



# Unlock Insights Hidden in Digital Coupons

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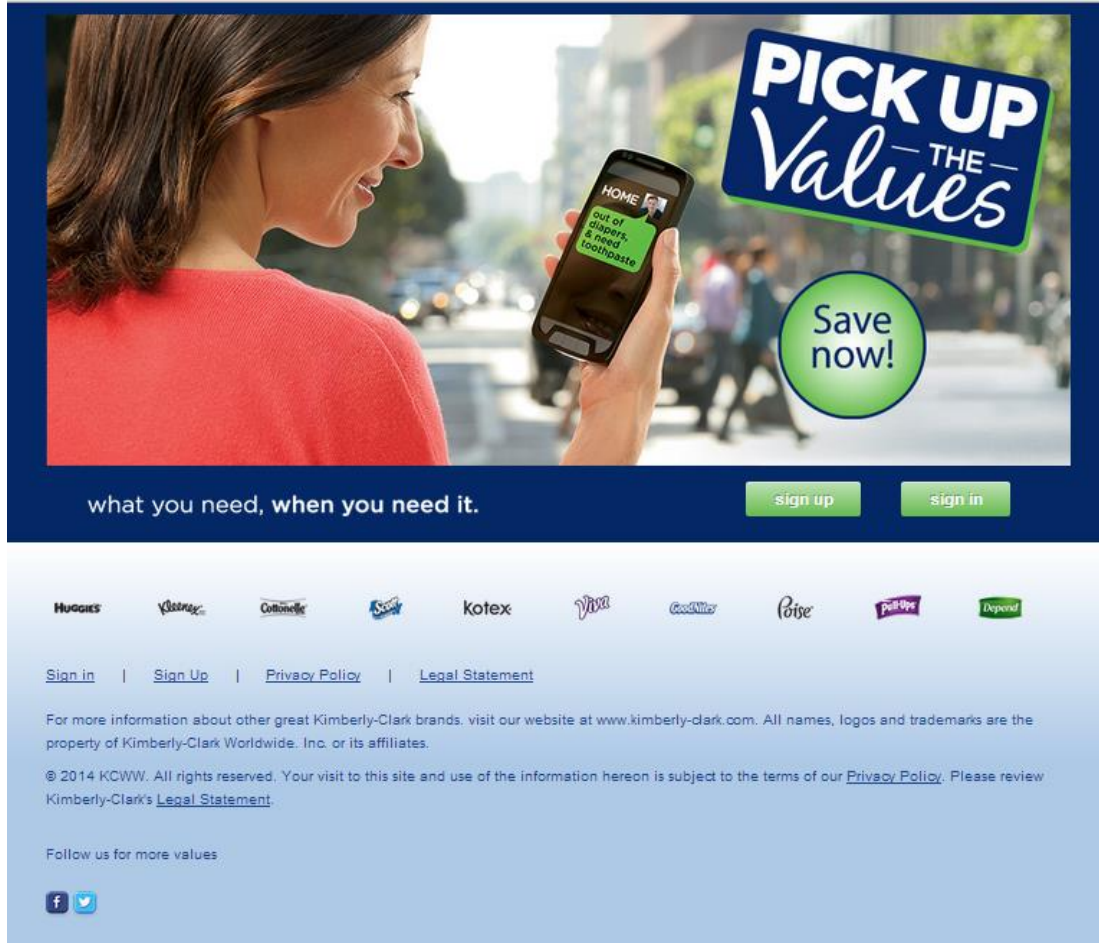
Dan Kersten, Consumer Promotion Marketing, Kimberly-Clark

# Case Study: PickUpTheValues.com 9/1-1/29

- Client: Kimberly-Clark
- Strategy: Own the consumer relationship
- Mission: Build quality brand destination
- Goals of the program:
  - Acquire new consumers
  - Build a branded destination
  - Cross-pollinate our brands
  - Drive channel specific learnings
  - Engage with consumers
  - Find optimization opportunities
  - Greater customer value



