



# How Ipsos MMA found refreshing digital insights by putting better data in econometrics for Volvic



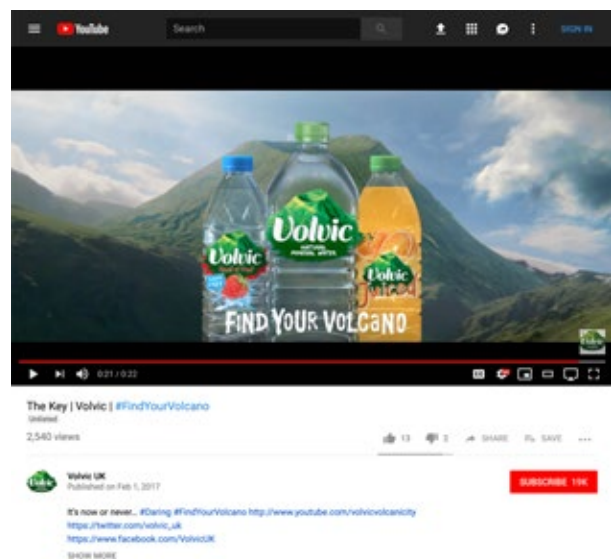
IPSOS MMA / VOLVIC UK MMM MEASUREMENT CASE STUDY 2018

**Danone Waters owns Volvic, the UK's number one bottled water brand. Working with Ipsos MMA, they turned conventional measurement wisdom on its head by getting granular digital ROI from econometrics (marketing mix modelling or MMM). This leaves them well placed to know where to invest to grow in 2019, as they continue their mission of driving healthier hydration with consumers in the UK.**

In 2017, the growth in the bottled water drinks category was slowing and the competitive landscape was intensifying. Danone needed to work harder than ever to prove Volvic's point of difference and continue to recruit people into the brand. With digital doubling its share of advertising budget from 2016, the brand and insights teams needed to understand how all channels were working together to drive sales alongside trade promotions and distribution.

Historically, they would have turned to econometrics, which looks at weekly data for all factors over 2–3 years and teases out the impact of each factor on sales. But until recently, such models have struggled to provide good insight into digital media performance. Granular, well-labelled data has been hard to obtain; and

models have not been sensitive enough to find a statistically significant impact for particular channels and tactics.



Ipsos MMA addressed the first problem by working with Google to get YouTube data by ad format, targeting type, device and region. In 2017, Google launched a Global MMM program with third-party econometrics vendors to provide such data (on YouTube, display, and search) and advice on how its ad formats work. Where possible Ipsos MMA obtained similar data for other media.

In order to improve the sensitivity of the models, Ipsos MMA ‘pooled’ three years of weekly data across 9 UK sales regions and 5 sub-brands. This effectively boosted the data available for the model by 45 times, giving the model more statistical power.

The results gave Danone a very clear picture of the drivers of overall sales and year-on-year changes from 2016–17. But unlike some models, they also gave a clear picture of digital media performance. It was clear that digital channels were ‘punching above their weight’ and delivering more sales than one would expect. For example TV delivered 48% of media-driven sales while consuming 63% of the budget (ratio of 0.77); while YouTube delivered 10% of sales from just 4% of budget (ratio of 2.28).

### Budget Share / Share of Sales from Media

National TV

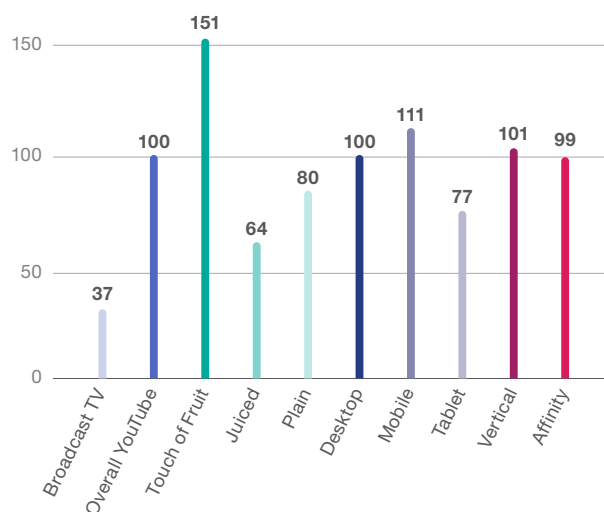
0.77

YouTube

2.28

The more granular data allowed Ipsos MMA to drill down even further. For example, these breakdowns of YouTube ROI raise some great questions for planners. What worked well about YouTube to exceed TV ROI? What worked so well for Touch of Fruit? Can focus be shifted from tablet to mobile?

### Relative ROI of YouTube Breakdowns Volvic, 2017



Results like these — and those from the wider model — are helping Danone and their media agency make evidence-based plans for 2019. Optimisation scenarios from the model are guiding strategic (advertising vs. other marketing) and tactical (channel and format) recommendations whatever the budget and marketing conditions will be.



“Econometrics usually doesn’t provide deep insight on digital performance. By working with Google to get granular data, and MMM from Ipsos MMA, we now have ROI for YouTube by brand, device and targeting type. We can see that it works, but more importantly, we can see where to focus next year to make it work even better.”

**Adrienne O’Brien**

Volvic Brand Lead, Danone



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