



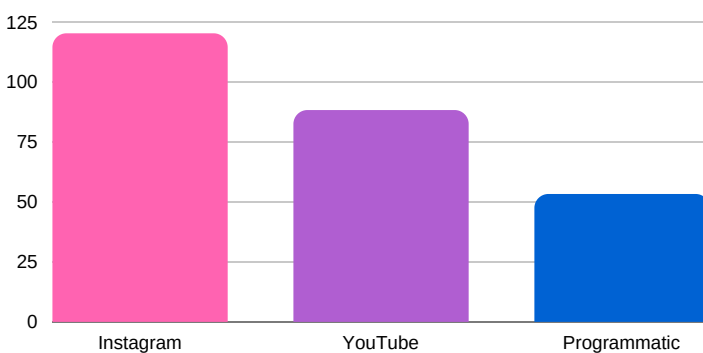
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# SHAMPOO CASE STUDY

## 120% PURCHASE UPLIFT

- 1st Jul 2020 to 1st Aug 2020
- 4,700 panel
- 107 verified with email receipts
- Over £7,850 transactions analysed



- Instagram users exposed to the ads purchased 120% more than a look-alike audience that didn't see the ad.
- The campaign measured a purchase frequency of 2.7 for the "New Family" audience which became a key part of future campaign planning.

## 1 CHALLENGE

A leading shampoo brand wanted to measure product purchase uplift driven by a digital media campaign, analysing vendor and audience level performance for optimisation opportunities.

## 2 SOLUTION

They chose to use Rippl's transaction verified measurement solution which retargets the exposed audience with an instant cashback page to verify the product purchases via email receipt scanning technology.

## 3 OUTCOME

By analysing the email receipts from supermarket deliveries Rippl were able to see that consumers exposed to social media ads purchased more often than a control group that was not exposed. But also that the "New Family" audience segment converted best and went on to re-purchase the product more often.