

YouGov®

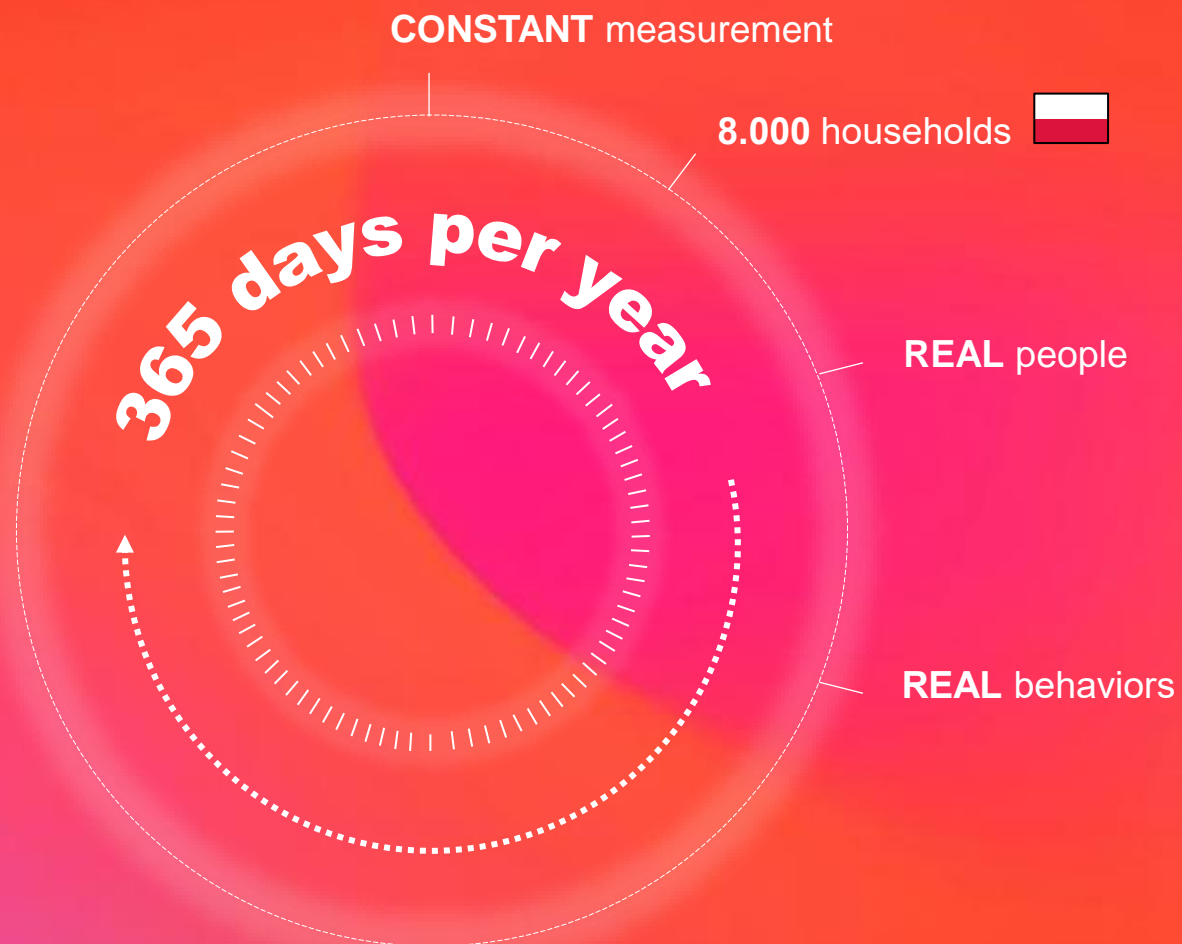
Media Solutions

Powered by YouGov Shopper

YouGov | June 2025



We measure shoppers' realities





Who we are?

- We have our own proprietary DMP technology.
- Thanks to advanced technology, we provide user data for programmatic and traditional display campaigns.
- We produce online advertising campaigns using data.

What we offer?

- Precise user targeting,
- Use of interactive maps,
- Engaging formats,
- Quizzes and opinion surveys.

