

ASDA Media
Partnerships

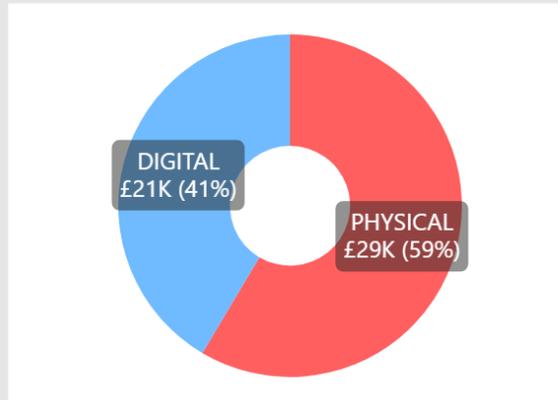
INSIGHT REPORT

| [SUPPLIER] Valentines Steaks Feb 2021



MEDIA COST

£50.0K



OBJECTIVE

Awareness

MEDIA START

4/2/21

MEDIA END

24/2/21

Media Breakdown

Media Name	Media Type	Media Start	Media End	Live Date	End Date	Stores	Cost	Impacts
Homepage Promo Banner	DIGITAL	Wk 6	Wk 7	4/2/21	10/2/21		£3.6K	100K
N>Fresh Food & Bak>Meat & Poul> Chicken &+AU	DIGITAL	Wk 6	Wk 8	4/2/21	14/2/21		£2.5K	100K
N>Fresh Food & Bakery>Meat & Poultr> Bee+AU	DIGITAL	Wk 6	Wk 7	4/2/21	10/2/21		£2.5K	106K
P>Fresh Food & Bak>Meat & Poul> Chicken &+AU	DIGITAL	Wk 6	Wk 7	4/2/21	10/2/21		£1.5K	95K
PB>Fresh Food & Bakery>Meat & Poultry	DIGITAL	Wk 7	Wk 8	11/2/21	17/2/21		£1.8K	
Search Bundle Leaderboard/MPU (beef)	DIGITAL	Wk 6	Wk 8	4/2/21	14/2/21		£0.5K	36K
Search Bundle Leaderboard/MPU (fish)	DIGITAL	Wk 6	Wk 8	4/2/21	14/2/21		£0.5K	30K
Search Bundle Leaderboard/MPU (lamb)	DIGITAL	Wk 6	Wk 8	4/2/21	14/2/21		£0.3K	24K
Search Bundle Leaderboard/MPU (mince)	DIGITAL	Wk 6	Wk 7	4/2/21	10/2/21		£0.3K	9K
Search Bundle Leaderboard/MPU (red wine)	DIGITAL	Wk 6	Wk 7	4/2/21	10/2/21		£0.2K	11K
Search Bundle Promo Banner (chips)	DIGITAL	Wk 6	Wk 7	4/2/21	10/2/21		£1.1K	48K
Search Bundle Leaderboard/MPU (beef)	DIGITAL	Wk 6	Wk 8	4/2/21	14/2/21		£0.2K	15K