# Use of RevTrax Technology



1. Utilized RevTrax platform to create & serve KC-brands' digital coupons
2. Implemented RevTrax iFrame within KC's owned / branded webpage
3. Leveraged RevTrax Digital Coupon Selector product to create portal
4. Captured all upstream digital marketing channel parameters
5. Assigned a unique barcode within every coupon for each visitor
6. Connected marketing path to redemption to measure marketing effectiveness
7. Unlocked numerous valuable insights

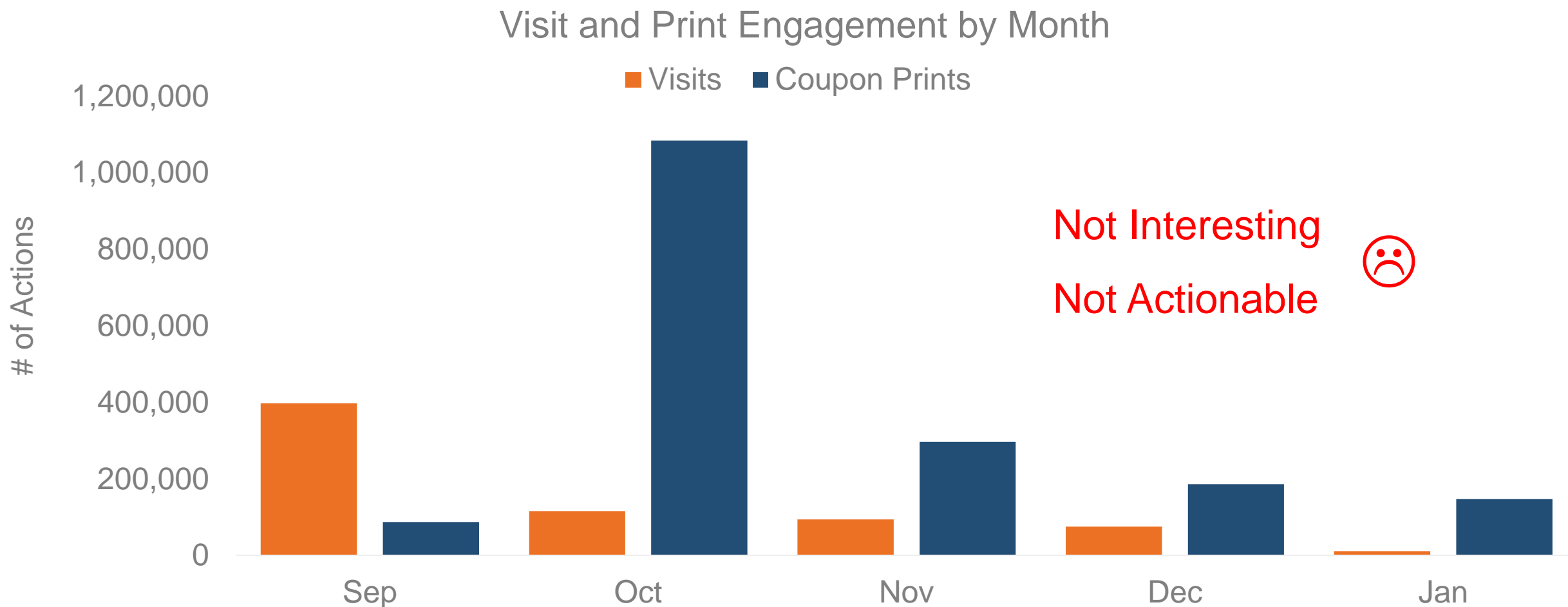
You have selected 3 coupons

print

# 'Typical' Coupons Only Tell the Basics

Coupon Metrics and KPI's	Typical	RevTrax
• Campaign Duration:	✓	✓
• Total Coupon Prints:	✓	✓
• Total Coupon Redemptions:	✓	✓
• Total Coupon Views:	✓	✓
• Total Social Shares:	✗	✓
• Unique Redemption Rate %:	✗	✓
• Engagement by Channel:	✗	✓
• Channel Effectiveness:	✗	✓
• Offer/Brand Engagement:	✗	✓
• Cross-brand Engagement:	✗	✓
• New Consumers Acquired:	✗	✓