YouGov[®]

YouGov Shopper Media Solutions



**Know what the world:
thinks, wants and buys**



**Campaign
Contact**

HOUSHOLD LEVEL REAL SHOPPING BEHAVIOURS LINKED WITH MEDIA USAGE

**Opinions &
Attitudes**



**Purchase
Behaviour**



SHOPPING BEHAVIOURS... THAT MEANS :

CATEGORY
buyers

COMPETITORS
buyers

HEAVY
buyers

BRAND
buyers

SEGMENTS

...



YouGov Shopper Media Solutions

Identify

*Understanding
of target groups,
market dynamics &
media usage*

Activate

*Targeting effectively
the audience
you need*

Evaluate

*Evaluation
of marketing activities*

YouGov Shopper Media Solutions

Identify



**Penetration Growth
Driver Media**



Media Portrait

Activate



**Shopper Audience
Activation**



Data Enrichment

Evaluate



**Shopper
Touchpoints**



**A/B Tests &
Hybrid Modelings**

YouGov Shopper Media Solutions

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**Shopper
Touchpoints**



**A/B Tests &
Hybrid Modelings**

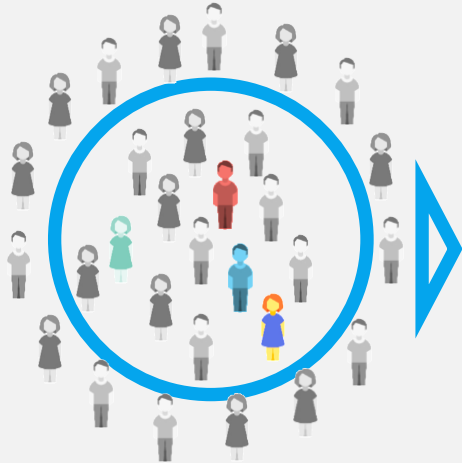


Shopper Audience Activation & Data Enrichment

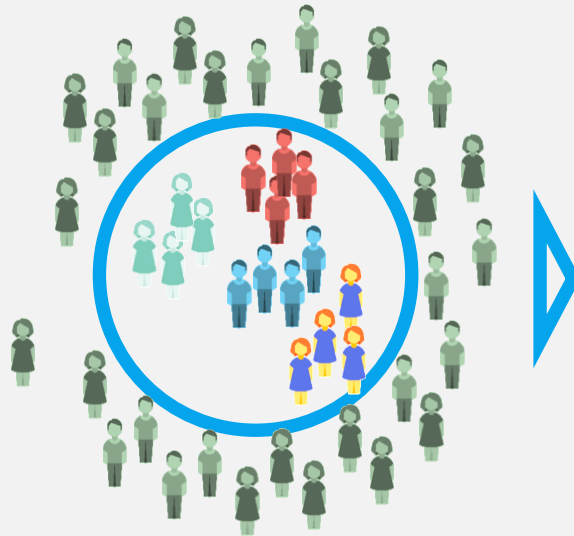
Shopper Audience Activation



Shopper Audience Activation



YouGov Shopper
consented panellists IDs
from the given segment



ID provider
audience extrapolation
(look-a-like modelling)



DSPs
(Demand Side Platforms)



Publisher

Shopper Audience Activation

DEPENDENDING ON BUSINESS GOALS:

1

Data Enrichment

Client's 1st PD **enriched** by YG Shopper panellist features like:

soc-dem,
segmentations,
others...

2

On Request

The target group defined according to **business needs**:

product/category/retailer buyers,
competitor buyers,
brand switchers

3

Predefined Segments

Segment available on
DV360
and *adform* open market

Shopper Audience Activation

AVAILABLE **PREDEFINED SEGMENTS** for Adform, DV 360 (as of Jun 2025) by YouGov Shopper

BASKET

CATEGORY

- | | |
|--|---|
| 1. COSMETICS CARE | > COSMETICS |
| 2. COSMETICS CARE | > BABY COSMETICS |
| 3. COSMETICS CARE | > SKIN CARE |
| 4. SOFT DRINKS | > CARB SOFT DRINKS - COLAS |
| 5. SOUPS & SPICES | > DISHES - TAKE AWAY |
| 6. ALCOHOLS & TOBACCO | > BEER & CIDER |
| 7. DAIRY PRODUCTS | > PLANT BASED DAIRY |
| 8. SNACKS | > CHIPS |
| 9. HOME CARE | > WASHING & CLEANING > DISHWASH – AUTOMAT |
| 10. HOME CARE | > PET ARTICLES |
| 11. ... MORE SEGMENTS TO COME SOON... | |