IN-STORE



👛 CAMPAIGN SALES

957K

CAMPAIGN UPLIFT

£431K

↑ 74%

T&C UPLIFT

£147K

↑ 22%

T&C ROI

£15.00

👁️ IMPACTS

44.6M

👥 REACH

20.6M

📄 CPM

£2.79

👣 FREQUENCY

2.2

ONLINE



👛 CAMPAIGN SALES

399K

CAMPAIGN UPLIFT

£196K

↑ 97%

ATTRIBUTED REVENUE

£345K

ROI

£16.64

👁️ IMPACTS

2M

👥 REACH

335K

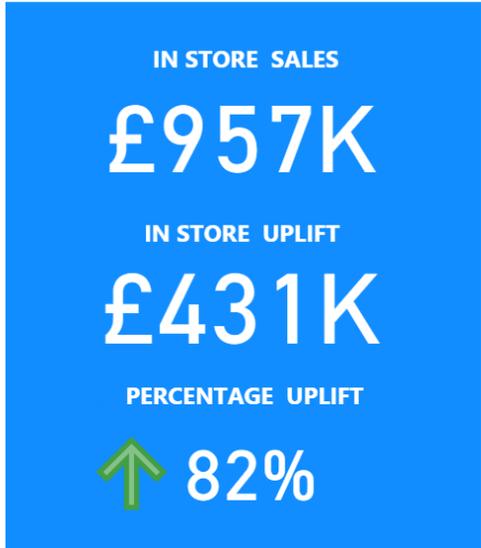
📄 CPM

£12

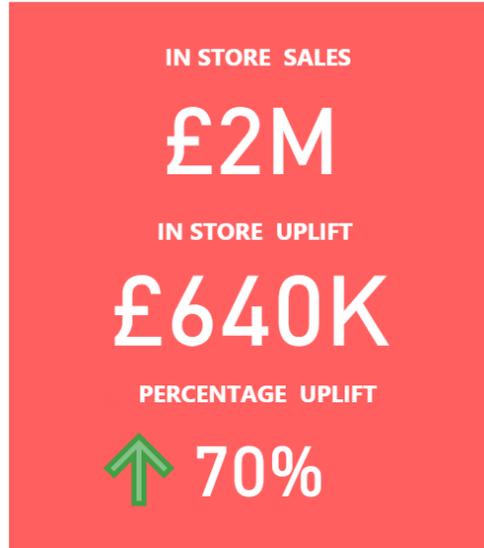
👣 FREQUENCY

5.0

Featured Products



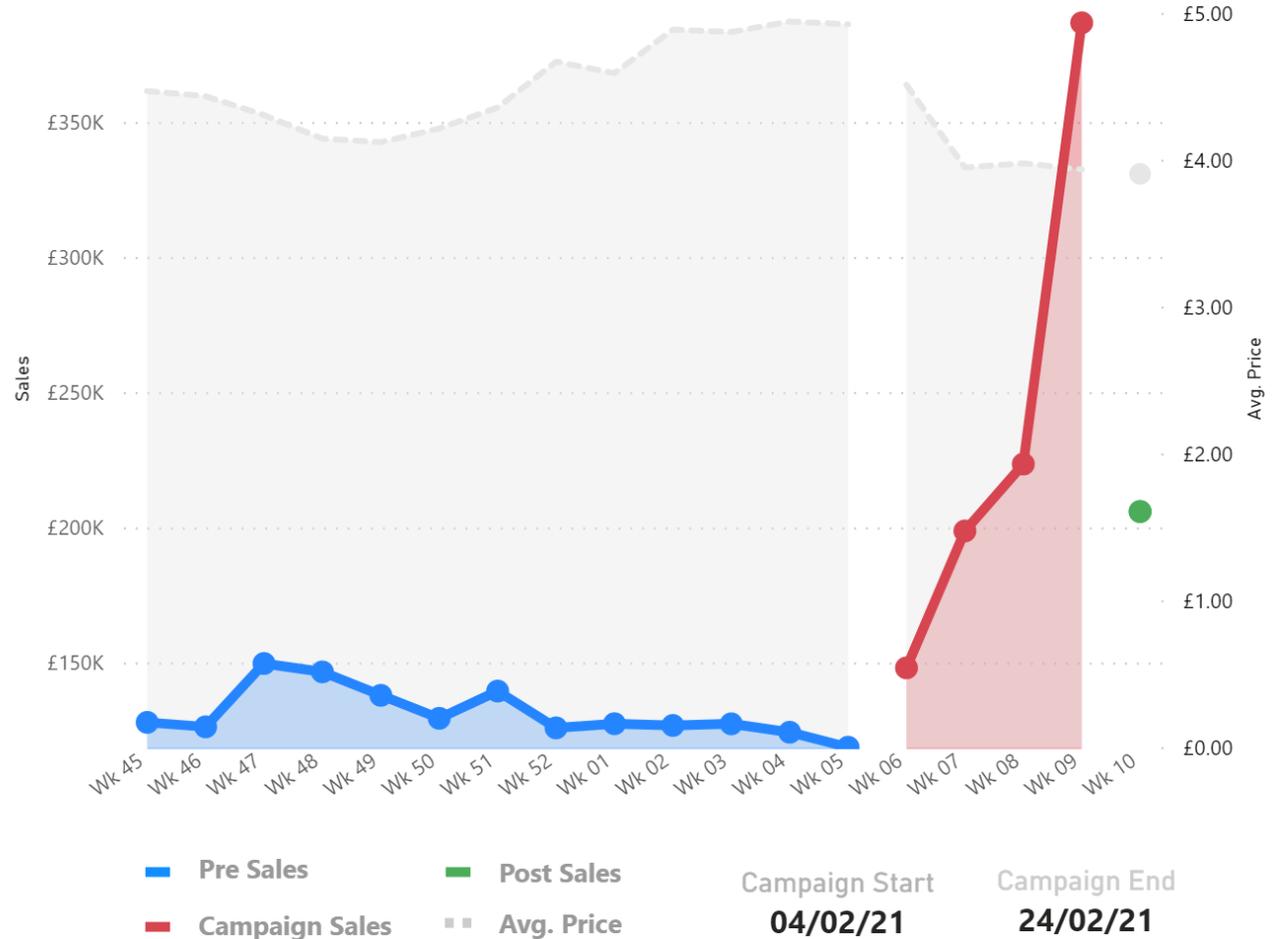
Supplier PPG



WIN nbr	Product	Weekly Uplift	Visits	Price +/-
151096310	RIBEYE STEAK	£24.6K	8.7K	-0.14
150635080	RUMP STEAK	£33.1K	11.8K	-0.27
151096313	SIRLOIN STEAK	£50.1K	18.6K	-0.67

PPG nbr	PPG Name	Weekly Uplift	Visits	Price +/-
130	BEEF	£159.9K	48.4K	-0.55

Featured Products

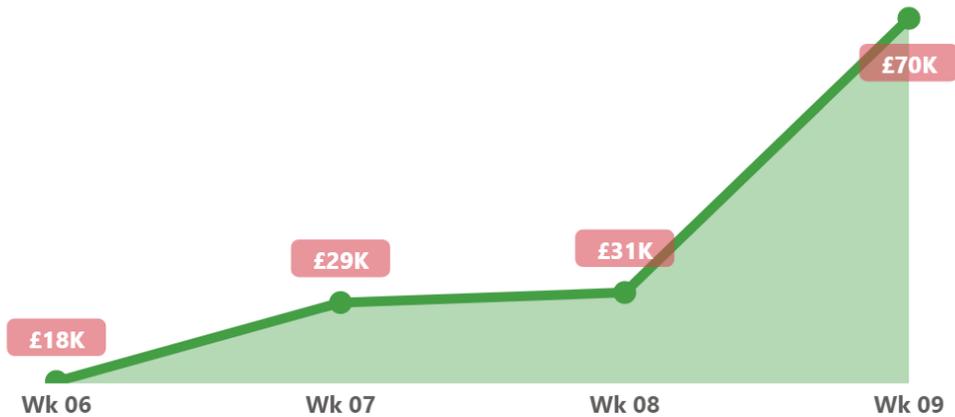


Campaign Start: 04/02/21
Campaign End: 24/02/21

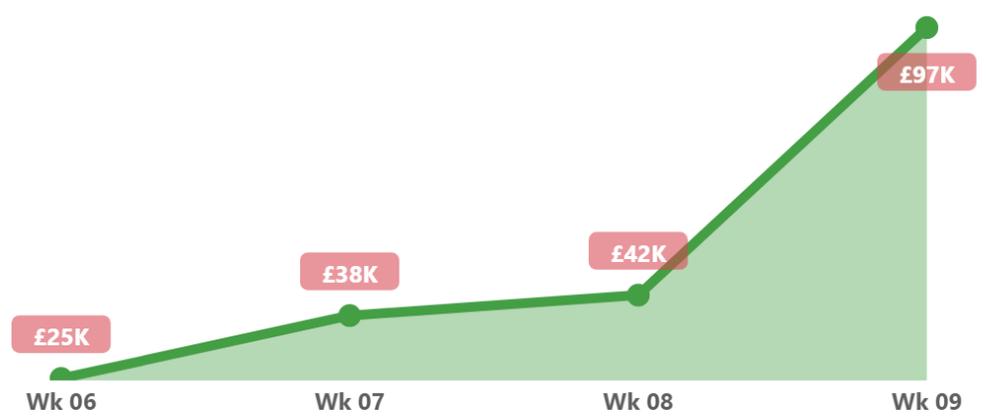
MEDIA UPLIFT	PERCENTAGE UPLIFT	MEDIA ROI
£147K	↑ 25%	£15.00

MEDIA UPLIFT	PERCENTAGE UPLIFT	MEDIA ROI
£201K	↑ 21%	£15.00

Featured Products Campaign Weekly Media Uplift



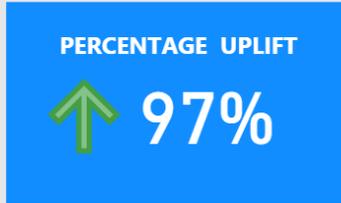
Supplier PPG Campaign Weekly Media Uplift



