

Case study

Audience Measurement Projection

OBJECTIVE: Advertising agency needed a valid measure of ROAS from a TV ad campaign, despite low reach as well as sales data available.

- Media was purchased with a linear ad buy across the entire market
- A valid sales projection was needed to assess return on ad spend for the entire market area even though visit data only available on 28%

SOLUTION: Our Custom Analytics team combined known and measurable data by Mosaic Group with household counts for the remaining audience and Mosaic Groups

- **Market Projections** – Household level buy rates from the measurable audience are applied to unmeasured audience within the market
- Projected purchases are weighted by Mosaic Group to more accurately reflect the entire market area

RESULTS: 52K sales transactions (**5.53% buy rate**) from the measured audience projected out to 102K (**5.39% buy rate**) for the entire market area

- These projections allowed the client to calculate accurate return on ad spend for future campaign planning