YOUR
+ „ON REQUEST“
SEGMENTS

technology partner:



TV PLANNING & BUYING BASED ON SHOPPING CRITERIA

 Nielsen

TV audience measurement

&

 YouGov

HH shopping behaviours



Amethyst



**TV PLANNING & BUYING
PROCESS BASED ON
AMETHYST TARGET GROUPS**



**MEDIA PLANNING ACCORDING
TO BUSINESS GOALS**

YouGov Shopper Media Solutions

Identify



**Penetration Growth
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Media Portrait

Activate

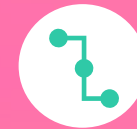


**Shopper Audience
Activation**



Data Enrichment

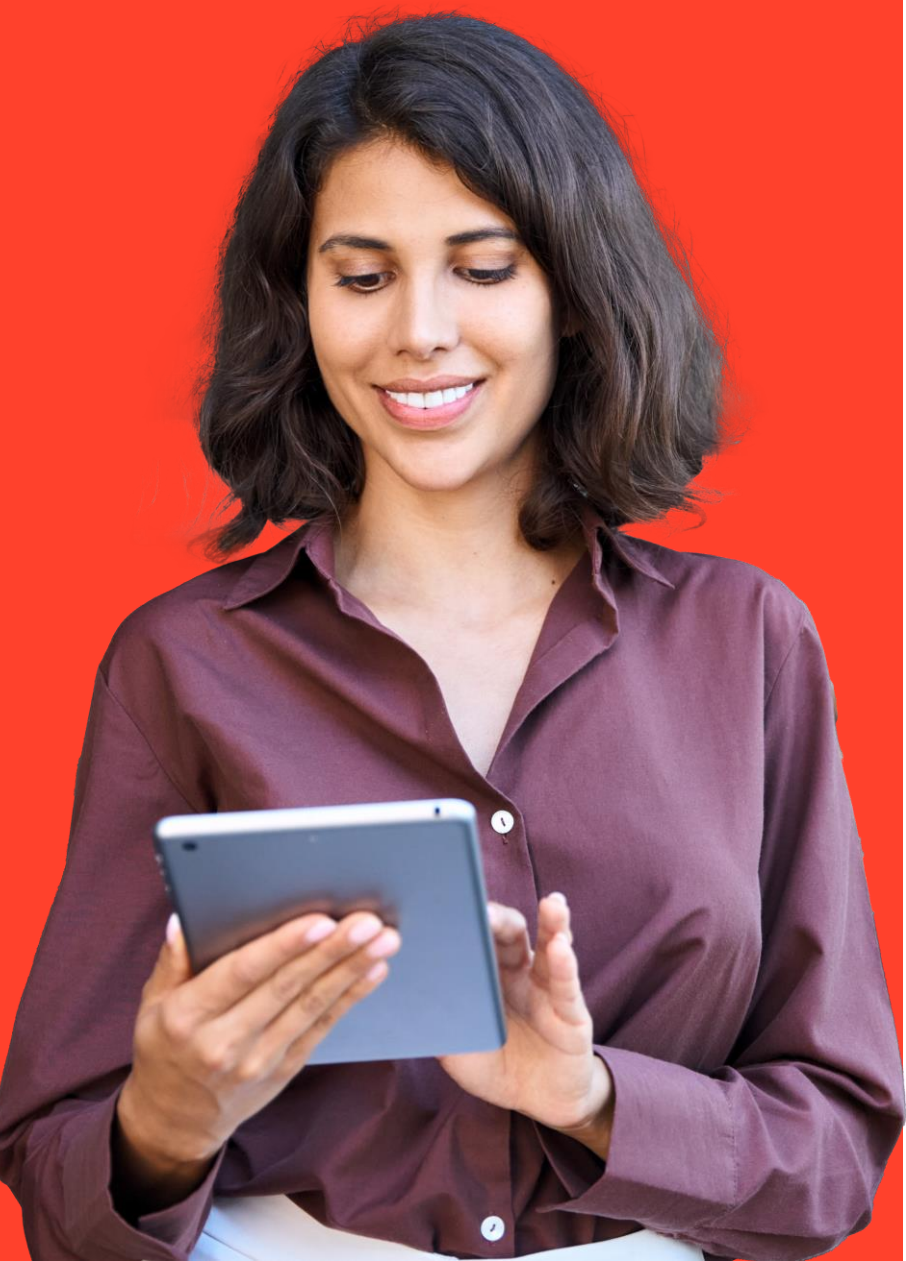
Evaluate



**Shopper
Touchpoints**



**A/B Tests &
Hybrid Modelings**



Hybrid Mix Modeling

Hybrid Mix Modeling

	PURCHASE DATA									TV (GRPs)									DV (impressions)									other (units)								
	week 1	week 2	week 3	week 50	week 51	week 52	week 1	week 2	week 3	week 50	week 51	week 52	week 1	week 2	week 3	week 50	week 51	week 52	week 1	week 2	week 3	week 50	week 51	week 52
HH 1																																				
HH 2																																				
HH 3																																				
HH 4																																				
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HH 1999																																				
HH 2000																																				
HH 2001																																				
HH 2002																																				
HH 2003																																				

WEEKLY & HOUSEHOLD level sales data
i.e. 260 000 DATA POINTS (for 2 500 HH segment)

