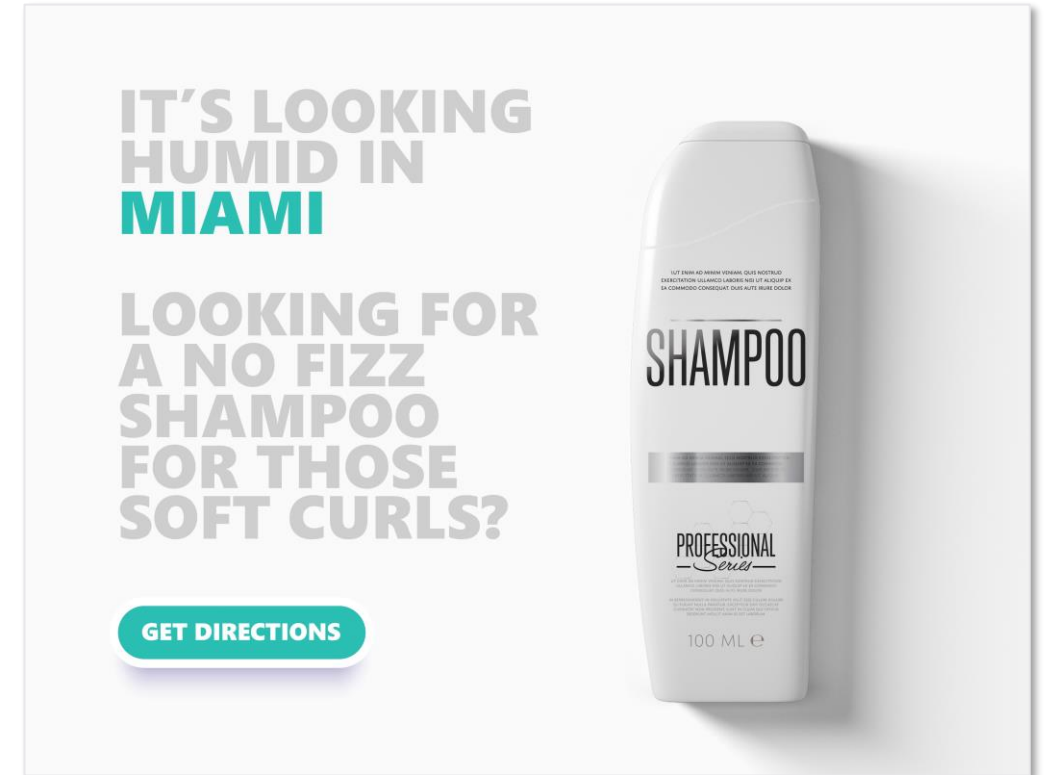
% Agree



# WE ALSO TESTED LOCATION ENABLED ADS



VIDEO AD **WITHOUT LOCATION** INFO ON WHERE TO BUY



VIDEO AD **WITH LOCATION** INFO ON WHERE TO BUY

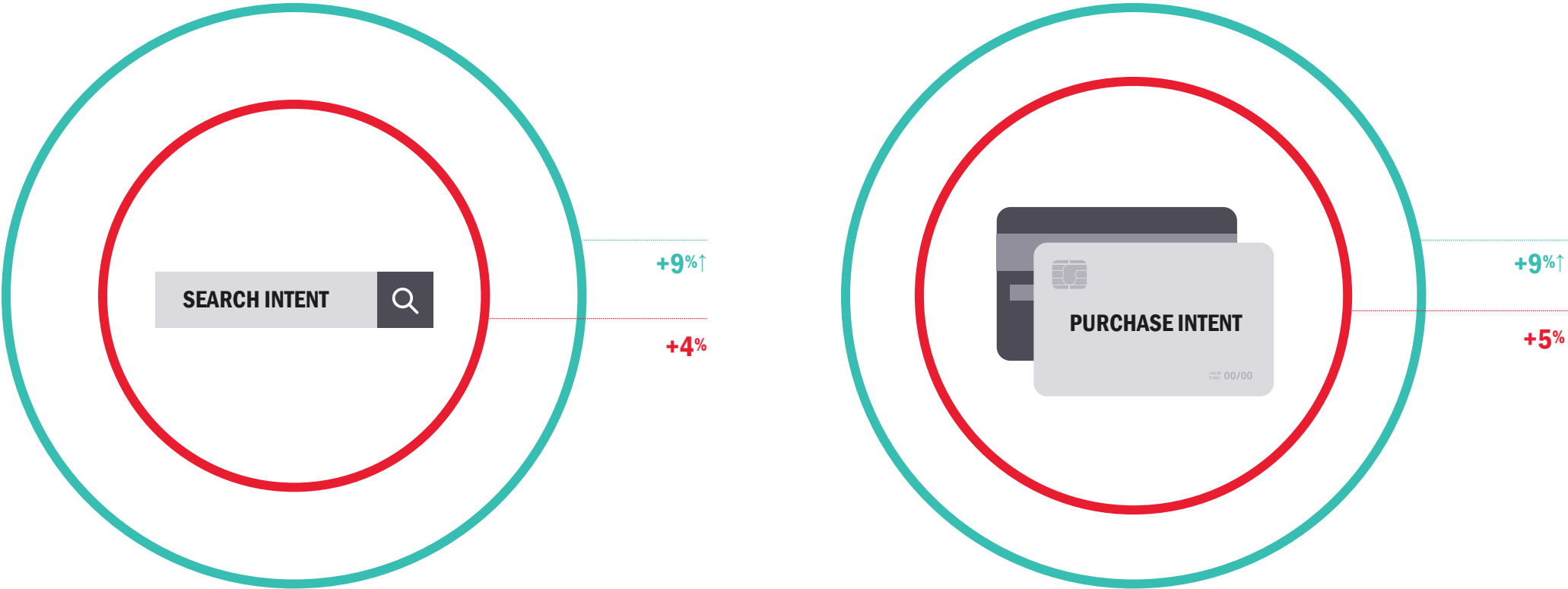
# INCLUDING 'WHERE TO PURCHASE' INFO DRIVES INTENT TO TAKE THE NEXT STEP

## IMPACT ON INTENT METRICS AFTER 3 EXPOSURES

Optimized with or without location messaging

- Deltas (Test - Control)

- With
- Without





# HIGHER FREQUENCY FOR HIGHER CONSIDERATION



# HIGHER CONSIDERATION BRANDS HAVE MORE WORK TO DO

POSITION IN JOURNEY PRIOR TO ANY AD EXPOSURE  
% Incidence

## SHAMPOO

**BEGINNING**  
NOT open to buying sulfate-free shampoo for next shampoo purchase

8%

**MIDDLE**  
Open to buying sulfate-free shampoo for next purchase & test brand is NOT yet in consideration set

32%

**END**  
Open to buying sulfate-free shampoo for next purchase & test brand is in consideration set

60%

## FOUNDATION

**BEGINNING**  
NOT open to buying foundation in the next month