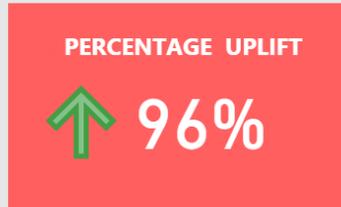
Media Bundle	Ctrl	Stores	Total Uplift	Uplift %	ROI
ASDA FM,	44	299	£147.1K	25%	✓ £15.00

Media Bundle	Ctrl	Stores	Total Uplift	Uplift %	ROI
ASDA FM,	44	299	£201.3K	21%	✓ £15.00

FEATURED PRODUCT

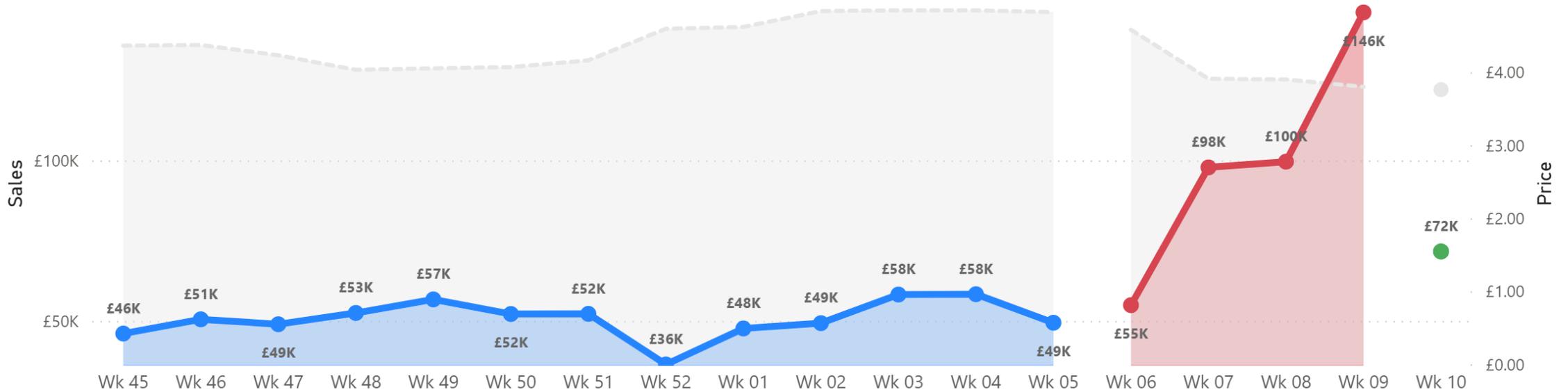


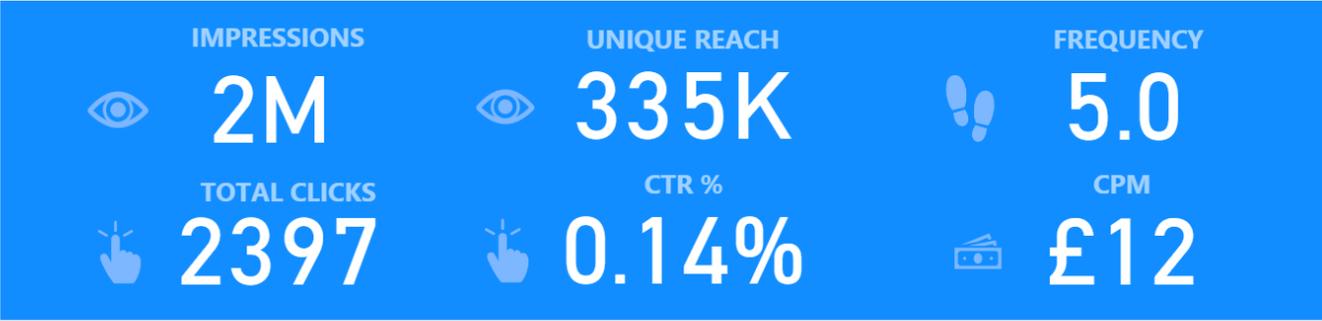
SUPPLIER PPG



ASDA.COM SALES UPLIFT

Pre Sales Campaign Sales Post Sales Avg. Price

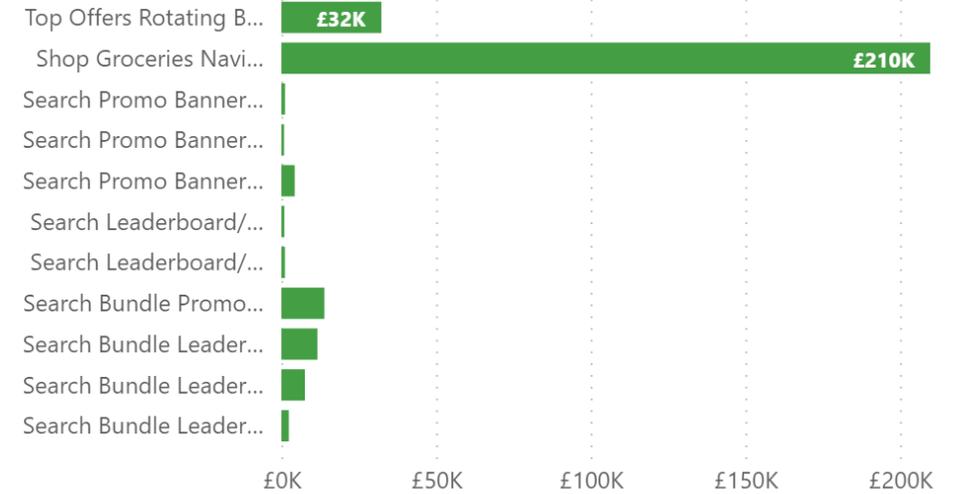




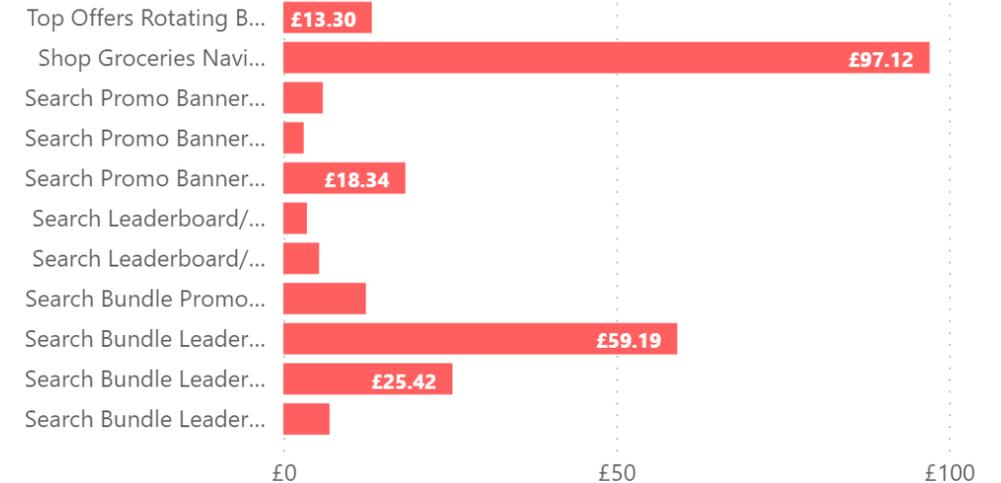
 **MEDIA BREAKDOWN**

Media Name	Impres sions	Unique Reach	Freq	Media Cost	Attributed Revenue	ROI	Clicks	CTR%
Homepage Promo Banner	100K	72K	1.4	£3,600	£7,044	£1.96	61	0.06%
Shop Groceries Navigation Banner	879K	43K	20.3	£2,160	£209,773	£97.12	1586	0.18%