# Example of Typical Coupon Data



# Acquisition and Cross-Brand Pollination

Email Acquisitions:

# of New Acquisitions

154,372

# of Cross Brand Opt-Ins

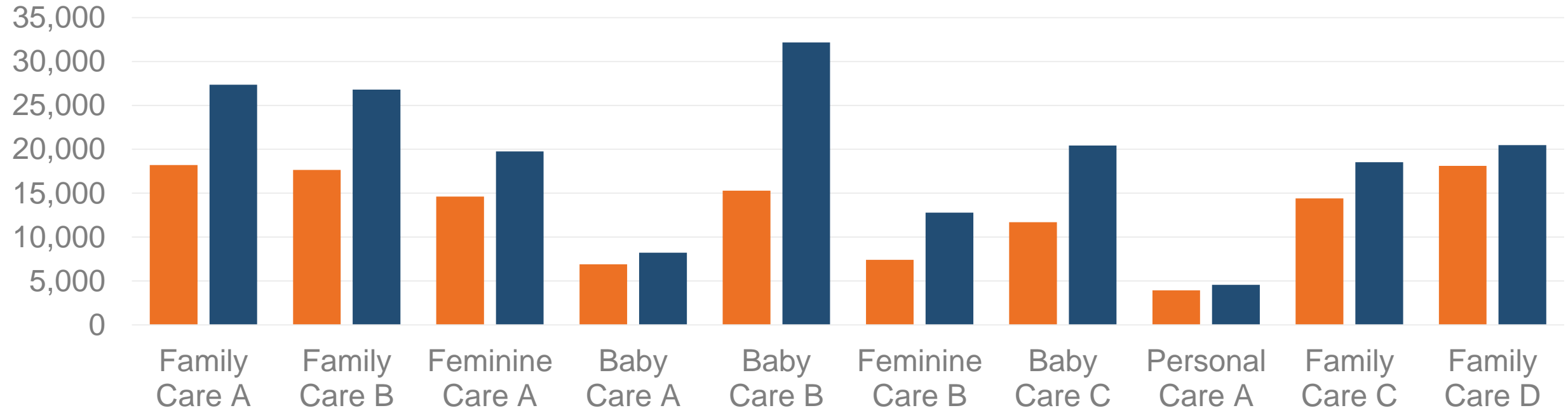
191,079

Brand w/ Highest # Acquisitions

Baby Care A