48%

**MIDDLE**  
Open to buying the foundation in next month & test brand is NOT yet in consideration set

29%


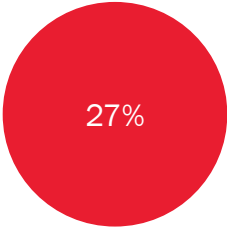
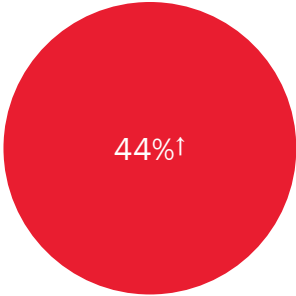



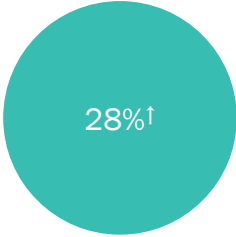
**END**  
Open to buying foundation in next month & test brand is in consideration set

23%

While the majority of people already open to the shampoo brand for their next purchase, only 23% were open to the foundation brand

# MORE OPTIMIZED EXPOSURES NEEDED TO IMPACT PRODUCTS WITH HIGHER PRICE POINT

PROGRESSION THROUGH PURCHASE JOURNEY BY FREQUENCY  
% That Progressed in Purchase Journey

|   | NON-OPTIMIZED: Frequency 3   | OPTIMIZED: Frequency 3   | OPTIMIZED: Frequency 5   |
|---|--|--|--|
| <div><p>Shampoo = \$7</p></div> <div></div>      | <div><p>27%</p></div>  | <div><p>44%↑</p></div>  | <div><p>NA</p></div>   |
| <div><p>Foundation = \$45</p></div> <div></div> | <div><p>1%</p></div> | <div><p>12%</p></div> | <div><p>28%↑</p></div> |

