

CASE STUDY

# IAS QUALITY ATTENTION<sup>™</sup> DRIVES SALES LIFT FOR CPG BRAND



# HIGHER IAS QUALITY ATTENTION™ DRIVES BETTER SALES PERFORMANCE

## FIELD DATES

Q4 2023

## AGENCY:

Global media agency

## CLIENT:

Leader in CPG, Beverage category

## KPIs:

- Incremental Sales
- Sales Lift
- ROAS

## THE GOAL

A global media agency aimed to understand the relationship between sales KPIs and IAS Quality Attention scores for their CPG client.

## CASE STUDY DESIGN

This study examines the impact Quality Attention scores have across the campaign, comparing sales KPIs for the households exposed to placements with higher attention scores to lower attention scores. Data from IAS Quality Attention™ product was used to learn how higher attention affects sales.

## NCSOLUTIONS NEXT GEN SALES EFFECT METHODOLOGY

The Sales Lift calculation leverages machine learning to compare actual sales from exposed households (HH) with modeled baseline sales (as if they had not seen the advertising) and to calibrate the results to cover purchases from all outlets. Any observed lift can be associated with exposure to the media campaign.

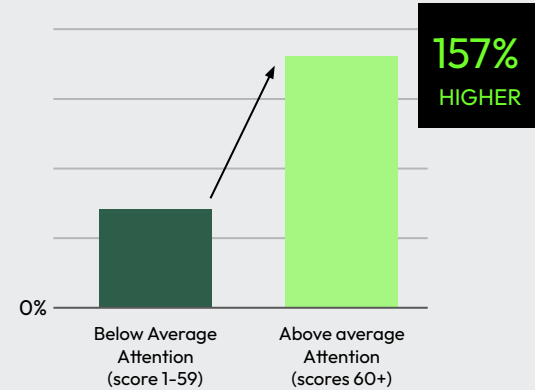
# THE RESULTS

Higher attention drives better sales performance for the global media agency's client.

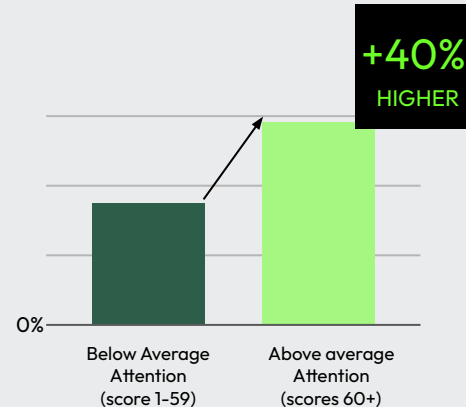
Within exposed households, higher IAS attention scores proved to be a key indicator in driving incremental sales for the CPG beverage brand's campaign.

Additionally, NCSolutions data shows that both sales lift and return on ad spend were higher for quality attention placements with scores above 60.

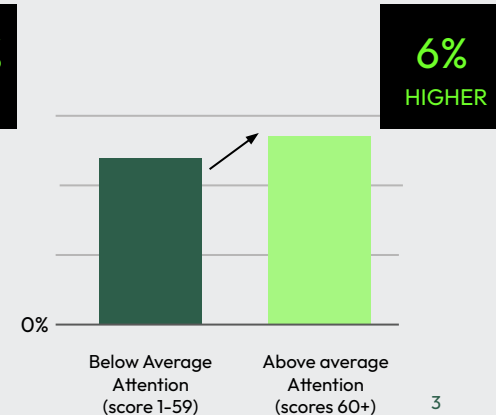
## NCS INCREMENTAL SALES



## SALES LIFT



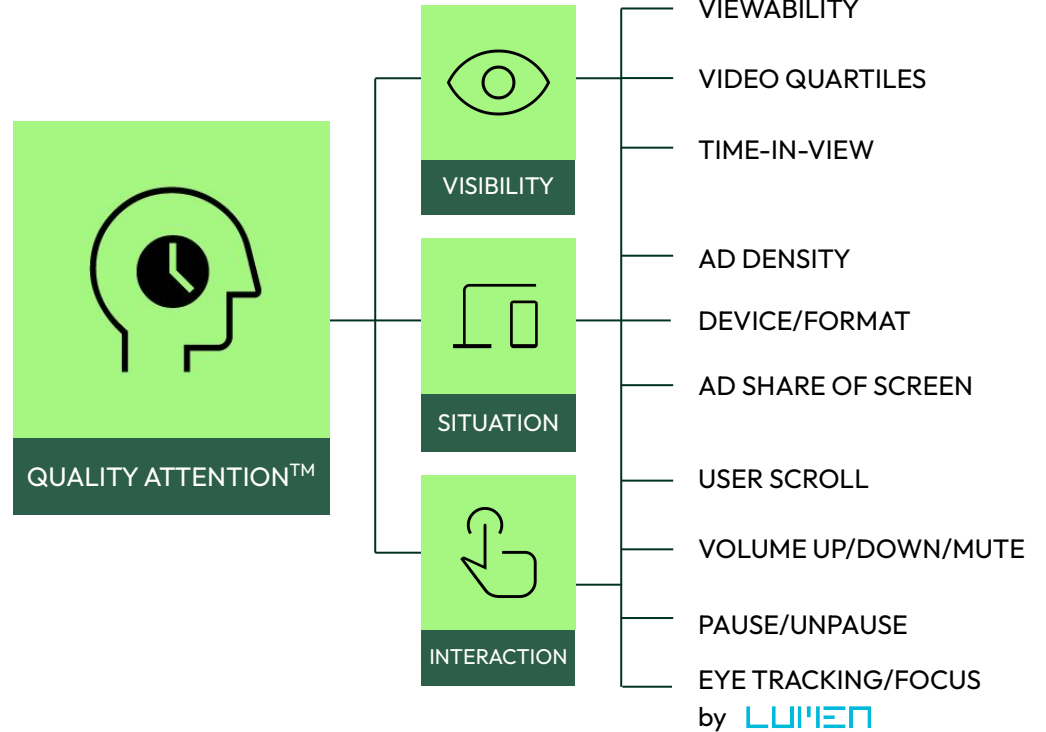
## RETURN ON AD SPEND



# QUALITY ATTENTION™

Unifying media quality and **eye tracking** with machine learning to deliver proven results

- **Measure to understand your baseline:**  
Verify Quality Attention™ by campaign, environment, format, device type, trends over time, and much more.
- **Compare Attention Scores:**  
Compare Quality Attention™ against the IAS average to identify underperforming campaigns and inform where a deep dive needs to occur for a more detailed understanding of campaign performance.
- **Optimize to Attention Scores:**  
Act on low performing campaigns, media partners, placements, domains and more to understand performance and improve attention scores that drive proven results.



**NCSolutions** We're constantly developing new and powerful ways for CPG advertisers to best target, optimize, measure and enable sales-based outcomes. It's an evolving combination of data-rich insights, proven strategies and innovations in machine learning – all working together to help you impact incremental sales and drive better results.

**Integral Ad Science (IAS)** is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms. IAS's software provides comprehensive and enriched data that ensures ads are seen by real people in safe and suitable environments, while improving return on ad spend for advertisers and yield for publishers. Our mission is to be the global benchmark for trust and transparency in digital media quality. For more information, visit [integralads.com](https://integralads.com).