Hybrid Mix Modeling

HIGHER ACCURACY
UNIQUE OUTPUT

1

**Sales Impact per
(1000) Impressions**

2

**KPIs by requested
target group***

3

**KPIs by
touchpoints**

4

**campaign AND
total period**

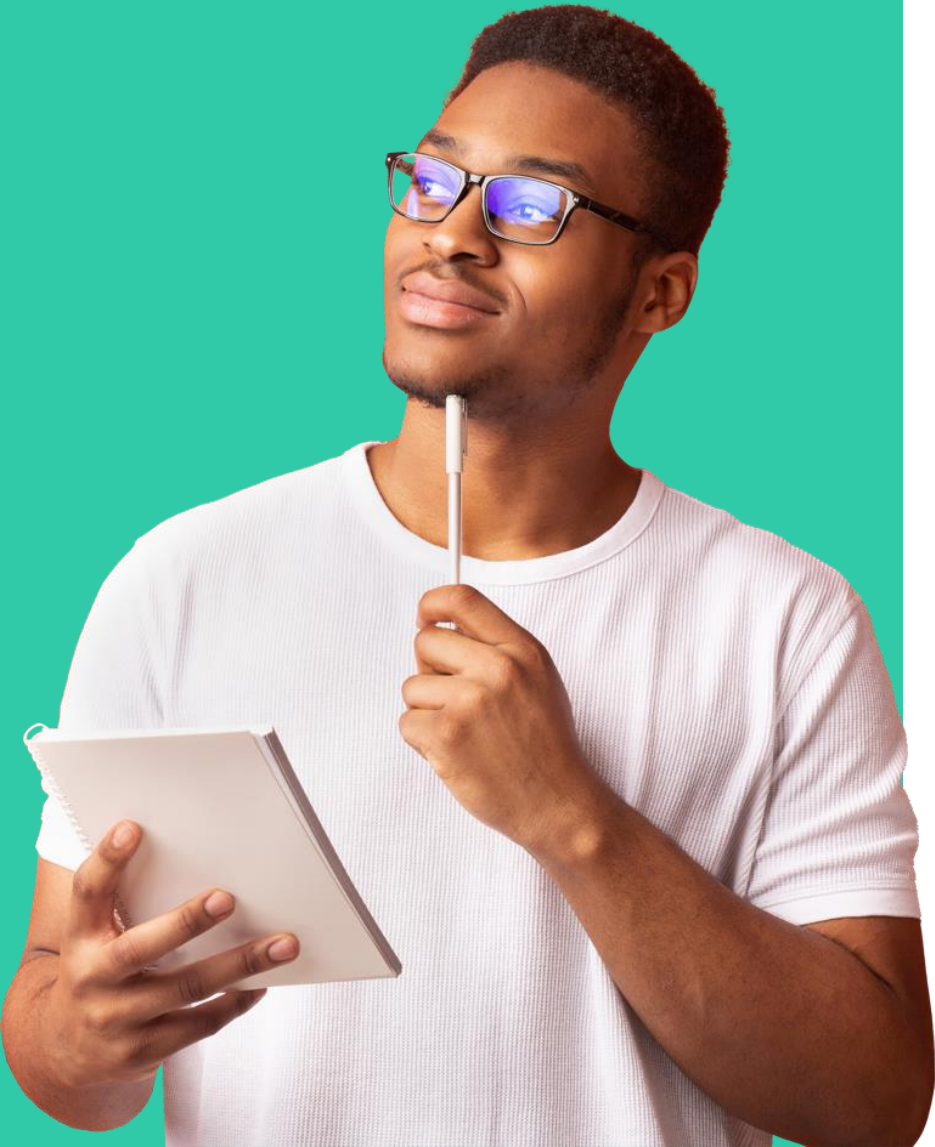
5

NEW buyers share

... + standard modeling KPIs like: sales uplift , ROI, sales contribution

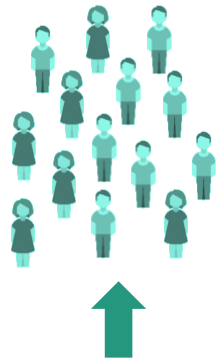
*) upon feasibility

A/B Tests



GEO test (online)

AREA 1.



consumers targeted in
the online campaign






















AREA 2 .



no online
communication

- Sales uplift **comparison** between exposed / non exposed groups
- Analysis conducted based on **household level** real shopping **behavioural data**

EXPOSURE test (online)

PANELIST	EXPOSED	NON EXPOSED	PURCHASE
001. 			
002. 			
003. 			
004. 			
005. 			
006. 			
⋮			
999. 			

- Sales uplift **comparison** between exposed / non exposed groups
- Analysis conducted based on **household level** real shopping **behavioural data**
- Analysis recommended for **DV360 DSP** and **Meta**.



Shopper Touchpoints

Shopper Touchpoints



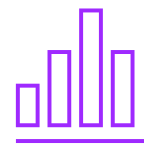
right people
are asked

- Survey sent automatically within **48 hours after** purchase act of the specific product



campaign **touchpoint**
are measured

- Panellists are asked if they **were contacted** by the given touchpoint (a query for 15 touchpoints)