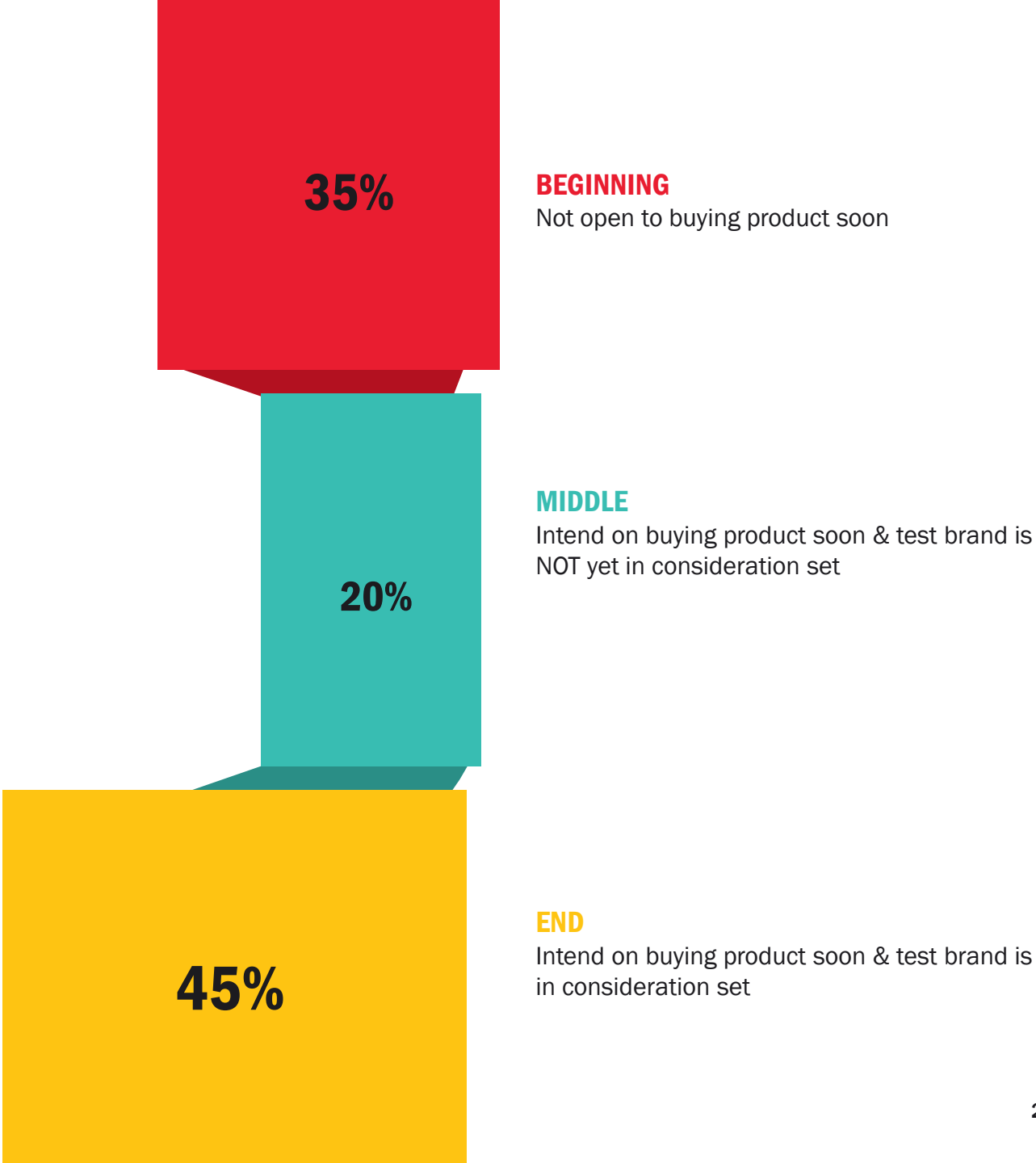
# IF AT FIRST YOU DON'T SUCCEED



# PEOPLE ARE MOST DISCERNING WHEN IN THE MIDDLE OF THE PURCHASE JOURNEY AS THEY NARROW THEIR CONSIDERATION SET

Purchase intent is higher at the beginning of the purchase journey compared to the middle