Top Offers Rotating Banner	183K	32K	5.7	£2,430	£32,319	£13.30	181	0.10%
N>Fresh Food & Bakery>Meat & Poultr> Meat & Fi> Bee+AU	106K	29K	3.6	£2,541	£11,443	£4.50	85	0.08%
N>Fresh Food & Bak>Meat & Poul> Meat & > Chicken &+AU	100K	28K	3.5	£2,523	£13,562	£5.38	124	0.12%
P>Fresh Food & Bak>Meat & Poul> Meat & > Chicken &+AU	95K	25K	3.9	£1,517	£18,197	£12.00	75	0.08%
Search Bundle Promo Banner (chips)	48K	18K	2.6	£1,119	£13,884	£12.41	45	0.09%
Search Bundle Leaderboard/MPU (beef)	36K	18K	2.0	£514	£3,233	£6.29	27	0.08%
Search Bundle Leaderboard/MPU (lamb)	24K	12K	2.0	£345	£2,396	£6.94	27	0.11%

 **Attributed Revenue**



 **ROI**

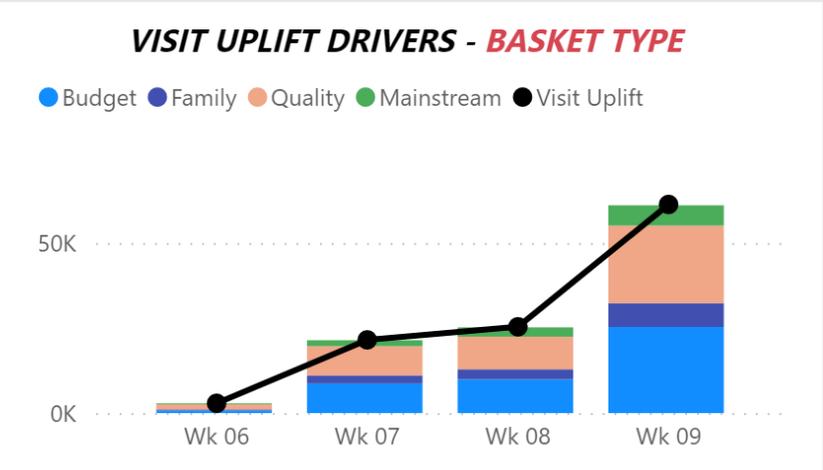
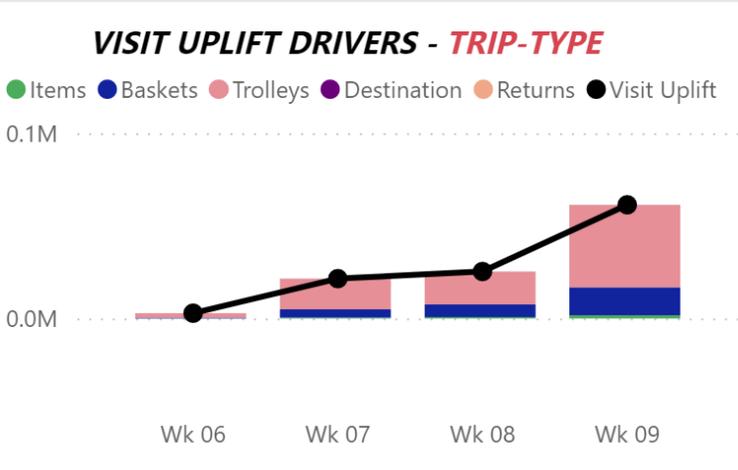
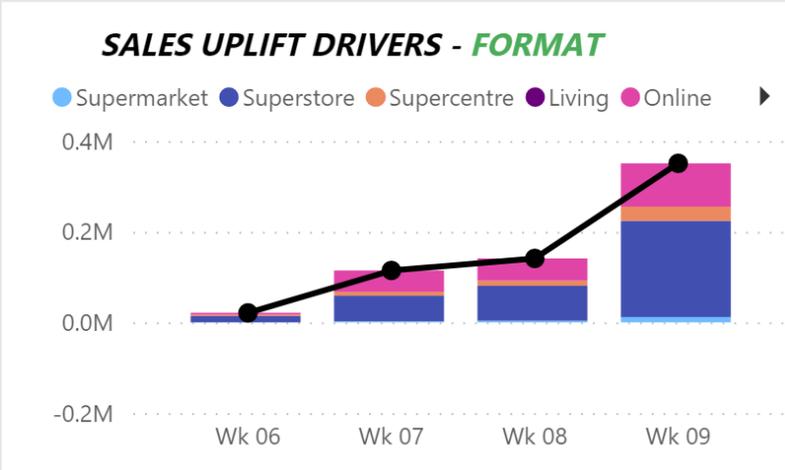
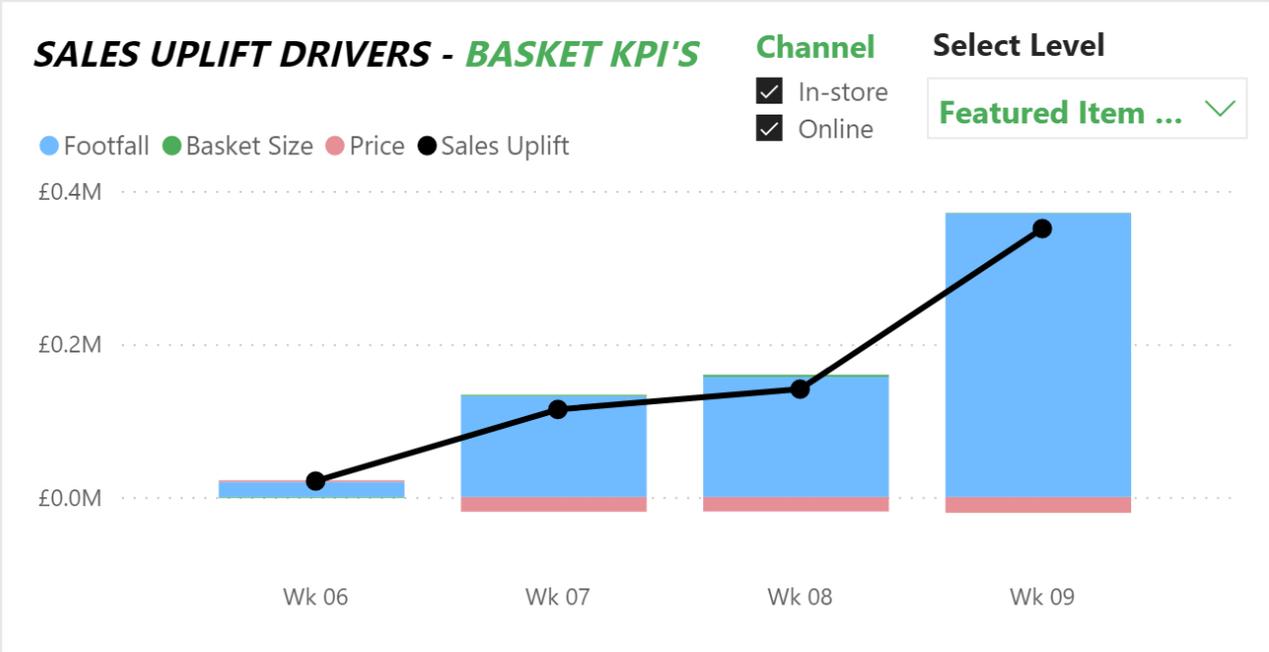