## Acquisition and Cross-brand Pollination by Brand

■ New Registrants ■ Cross Brand Opt Ins



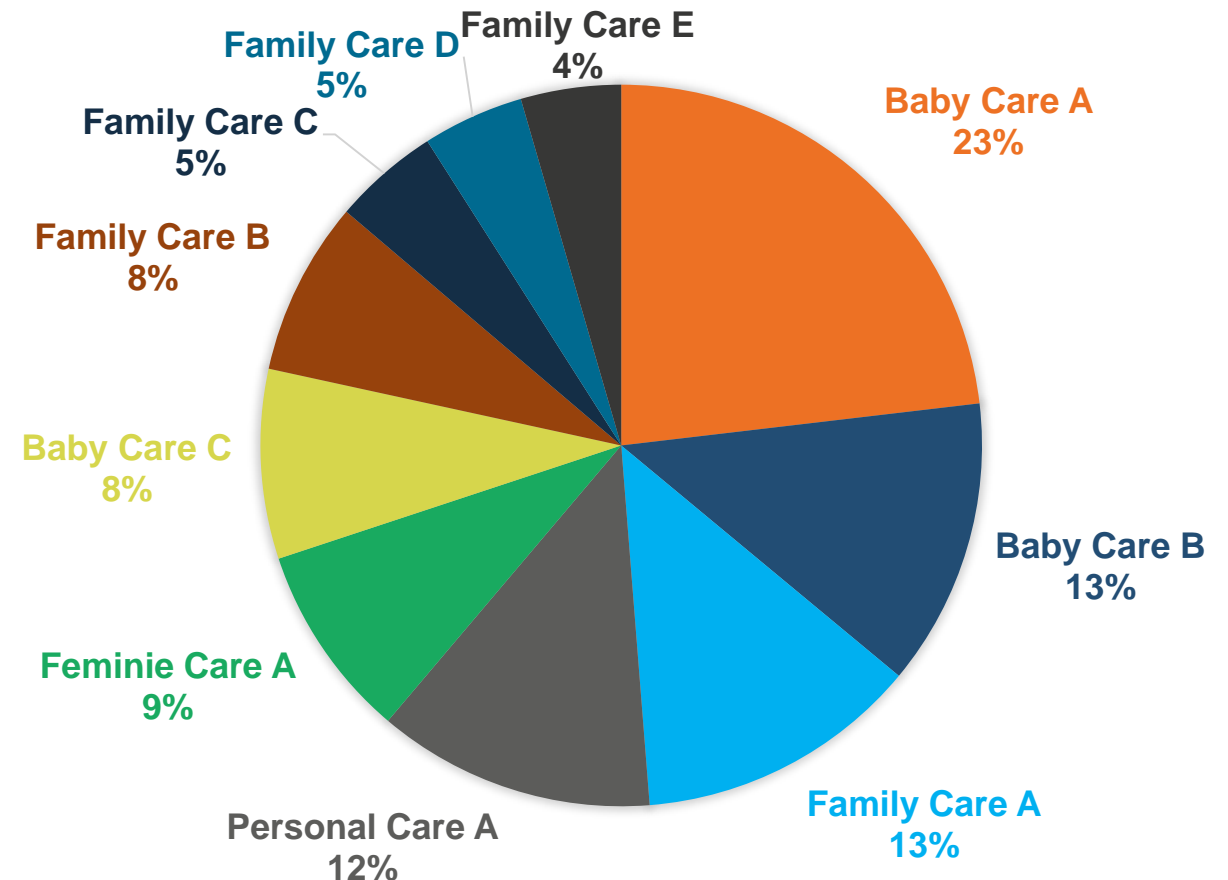
# Key Learning: Cross-Brand Example

Majority of visitors who searched for a specific brand engaged with more brands when given the choice

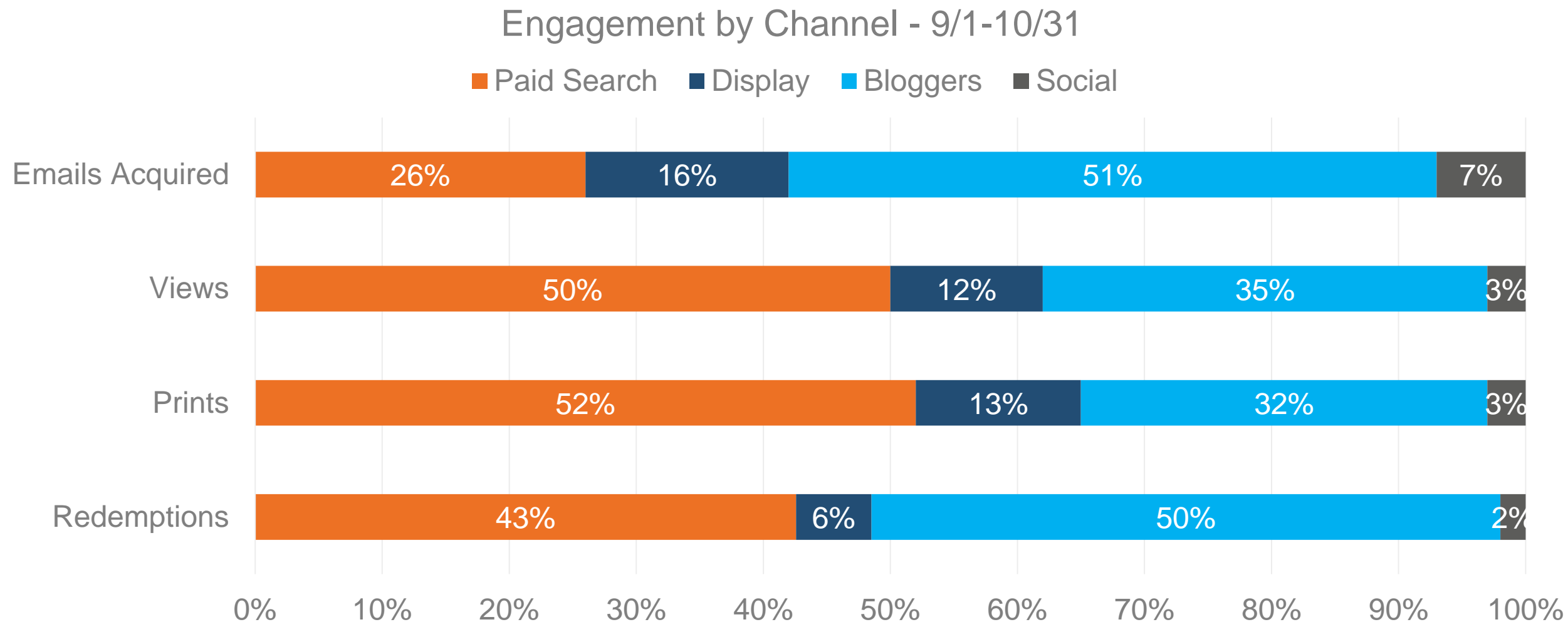
## Action:

1. Create more opportunities for cross brand engagement
2. Personalize offers based on incoming source and previous offer selections

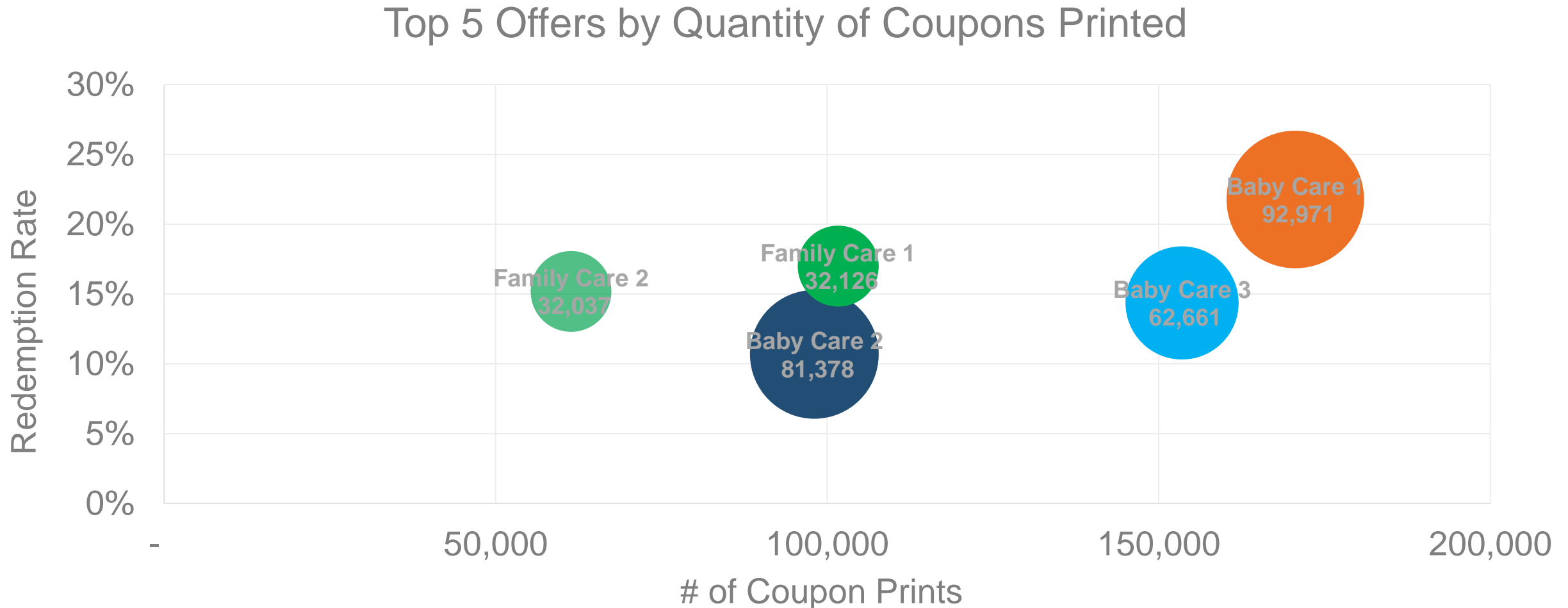
## Prints from Ad Group: Family Care A



# Engagement by Channel



# Most Popular Offers