## PURCHASE INTENT BY POSITION IN PURCHASE JOURNEY





# WHEN PEOPLE ARE STUCK IN THE MIDDLE...

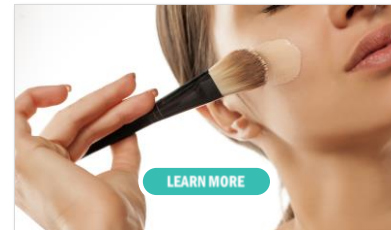
END



## EXPOSURE 3

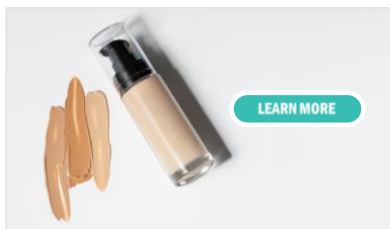
Non-product “Feel Good” Ad

**OF THOSE WHO WERE STUCK IN  
THE MIDDLE AND WERE NOT  
BUDGING, WE TRIED SOMETHING  
NEW WITH A “FEEL GOOD” AD**



## EXPOSURE 2

New Perception Ad



## EXPOSURE 1

Perception Ad

MIDDLE JOURNEY

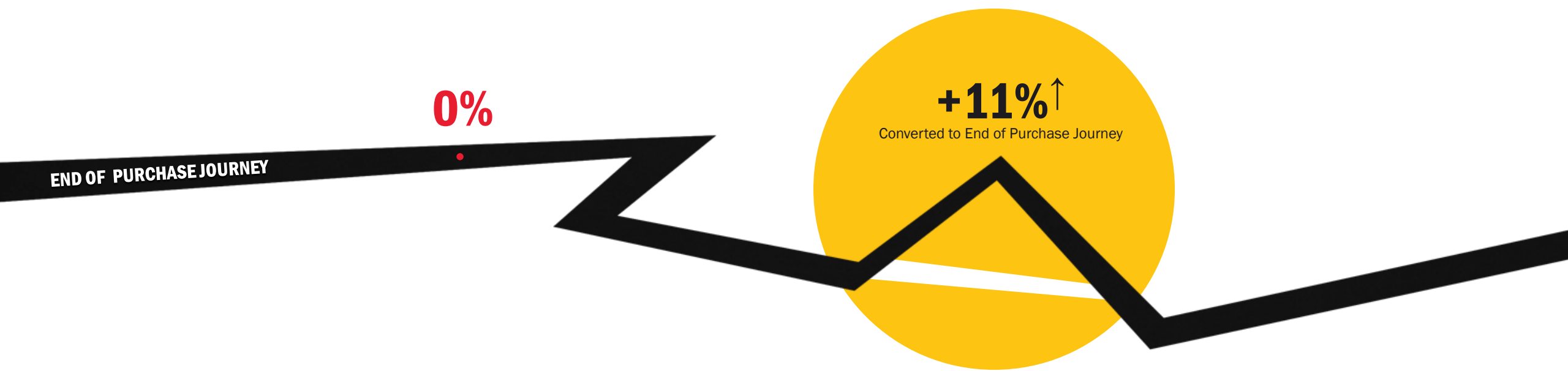
# CHANGING STRATEGY DROVE CONVERSIONS TO END OF JOURNEY

## IMPACT OF CHANGING STRATEGY

Converted to End of Purchase Journey

Deltas (Test - Control)