This campaign saw the campaign feat. product(s) featured in baskets 215K times. A 107% change (111K vs. pre)

1.6 of the campaign feat. products were included in each of these visits, 0.7% vs. pre

The average price of the campaign feat. product(s) was £4.07 (-9% vs. pre)



ASDA Media
Partnerships

GLOSSARY

- 1 **Media Cost:** Combined cost of all media within the Campaign
- 2 **Media Cost Split:** Visual split of the media cost between instore and online
- 3 **Objective:** Campaign goal as agreed at booking stage
- 4 **Media Start & End Dates:** Dates between which all booked campaign media was live
- 5 **Media Breakdown:** Summary table showing all booked campaign media with individual names, type, start/end dates (and weeks), no. stores, cost and impacts
 1. **Name:** Full Media Name
 2. **Type:** Whether it was Physical or Digital
 3. **Start/end weeks:** Calendar week(s) the media went live
 4. **Live/end dates:** Dates the media started and ended
 5. **Stores:** If applicable, how many stores the media was featured in
 6. **Cost:** Cost per line of media
 7. **Impacts:** See definition on next slide



1 Campaign Sales: All channel/stores Gross Sales for the period of Campaign Start to Campaign End

Campaign Uplift: Gross Sales uplift comparing the campaign period sales vs. pre campaign period sales.

Instore Media T&C Uplift/ROI: See Media Test & Control page for methodology

2 Impacts: Impacts are calculated differently based on different media which are then added together at a total campaign level depending on what media has been live in a campaign.

1. **Physical Media Outside Store/Entrance – e.g. Security Cover, Digital 6 Sheet, ASDA Radio**
 - a) It is assumed that all customers entering the store see/interact with these pieces of media. Total store visits on that given day are used to calculate the total number of impacts
2. **Physical Media in Aisle – e.g. Barkers, Sampling, Gondola Ends**
 - a) It is assumed that all customers interacting with any product in that aisle will have seen the media
 - b) Department visits on that given day are used to calculate the aisle impacts
3. **Digital Media – e.g. Search, Sponsor Products etc**
 - a) Digital Media impressions cover inserts and display bought on a CPM basis
 - b) These sources show the total impressions by each piece of the booked media
4. **No Impressions – e.g. external media and online sampling**
 - a) Currently these data sources aren't included in the reports

Reach: PHYSICAL MEDIA: Maximum number of impacts from any single source on a given day in a given store i.e. if a Campaign includes Entrance media then it's total footfall, and if the Campaign only has Aisle media then it's Department footfall

CPM: Cost Per Thousand impressions – aggregated across all media channels

Frequency: = Campaign Impacts/Reach

A measure of how often customers have seen pieces of media across the campaign

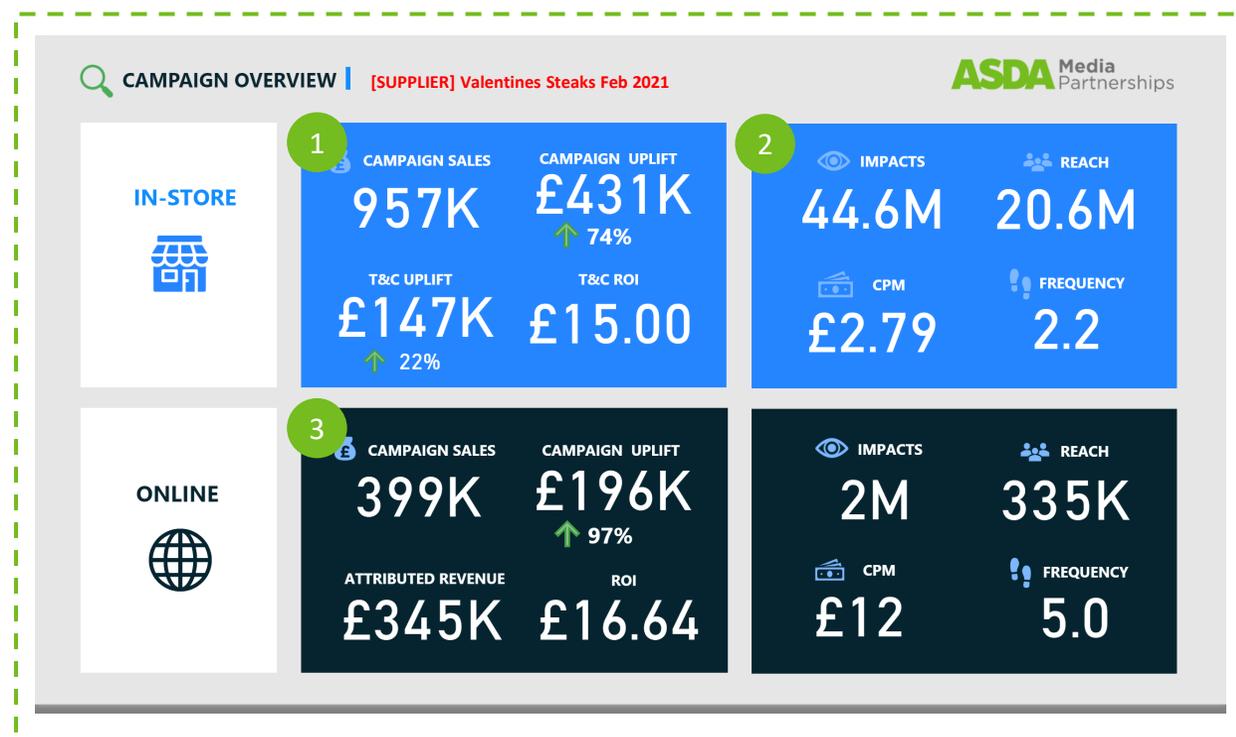
3 Online Media attributed Revenue/ROI : See Digital Performance page for methodology