by Print Qty



# Retailer Redemption Analysis

## Retailer Summary

# of Retailers

37

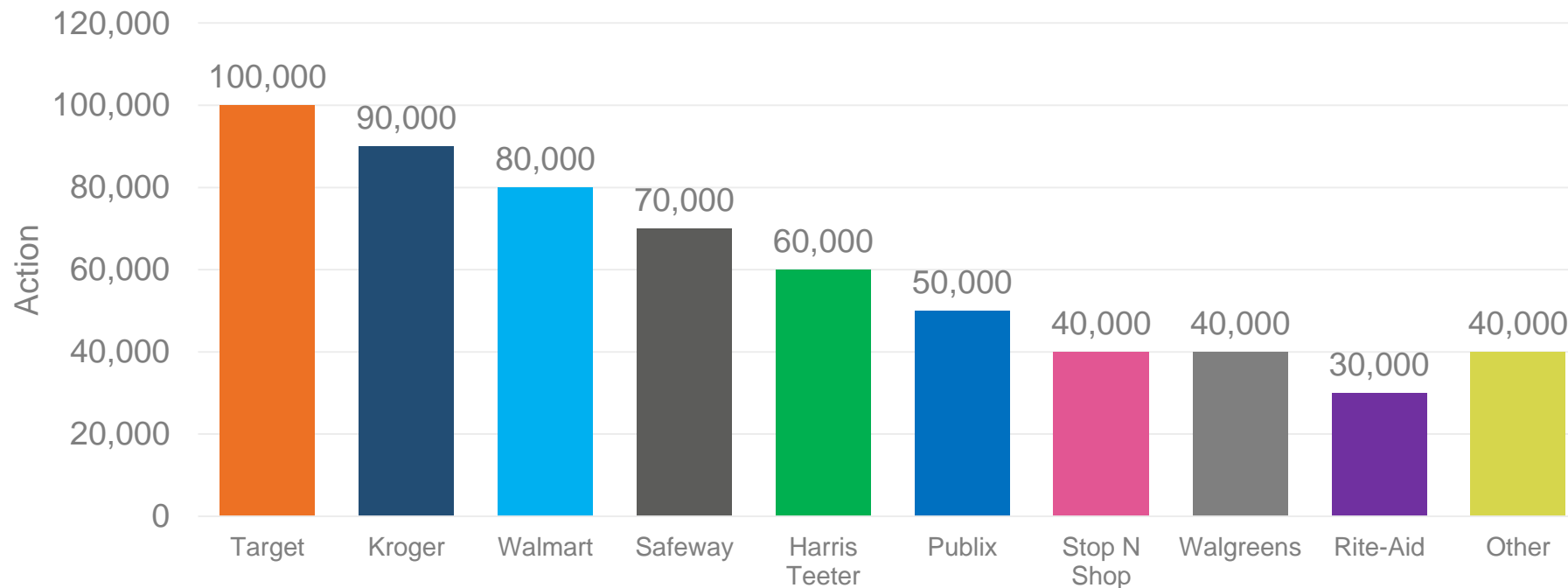
Top Retailer

Target

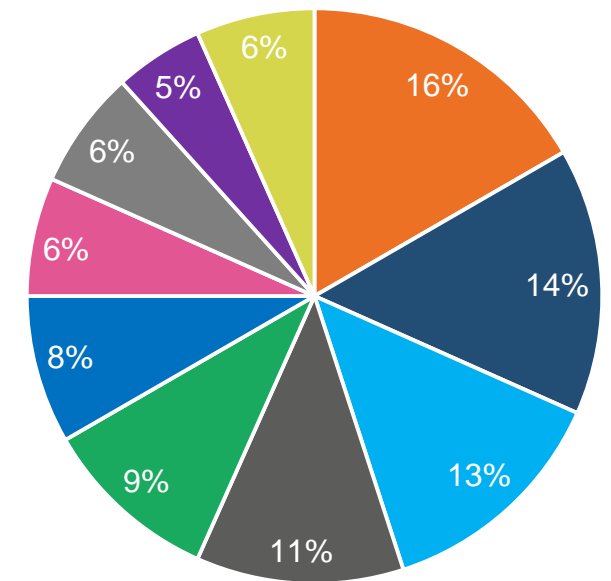
Avg. Redemptions per Retailer

30,000

Redemptions by Retailer (Top 10)



