



AUGUST 2024

Case study:

Starbucks + Circana DDL Measurement

Q3'23

About

Starbucks is releasing a new lineup of refreshing and energizing RTD beverages—including much-anticipated non-dairy options—to satisfy consumer desires and preferences and wanted to concentrate on driving sales for with the use of a DDL (data-driven linear) ad campaign.

Goal

Starbucks wanted to make the most of their linear ad spend to **drive sales lift** for their new ready to drink (RTD) line.

Results

+3.4% total sales lift // from DDL e
+240% sales lift // compared to th  CPG benchmark
+6.77% lift in dollars spent // from in-target HHs
\$656,000 incremental spend // attributed to the campaign

Approach

1. Partnered with the Starbucks to run a data-driven linear (DDL) campaign
2. Optimized to reach five custom segments: *Flavor Fanatics*, *Premium Pursuers*, *Inseparable Families*, *Adventure Seekers*, or *Balanced and Loving Life*
3. Followed that up with a custom Circana study to measure the impact of the campaign

Materials

[NACP Circana Starbucks](#)

In a nutshell...

Starbucks wanted to **drive sales lift** for their new RTD line, so we ran a DDL campaign optimized to reach 5 custom segments, then completed a custom Circana study to measure the impact of the campaign. The campaign  **+3.4% total sales lift** from DDL exposure, **+240% sales lift** compared to the  benchmark, **+6.77% lift** in dollars spent from in-target HHs, and **\$656k incremental spend** attributed to the campaign.



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Audiences:

In-target

We discovered that **in-target audiences** are **spending more** and **driving more value** for Starbucks, with in-target having a HH dollar spend of \$9.80 compared to out-of-target at \$8.84. There was also **barely any percent sales lift with out-of-target audiences** (+0.93%) compared to in-target with a +6.77% sales lift.

Audiences:

By network

When co n

generated the highest per ft at +5.0
followed (+3.07%)
(+3.05%), (+2.93%),
(+2.54%). Surprisingly, **viewers**
nding more per HH than
 viewers at \$9.58 (exposed)
compared to \$9.49 (exposed).
Overall, **USA viewers are** actually
spending the most at \$9.70 dollars
spent per HH.

At a glance

In-target households are...

- spending more, starting at a higher baseline than out-of-target HHs.
- driving more value, starting at a higher baseline than out-of-target HHs.

- had the highest sales lift
- USA viewers are spending the most



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Demos: Age

Viewers between the **ages of 35-44 saw the strongest sales lift** at a **+8.48%** increase. Viewers **aged 18-24** saw the second strongest sales lift (**+6.13%**) but **spent the most per HH on Starbucks** (**\$10.35**). Even though viewers **65+ had the lowest HH spend**, their sales lift was the third strongest at **+3.74%**.

Demos: HHI

The campaign significantly **boosted the percent sales lift among viewers with a HHI over \$100k**. The HHI range of **\$150k-\$200k had the highest sales lift** at **+11.25%**, while the HHI range of \$200k or more had the second highest sales lift at **+6.57%**. Viewers with a HHI of **\$150k-200k** on average **spent the most at Starbucks** (**\$10.16**).

Demos: HHs with children

Households with two or more children had the **strongest percent sales lift** of **+6.84%** as opposed to other HH options (e.g., no children, one child, 3+ children). **HHs with 3+ children or no children had significant sales lifts as well: +4.27% and +3.83%, respectively.**

At a glance

Viewers aged...

- 35-44 saw the strong sales lift
- 18-34 spent most no Starbucks

- \$150k-200k had the biggest sales lift as well as the highest average spend
- The campaign boosted spend among those with an income of \$100k and over.

- The campaign saw strong lifts among households with 2 or more children.



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Sales

We compared DDL, on-DDL, and Non-DDL performance to determine where the sales lift was the strongest. DDL performance had the highest HH dollar spend between the three with **\$8.91** as the **\$9.22** as the exposed, and performance (\$9.08) to (\$9.14). had the greatest percent sales lift with **+4.1** **+3.44%** (DDL) and **+3.39%**

Dayparts

The strongest working dayparts include early morning (6am-9am) and early fringe (3pm-7pm). Both dayparts had over **+5%** increases in sales lift with Early Morning at **+6.33%** and Early Fringe at **+5.15%**, showcasing that before the workday, after schools get out, and after the workday are the most obvious and popular times to have a RTD beverage from Starbucks. Although the sales lifts vary depending on daypart, the amount spent on Starbucks remains pretty steady sitting at **\$9** and some change.

Circana

The campaign drove a sales lift of **+3.44%**, while also outperforming the sales lift norm by **+1.4%**. As a whole, the campaign drove **\$19.7M** total spend by those exposed to the ad and had an incremental spend of **+656k** attributed to the campaign.

At a glance

DDL drove...

- strong sales lift when red to non-performance.
- more spend when red to non-performance.

- Early morning and early fringe were the strongest working daypart.

- The campaign outperformed Circana sales lift norms.