METHODOLOGY

The main methodology on this tab is to calculate campaign uplift metrics.

The formula is:

$$\text{Campaign Uplift} = \left(\text{Average Weekly Campaign Period Sales} - \text{Ave. Weekly Pre Period Sales} \right) \times \text{Number of Weeks Campaign Live}$$



1 In Store Sales: The sales value of all Featured Products during the campaign period, in-store

In Store Uplift: The sales difference of the campaign sales vs. the pre-period sales, in-store

Percentage Uplift: The sales percentage difference of the campaign sales vs. the pre-period sales, in-store

2 Featured Products List: Detail of:

- what the Featured Products were
- average weekly uplift during the campaign period vs. pre-period
- the average weekly number of visits (the number of baskets that included featured products in them during the campaign period)
- Average price increase/decrease of the product campaign period vs. pre period

3 Supplier PPG List: Same as Featured Product List but at Supplier PPG level

4 Featured Products Sales Chart: Trended sales graph of the Featured Product(s) including the average price

METHODOLOGY

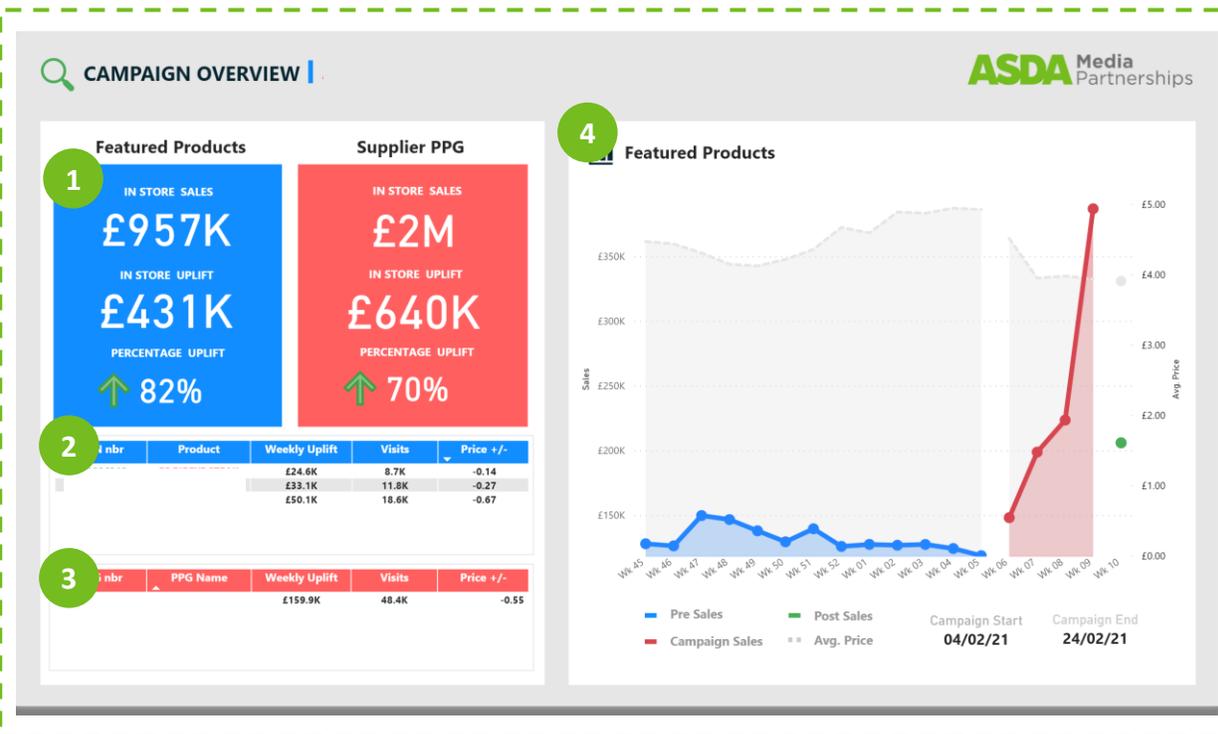
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$$\text{Campaign Uplift} = \left(\frac{\text{Average Weekly Campaign Period Sales}}{\text{Ave. Weekly Pre Period Sales}} \right) \times \text{Number of Weeks Campaign Live}$$

General Terms:

Featured Item: the products included in the campaign

Supplier PPG: all products the particular supplier has within the PPG



1 Media Uplift: The sales uplift between the Test stores and the Control stores during the campaign period

2 Percentage Uplift: The sales percentage uplift between the Test stores vs. the Control stores during the campaign period

3 Media ROI: How much your campaign has generated for every pound spent on the media which features in the table below (4)

4 Campaign Weekly Media Uplift Chart:

- Media Bundle:** Name of the media
- Ctrl:** Number of control stores
- Stores:** Number of test stores
- Total Uplift:** Test and Control sales uplift by media
- Uplift %:** Test and Control sales uplift percentage by media
- ROI:** The ROI of each individual media element