■ Non-Optimized   ■ Optimized



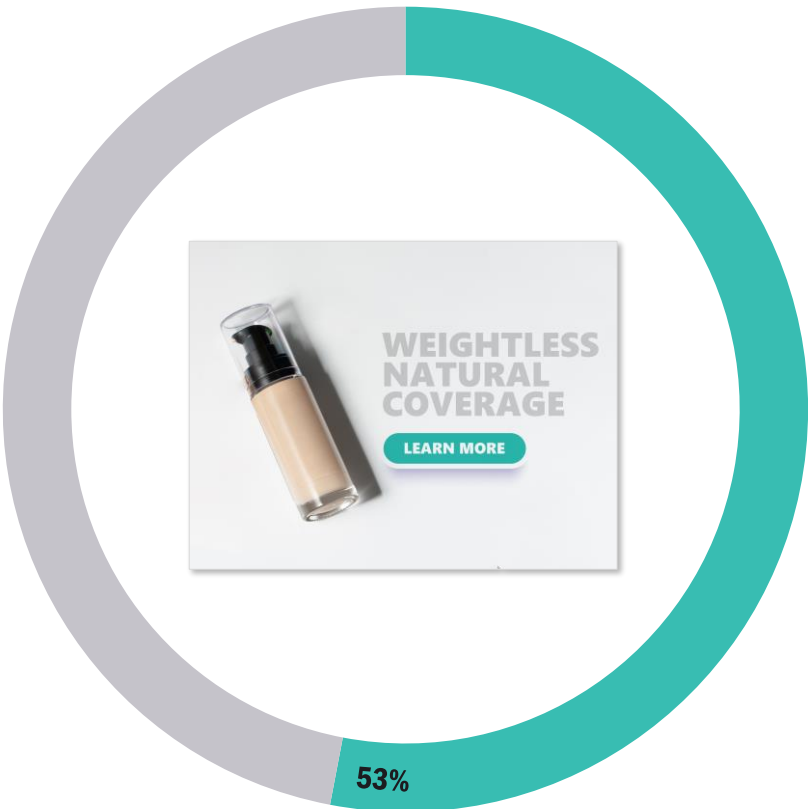
# THE PURCHASE FUNNEL – REDEFINED

# MANY REFER TO “THE FUNNEL” WHEN BUILDING ADVERTISING STRATEGIES



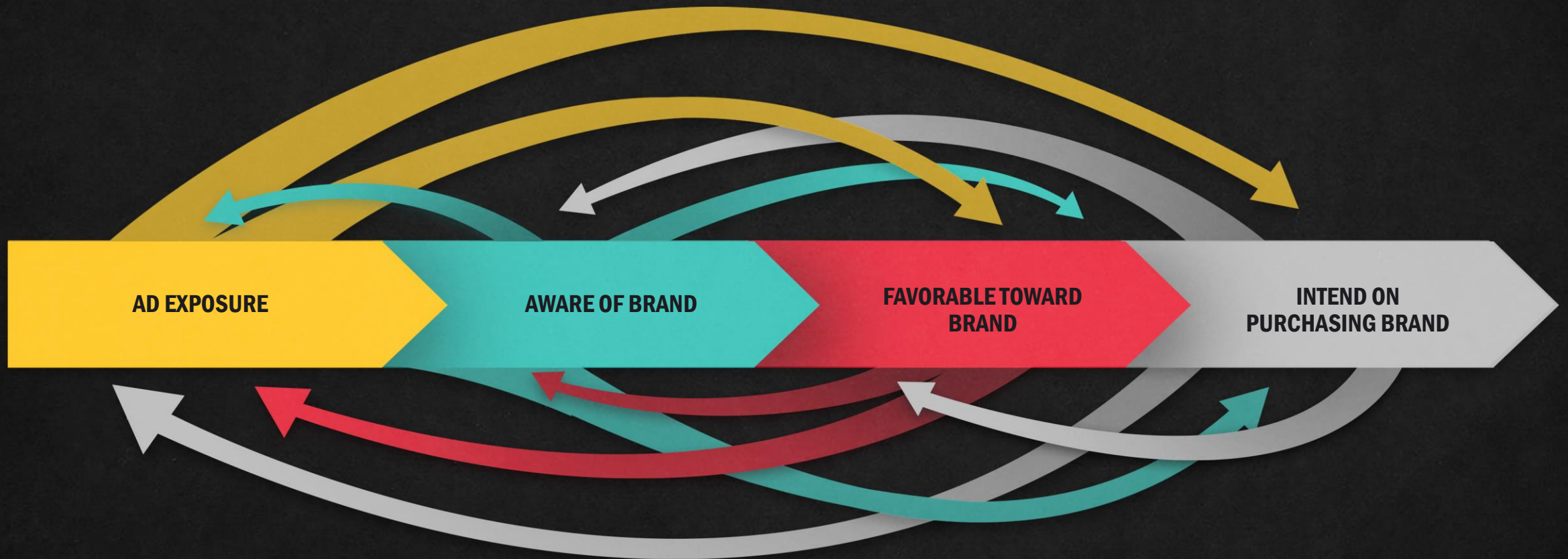
# BUT MANY SKIP STEPS IN THE TRADITIONAL FUNNEL

