White Wave Rides The Long Tail Of Content Marketing And Drives Sales During Meatless Monday Nights

OPPORTUNITY: The study concentrated on an influencer marketing campaign WhiteWave Foods conducted through the TapInfluence platform for its Silk® brand of plant-based beverages. As part of the campaign, more than 250 top fitness and food influencers were selected to create unique content referencing Silk products and the brand’s “Meatless Monday Nights” campaign, and share that content via their social networks.

STRATEGY: By tracking the offline purchases of consumers who viewed these influencer posts, the study revealed significant ROAS sales results: exposed consumers bought Silk® products 9 percent more frequently than the control group, noticeably gaining “share of fridge” from traditional milk. Most importantly, the return per engagement reported at the time of this case study will improve over time, as the TapInfluence’s evergreen content continues to proliferate through the web.

RESULTS

- $285 Incremental Sales per 1k Pageviews
- 10% Incremental Sales Lift
- 198% ROAS
**Influencer Marketing, the Gift that Keeps On Giving**

Exposed consumers were making Silk® products a larger part of their milk purchase mix at the expense of private label milk.

**Purchase Frequency**

Buyers in the exposed group purchased Silk® more frequently than those unexposed.

**Shifting from Milk to Silk®**

+9%

**METHOD & RESULTS**

**MEASUREMENT WINDOW COMPLETE**

**EXPOSURE DATA SENT**

**TEST & CONTROL**

**MEASURE INCREMENTAL SALES IMPACT**

Exposed Test Households

Unexposed Control Households

Identification of Exposed & Unexposed Households matched on 500+ variables

Measure and Analyze Incremental Sales Impact by Focusing on Purchasing Patterns

Any questions? Get in touch:

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