Integration with
purchase data & behaviours

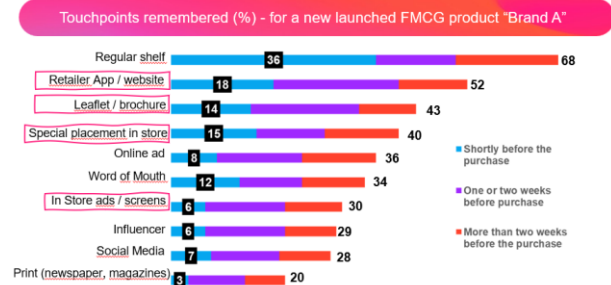
- Touchpoint contact data are **linked with sales data** on household level (previous, current and future)

- **single source** analysis
- for effectiveness and efficiency **measurement**
- on campaign **touchpoint**

Shopper Touchpoints

Touchpoint Reach (descriptive)

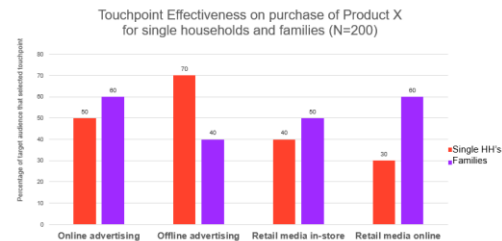
What touchpoints are recalled by the shopper?



Touchpoint Shopper Value (descriptive)

What shoppers are reached by the different touchpoints?

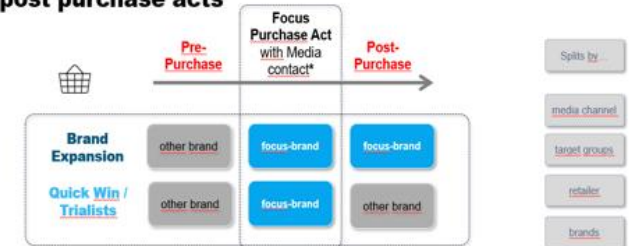
Comparing the Reach of Touchpoints for Single Households and Families



Switching Analysis (purchase chain: optional)

How do the touchpoints impact purchasing behaviour (brand / retailer switching) ?

Purchase Chain: Qualitative classification of pre- and post purchase acts



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**Shopper
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**A/B Tests &
Hybrid Modelings**

+ customer-specific ad hoc solutions across all subject areas (incl ad/creative testing)

YouGov Shopper Media Solutions

real purchase data & household level

re-contact study

tailored made projects

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Dziękujemy !



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