% THAT TOOK MULTIPLE STEPS FORWARD IN TRADITIONAL FUNNEL AFTER AD EXPOSURE  
Among Those That Moved Forward





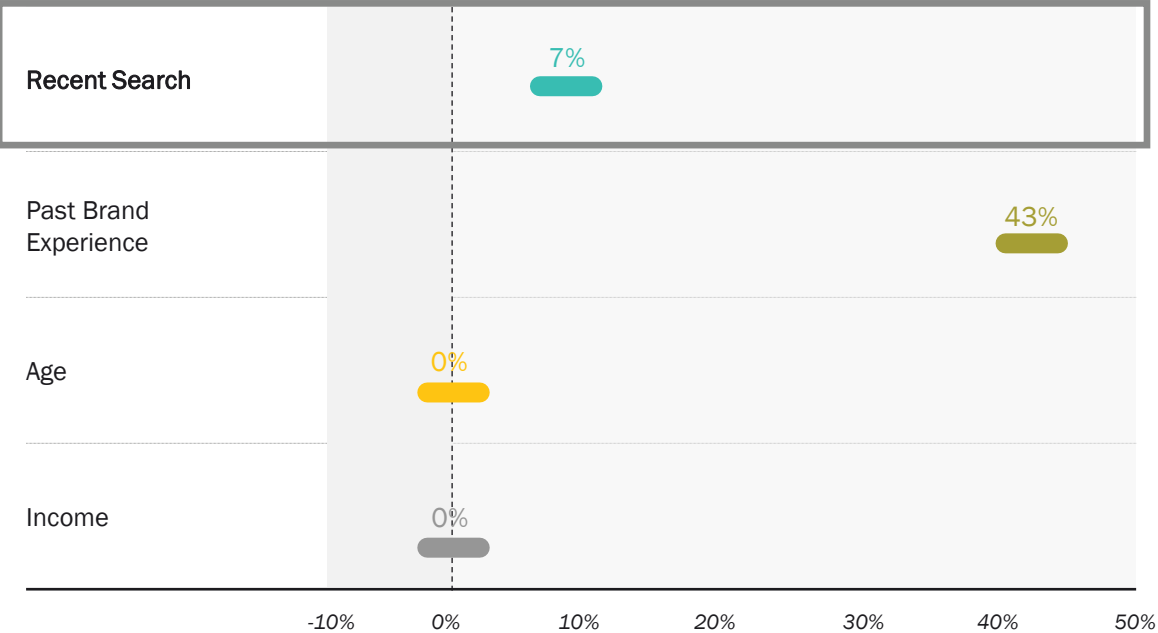
**IT'S NOT REALLY A FUNNEL.  
IT'S A MATRIX.**



