

Disconnected Datasets Presentation

Ali Salihoglu
Bradley Ely Turcios
Eden Naftali
Jake Dunn
Matthew Diego Sonnenberg
Masaki Joseph Takamatsu
Mahitha Kotipalli
Neha Julka
Nikita Mallya
Sherin Ramla Naha
Yuheng Zhou



Previous Campaign

Facts

Ads cost was greater than the incremental revenue
No observed correlation between ad conversion and incremental revenue
Basing last year's campaign on click conversions led to a loss of profits

Insights

Convenience is a good motivator
People's buying choices are affected by their lifestyles

Ideas

Someone who conveniently lives near Walmart is likely to shop there
Ads can be better target to those whose lifestyle include Heinz

Awareness

Consideration

Purchase

Loyalty

Evidence - Datalogics Dataset

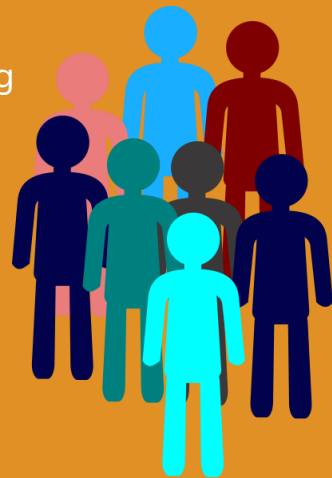
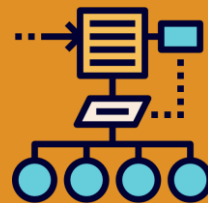
5. Audiences 2015

Delivery	Impressions	% of impressions	% of households	Goal (Total)
Total	221,656,895	100.00%	100.00%	
Current Buyers		40.00%	39.00%	
Lapsed Buyers		24.00%	23.00%	
PBT - Non-Purchase Based Demo / Contextual audiences		96.00%	93.00%	
Audience Analytics	Household Contribution Index (Total)	Household Contribution Index (Product 1)	Household Contribution Index (Product 2)	Goal (Total)
Current Buyers	253	257	175	
Lapsed Buyers	0	0	164	
PBT	88	107	104	
HH income	% of imps	% sales lift	Share of incr. \$s	Goal (Total)
<\$50K	31.00%	0.25%	11.00%	
\$50K-\$100K	41.00%	0.73%	55.00%	
\$100K-\$150K	17.00%	0.91%	34.00%	
\$150K+	11.00%	0.00%	0.00%	
Age	% of imps	% sales lift	Share of incr. \$s	Goal (Total)
20-29	7.00%	1.62%	19.00%	
30-39	12.00%	1.20%	25.00%	
40-49	21.00%	0.74%	29.00%	
50-59	26.00%	0.00%	0.00%	
60-64	12.00%	0.52%	10.00%	
65+	21.00%	0.55%	16.00%	

- ~40% of ads spent on non-optimal demographics

New Approach

1. Focus **less** on **clicks conversion** [CPM and CPC]
2. Better **identify target customer** & learn to **direct impressions** on them
 - a. *Age and income* based on Datalogix data
 - b. *Location*
 - c. *Publisher Information / Categorization*
 - d. *Customer information*
3. **Create 'ranking' algorithm** based on customer targeting to make smarter bidding decisions
4. **Learn over time which demographics to focus** and **how best** to focus on them
 - a. Datalogix post-mortem
 - b. Re-optimize bidding algorithm



Geo-targeting

Learning:

- Research/ survey Walmart customers to determine their proximity distribution
 - Determine optimal radius from Walmart for targeting customers
- Determine high customer density zip code, find correlation with census data such as average income

Implementation:

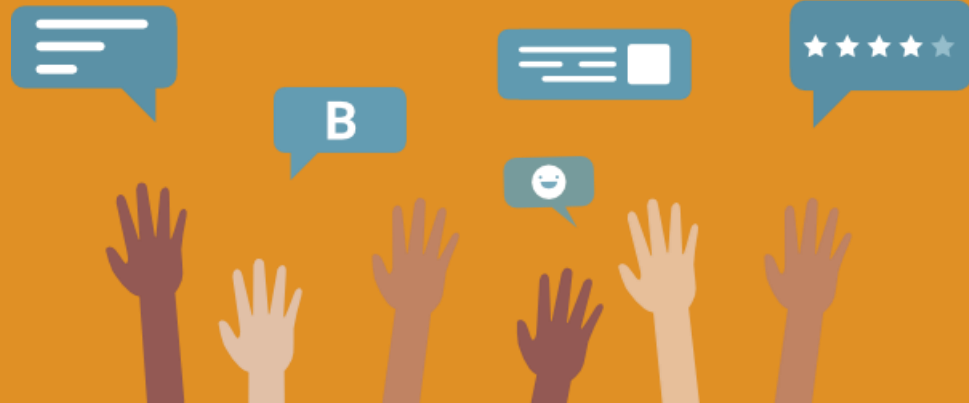
- Filter ad impression for proximity to walmart (don't send an ad if its not feasible for customer to travel to walmart)
- Filter for median income per zip code (target only areas within target household income)