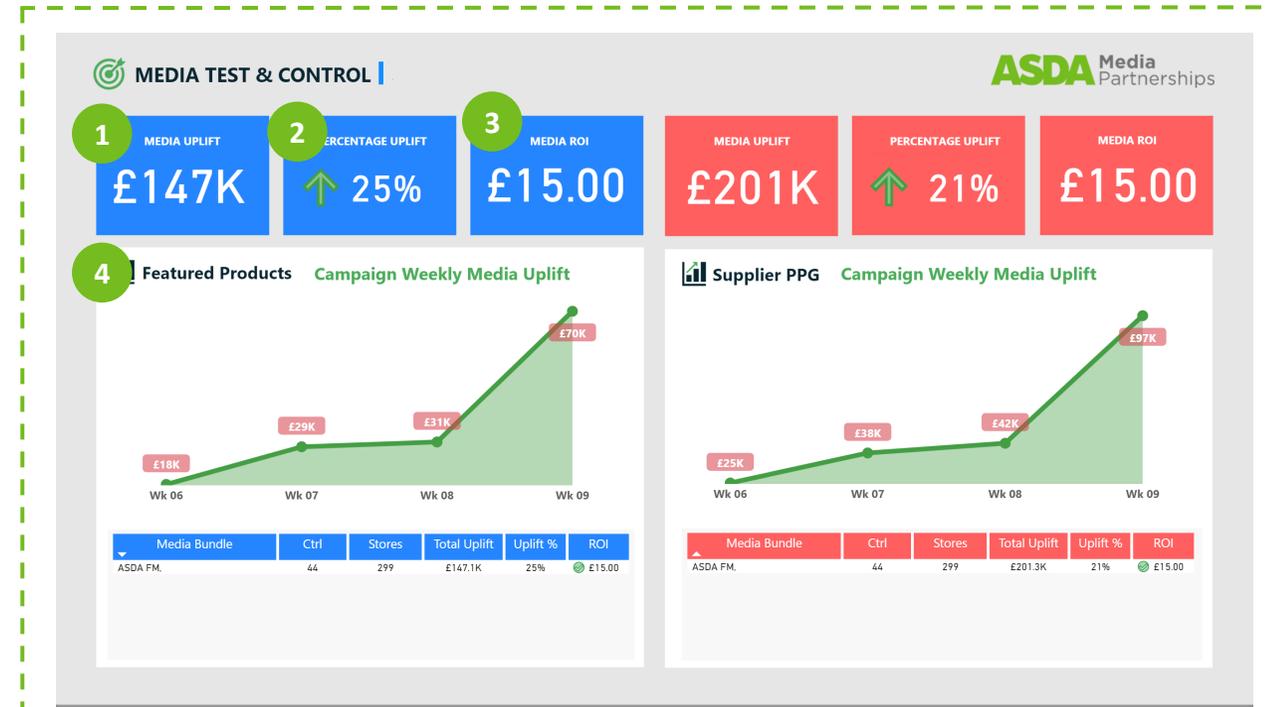
METHODOLOGY

Test & Control Methodology: The test and control process is used to get accurate uplift and ROI measurements in the post campaign analysis. Test and Control aims to remove other factors that could be affecting a customer's buying habit and only measure the effectiveness of the media.

The store selection methodology:

- All Asda stores (circa600) are assigned a "predicted visits score" based on last year's performance and YoY growth trajectory. Control hold outs are based on shopper visits by dept, as this reflects the number of opportunities the media have got to influence a purchasing decision within each OD.
- Based on the ranking, stores are split into deciles (groups of 60 stores similar in size and trading patterns) 10% of stores are randomly "held out" i.e. 6 stores in each decile will not receive media as part of the campaign.

Test & Control ROI: Test & Control return on investment is the amount of revenue generated for every pound spent on marketing. This is sales uplift (Test sales – control sales) divided by the cost of the media



- 1 **Online Sales:** The sales value of all Featured Products during the campaign period, online
- Online Uplift:** The sales difference of the campaign sales vs. the pre-period sales, online
- Percentage Uplift:** The sales percentage difference of the campaign sales vs. the pre-period sales, online

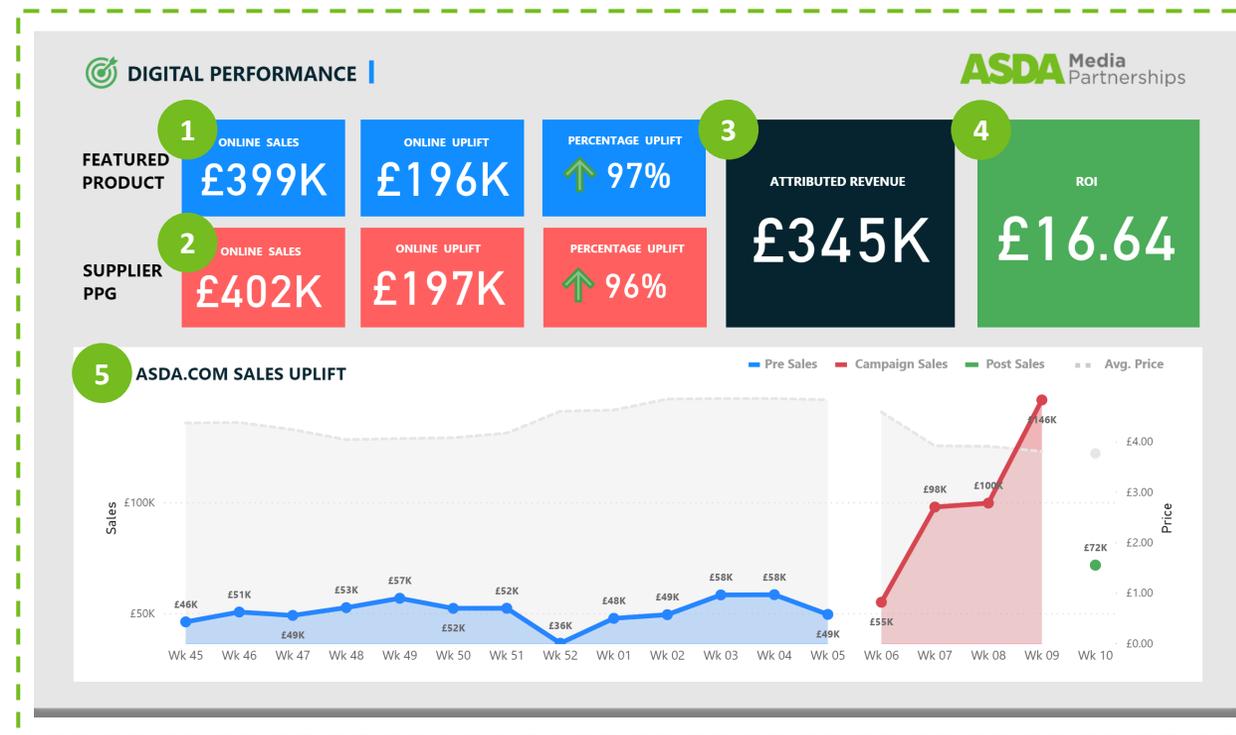
- 2 **Supplier PPG:** Same as above but at Supplier PPG level
- 3 **Attributed Revenue:** The total sales attributed to the digital media element(s)
- 4 **ROI:** How much your campaign has generated for every pound spent on the individual digital media element