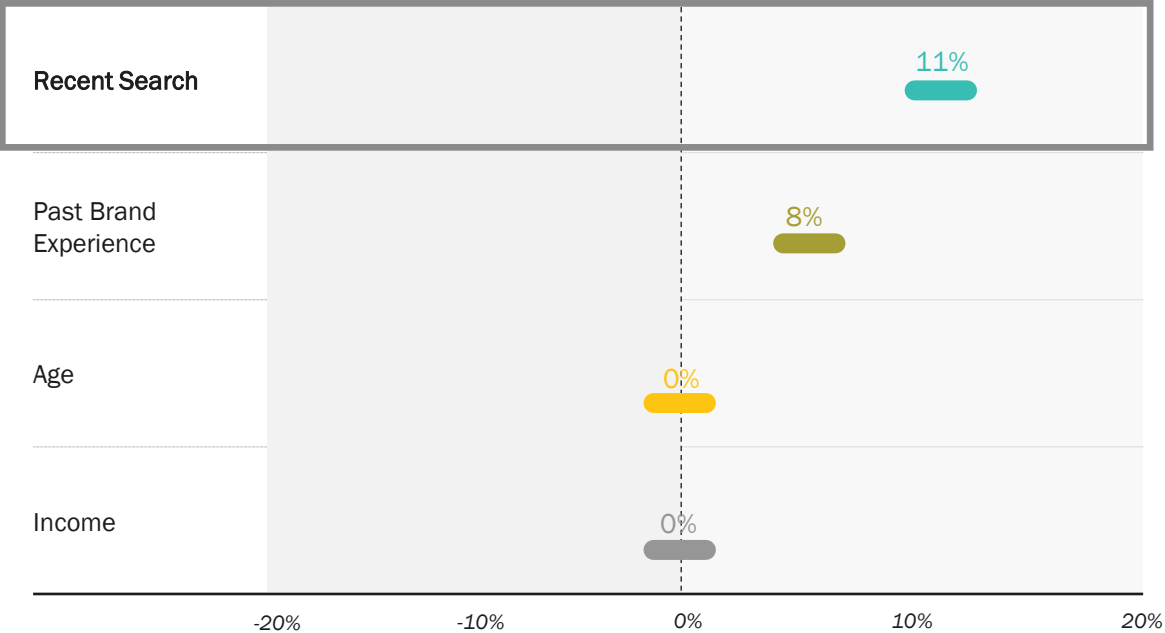
# PAST BRAND EXPERIENCE & RECENT SEARCHING SPUR MULTIPLE STEPS IN TRADITIONAL FUNNEL