Consumer Demographic Research

- **Market Segmentation** - Better understand age, gender, household structure, occupation, food preference (organic, vegan, etc.) info for:
 - Walmart shoppers
 - Heinz customers at Walmart
 - Heinz customers at other competitors
 - Competitor product customers at Walmart
- **Methods**
 - In-store surveys
 - Email surveys
 - Purchase third party data
 - Competitive analysis
 - Experiments and trials



Experiment

Small scale experiment to **validate hypothesis** and **uncover new insights** on customer demographic prior to campaign.

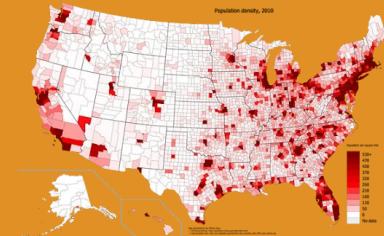
Experiment:

1. Send coupons to **stratified random sample** of people **categorized by census data**
2. Track usage of coupon to determine purchaser info such as:
 - a. Location
 - b. Income
 - c. Household structure



Goal:

1. **Better understand Heinz customer demographic** that shop at Walmart
2. **Uncover characteristics** customers who are more likely make a purchase upon ad impression



Publisher Categorization

Gather media kits from publishers to determine their visitors' demographic



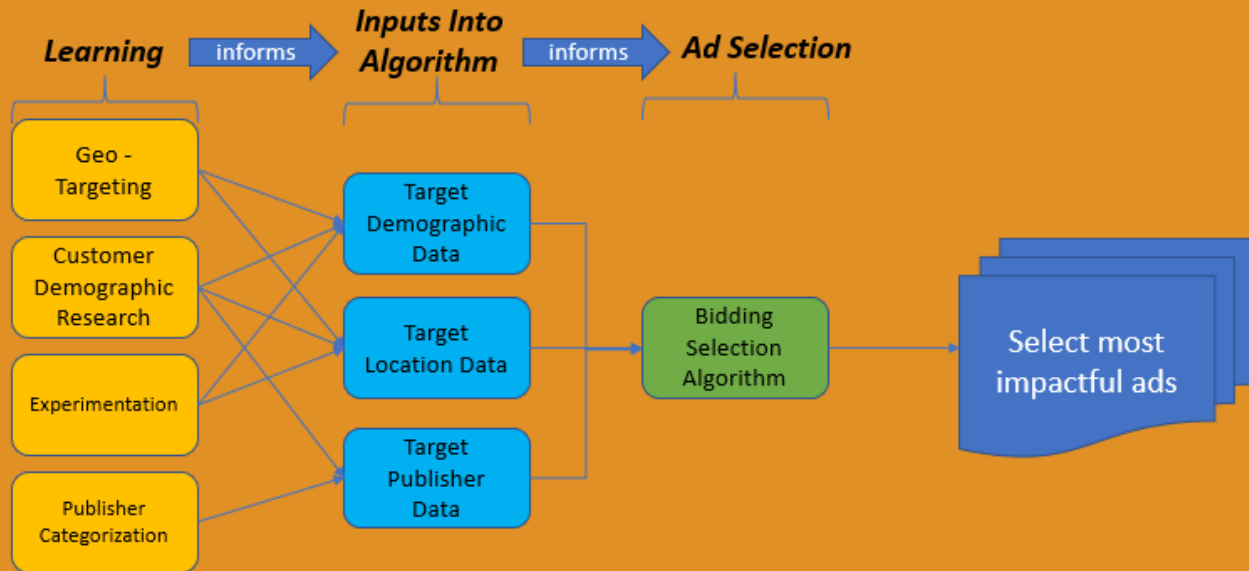
Compare demographic against:

- Walmart shoppers
- Heinz shoppers at Walmart

Rank them based on compatibility

Implementing **learnings** into **Advertising**

- **Duration**
 - 6 weeks
 - Same as previous campaign to be comparable
- **Ad Frequency**
 - Evenly distributed
- **Retargeting Goal**
 - At least 5 times per target customer
 - Not to exceed 15 times



Learning **Agenda** & Next Steps

**Continually optimize bidding
algorithm**

Feedback

Check effectiveness of campaign from datalogix report

Improve
marketing efforts

Hypothesis Testing

- Formulate a hypothesis
- Collect data & create an analysis plan
- Analyze data
- Make decision/ interpret results into actionable insights

**Re-evaluate target
audience**