

ATTRIBUTION/MMM

Can social media campaigns drive a brand's growth in an omnichannel world?

Roundtable Summary

The FMCG shopper journey is increasingly becoming omnichannel with purchase journeys straddling across online and offline retail. During seasonal periods, like Black Friday or Mega Sales Days, consumers are seamlessly transitioning from discovery offline and conversion online and vice versa. In such a scenario do FMCG brands need to re-consider planning silos like online and offline and brand vs. performance.

▶ **Omnichannel journeys and long-term growth** : 'The digital shopper journey and the role of social media engagement in driving brand discovery and sales.'

1. How can social media complement a brand's strategy to drive growth in an omnichannel world?
2. Can social media platform help brands grow metrics fundamental to long term growth like brand penetration and loyalty?

▶ **A balancing act** : Driving brand sales online whilst still trying to retain market share offline.

1. How can social media platform allow FMCG advertisers to maximize the impact of their investment both in e-commerce and offline stores?
2. Can a full funnel campaign strategy on social media be an effective way to drive brand growth?

Description

Meta commissioned with Kantar Worldpanel a new **Integrated Advertising Model**. The project ran in 3 phases:

Phase 1: Developed a new concept of illustrating digitally connected ecosystem of the digital shopper journey, brand engagement and online shopping ecosystem through various data source including Worldpanel's offline and online shopper metrics.

Phase 2: Developed a multi-variables online forecasting tool to identify the value growth potential of Ecommerce in FMCG. This included a simulator of potential growth in Ecommerce.

Phase 3: Partnered with leading brands to measure the omnichannel effectiveness of Meta's full funnel (Brand and Performance) campaigns on omnichannel sales using World Panel's Consumer Media Measure (CMM) solution. This measurement was used to guide future media planning by addressing three strategic questions :

1. Do Meta campaigns drive omnichannel sales and are they effective and efficient?
2. Is there synergy between performance and brand campaigns on Meta and can it be leveraged for better marketing?
3. What role do Meta campaigns play in driving a brand's JTBD and how can they complement the brands growth strategy

Roundtable Chair



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Matt leads Kantar Analytics key client engagements in EMEA, working closely with our analytics partners in market, global & regional client leads, and global analytics product leads ensuring we develop & deepen long-lasting relationships. He is a regular conference speaker and provides thought leadership on the marketing, brand, customer & digital analytics. He has over 25 year's analytics experience, both client and supplier side.