Share of Redemptions



The data above is not actual campaign statistics, but a representation of results.

# Pick Up The Values Flow Comparison

Metric	Lower Offers	Higher Offers
Total Visits	345,321	234,162
% of Total Visits	60%	40%
Total Prints	718,486	831,617
% of Total Prints	46%	54%
Avg. Prints per User	2	3.5
Top Product Printed	Baby Care A	Baby Care B

# Social Sharing – Channel Contribution

Metric	Facebook	Email	Twitter
Total Shares	43,398	36,078	10,230
Visits From Shares	12,782	9,267	988
Share Effectiveness	29%	25%	9%
Prints From Shares	10,592	8,117	728
Sales From Shares	1,566	2,209	179

**Share to get even more savings!**



email



twitter



facebook

# Channel Attribution Summary

Metric	Paid Search	Display	Blog	Social
Visits	15,810	3,845	10,893	829
Unique Visitors	7,395	1,116	4,932	713
Emails Acquired*	1,166	719	2,256	312
Prints	34,746	8,888	21,425	2,255
<b>Redemptions</b>	<b>6,977</b>	<b>909</b>	<b>8,081</b>	<b>340</b>
Avg. Prints per User	3.9	7.9	4.3	3.1
Avg. Value of Coupons Printed	\$5.50	\$6.60	\$5.85	\$4.50
Top 3 Products Printed	1. Baby Care A 2. Family Care A 3. Baby Care B	1. Family Care A 2. Family Care B 3. Family Care C	1. Baby Care A 2. Baby Care C 3. Baby Care B	1. Baby Care A 2. Family Care A 3. Baby Care C
Top 3 Products Redeemed	1. Baby Care C 2. Baby Care B 3. Family Care A	1. Baby Care A 2. Baby Care C 3. Family Care A	1. Baby Care C 2. Baby Care A 3. Baby Care B	1. Baby Care C 2. Baby Care A 3. Baby Care B

# Top Keywords by Clicks

Keyword	Clicks	Cost \$	Prints
Keyword 1	6,750	\$ 9,585.98	9,787
Keyword 2	1,553	\$ 329.26	59
Keyword 3	1,227	\$ 1,756.16	1,164
Keyword 4	1,151	\$ 1,581.88	1,412
Keyword 5	1,135	\$ 1,598.32	1,195
Keyword 6	1,042	\$ 1,555.90	1,089
Keyword 7	966	\$ 1,467.11	1,891
Keyword 8	937	\$ 1,015.79	673
Keyword 9 (Spanish language)	<b>932</b>	<b>\$ 187.64</b>	-
Keyword 10	834	\$ 982.47	733
Keyword 11	789	\$ 998.57	479
Keyword 12	732	\$ 1,344.75	974
Keyword 13	719	\$ 866.03	1,181
Keyword 14	699	\$ 858.99	679
Keyword 15	629	\$ 1,034.06	419
Keyword 16	629	\$ 996.75	335
Keyword 17	517	\$ 792.79	381
Keyword 18 (Spanish language)	<b>504</b>	<b>\$ 119.49</b>	-
Keyword 19	473	\$ 749.68	570
Keyword 20	381	\$ 619.20	234

# Key Learning: Consumer Insight

There is a large opportunity to optimize brand offers for Hispanic consumers

## Action:

1. Create language specific offers
2. Personalize offers based on incoming parameters like language, location, consumer preferences etc.

**+500%**  
**OPPORTUNITY**

# Optimization Requires Tracking

To optimize and unlock the value within your offers, you must track and illustrate them!



# THANK YOU