## PREDICTORS OF TAKING MULTIPLE STEPS IN TRADITIONAL FUNNEL

### JUMPING TO HIGH BRAND FAVORABILITY



### JUMPING TO HIGH PURCHASE INTENT



# SEARCH TERMS, A GOOD PROXY

foundation



best foundation with UV protection



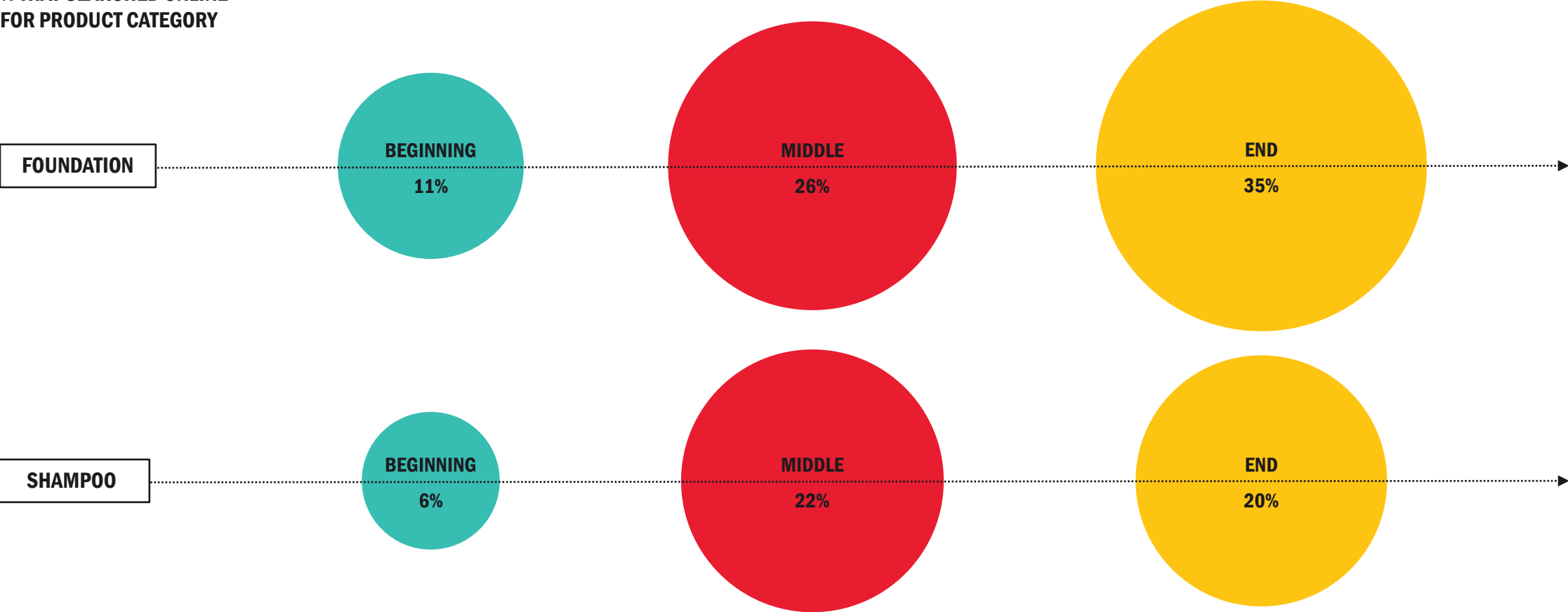
where to buy sheer foundation



# STRONG RELATIONSHIP BETWEEN SEARCHING & BEING FURTHER IN THE PURCHASE JOURNEY

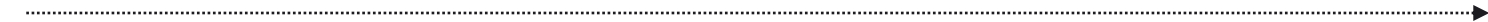
Search retargeting strategies can be used to help reach audiences further in the purchase journey

% THAT SEARCHED ONLINE  
FOR PRODUCT CATEGORY



# VERY SPECIFIC TERMS MOST LIKELY USED AT THE END OF THE PURCHASE JOURNEY

## SEARCH BEHAVIORS AT THE END OF THE JOURNEY



**BROAD TERMS**

*foundation*  
*best foundations*  
*shampoo*  
*color shampoo*

**SPECIFIC TERMS**

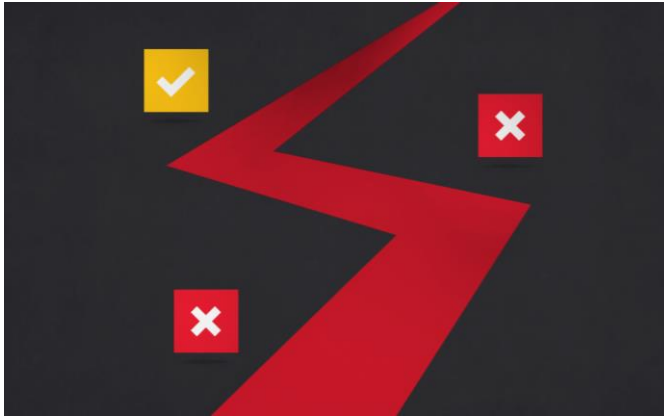
*best foundations 2020*  
*liquid vs powder foundation*  
*sulfate free shampoo*  
*best sulfate free shampoo*

People at the end of the purchase journey are **56% more likely** to search for very specific foundation terms compared to people earlier in the journey (34% more likely for shampoo)

**VERY SPECIFIC TERMS**

*best foundations for over 40*  
*best foundations for dry skin*  
*where can I buy foundation?*  
*best shampoo for blonde hair*  
*deeply moisturizing, color safe shampoo*

# IMPLICATIONS



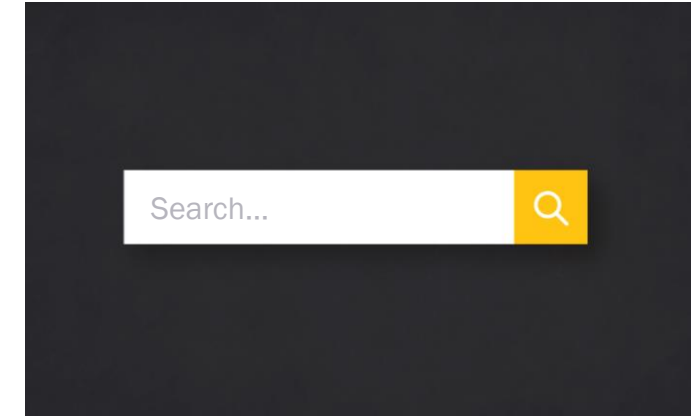
## A PLAN BEATS NO PLAN

While testing and learning is recommended, simply using common sense to deliver messages that are most appropriate based on where consumers are in the purchase journey can be highly effective



## HIGHER FREQUENCY FOR HIGHER CONSIDERATION

Even if impact on branding metrics is strong, a higher frequency of exposure may be needed to guide consumers closer to purchase for certain categories



## SEARCH RETARGETING, A PURCHASE JOURNEY INDICATOR

Search terms can serve as an easy proxy for identifying where consumers are in the purchase journey. Consider using search retargeting