- 5 **Asda.com Sales Uplift:** A trended view of the online sales from the campaigns Featured Product(s)

METHODOLOGY

Attributed Revenue Methodology: Sales attribution is defined as the value of sales of the featured products(s) by anyone who viewed the ad within the 14 days pre-purchase. The sale is attributed to the last ad viewed

ROI Methodology: Attributed Revenue / Sum of the digital media cost



1 Impressions: Total number of times the advert has been loaded on the web pages

Clicks: Total number of clicks by digital media

Unique Reach: Total number of impacts seen by different visitors e.g if someone sees the banner twice they count as a single 'reach'

CTR%: Click Through Rate. Clicks / Impression. This is based on the number of clicks all digital media has generated displayed in a percentage

Frequency: A measure of how often customers have seen pieces of media across the campaign

CPM: Cost Per Thousand impressions across all digital media

2 Attributed Revenue: The total sales attributed to the individual digital media element

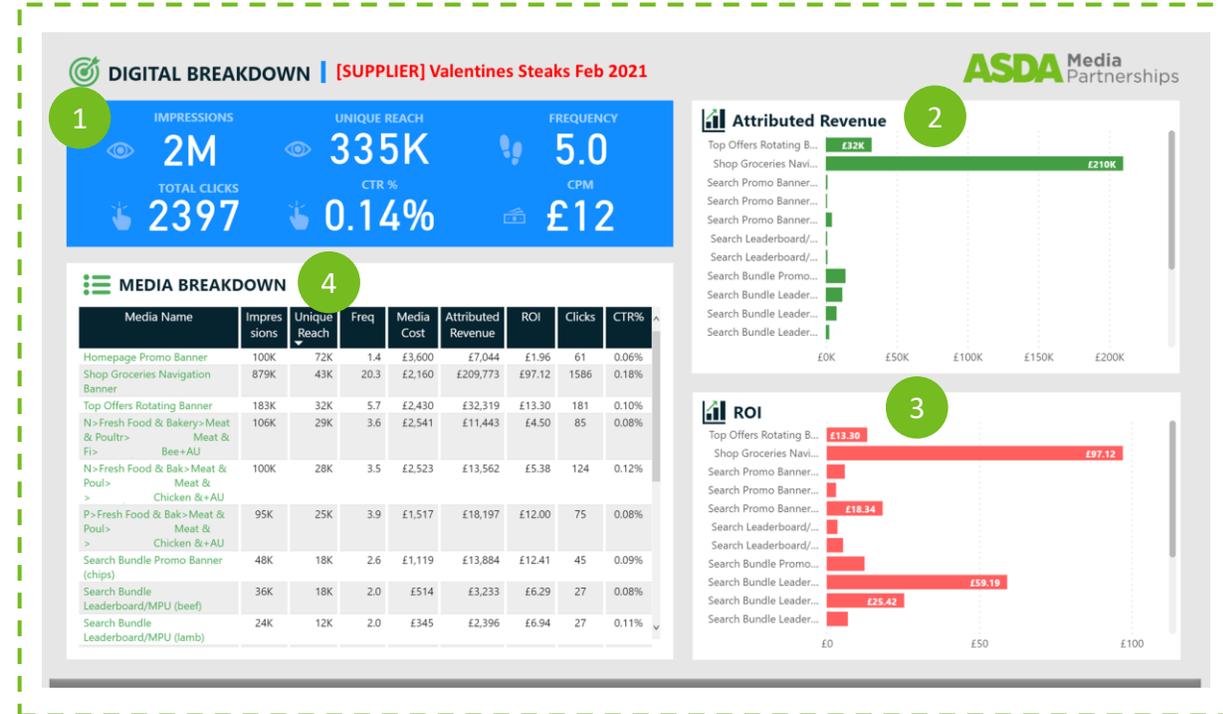
3 ROI: How much your campaign has generated for every pound spent on the individual digital media element

4 Media Breakdown: Breakdown of media elements highlighting key KPI's

METHODOLOGY

Attributed Revenue Methodology: Sales attribution is defined as the value of sales of the featured products(s) by anyone who viewed the ad within the 14 days pre-purchase. The sale is attributed to the last ad viewed

ROI Methodology: Attributed Revenue / Sum of the digital media cost



- 1 **Campaign Drivers Headlines:** Provides the key stats from the Basket KPI graph
- 2 **Basket KPIs:**
 1. **Footfall:** Increase/decrease in number of shoppers leading to spend change
 2. **Basket Size:** Increase/decrease in the value of basket items
 3. **Price:** Increase/decrease in price leading to source of change
 4. **Sales Uplift:** comparing the sales vs. the previous week and expressed as sales
- 3 **Trip-Type:**
 1. **Items:** 6 or less items purchased with spend at or below £15
 2. **Baskets:** Purchasing up to 20 items in up to 4 departments & spend equal to or less than £40
 3. **Trolleys:** Purchasing 25+ items in over 5 departments with spend £40 and above
 4. **Destination:** 90% of visit spend within H&L or Clothing
 5. **Returns:** Unwanted items returned
 6. **Visit Uplift:** Comparing the visits vs. the previous week and expressed as a number
- 4 **Basket type:**
 1. **Budget:** Low cost and stretching the budget segment
 2. **Family:** Child led choices such as buying for baby
 3. **Quality:** Healthy & Ethical items with authentic ingredients e.g.: fresh ingredients, scratch cooking etc.
 4. **Mainstream:** Purchasing national & own label brands

METHODOLOGY

This tab uncovers any **sales drivers/ visit uplifts over the campaign and post campaign period** (measured vs pre period baseline). E.g. they allow us to understand whether the campaign had any uplift and was driven by footfall. Trip and Basket Type are segments built within the Customer Insight team. All uplifts are defined vs. the pre-period average.

General Terms:

Featured Item: Will filter all sales metrics and visualisations for only the items included in the campaign

Supplier PPG: Will filter all sales metrics and visualisations for all products the particular supplier has within the PPG

