Q4 How do you define "success" in Shopper?

#	RESPONSES	DATE
1	Overall strong ROIs, programs that extend brand equity, influence retailer excitement, drive conversion/inspire usage	2/23/2018 3:44 PM
2	In-store Making a difference to the customers experience in-store	2/22/2018 2:35 PM
3	Retailers Continued "wins" with retailers, positive partnerships with complementary brands and growing share and sales.	2/19/2018 9:28 PM
4	1) Driving higher conversion rates (e.g. getting a higher % of shoppers that enter the store to purchase); 2) Generating real business value for the retailer and our brands by engaging shoppers better along the path to purchase (digitally and in-store).	2/19/2018 4:10 PM
5	ooooooooooooooo	2/19/2018 3:49 PM
6	happy customers, increases in sales	2/16/2018 2:05 PM
7	ROI, relationship building with customers, part of internal org consideraion	2/16/2018 8:34 AM
8	increase on sales	2/16/2018 6:59 AM
9	In the moment disruption or "redirection." Getting the consumer to stop and consider your brand when they had no intention of doing so upon entering the retail space.	2/15/2018 5:26 PM
10	perceived value by clients and measurable results	2/15/2018 3:14 PM
11	Translation of an Activation Strategy into Execution on an 'Outlet by Outlet' basis with principles flexed correctly, by the Sales / Field Force, in order to achieve maximum ROI on the initiative / campaign	2/15/2018 10:58 AM
12	Insights To direct shoppers conduct by setting different stimulus based on knowing how they think	2/15/2018 10:51 AM
13	Successfully bringing about change in shopper behaviour to increase consideration and sales of client's brand(s) with incremental effect.	2/15/2018 9:54 AM
14	Success is a combination of 1) sales/product movement, 2) improved brand image, and 3) deeper relationship with retailer (reach a VIP status with retailers).	2/15/2018 9:49 AM
15	When the retailer views the manufacturer as a partner and together work towards greater consumer touch point satisfaction	2/15/2018 9:16 AM
16	Overall success continues to be measured by brand and sales KPIs, but the 'softer' metrics include receptivity to ideas from retailer partners, contribution to building the category and creativity around basket building programs	2/15/2018 8:51 AM
17	Sales results	2/15/2018 8:48 AM
18	brand persecption, sell-out figures	2/15/2018 8:32 AM
19	Strengthening shopper relationships to brand and retailer. Increasing frequency and market basket of shoppers to specific retailers. Integration of digital and store	2/15/2018 8:28 AM
20	Organizational alignment to the role and value of Shopper Marketing.	2/15/2018 8:14 AM
21	Brand consideration + sales lift	2/15/2018 7:56 AM
22	Sales	2/15/2018 6:16 AM
23	The consumer can resonate their experience while consuming, not while their shop.	2/15/2018 5:10 AM
24	understanding, catching the trend of behaviors change	2/15/2018 4:23 AM
25	Engaged to share data, responds to offers	2/15/2018 3:36 AM

26	Orchestrating shopper behavior in store to enable them to make choices that benefit them, store and manufacturer	2/15/2018 2:34 AM
27	Non US In India, getting the client to recognise the benefit and need for Shopper Marketing itself would be termed as a success	2/15/2018 12:54 AM
28	Experience utilizing holistic shopper marketing toolbox to enhance the overall shopper experience. Overcoming trial barriers, enhancing brand differentiation, key messaging to help selection at the first moment of truth, making experience easy, etc.for our customers	2/14/2018 11:02 PM
29	Clients showing real growth wmbracement at c suite and solid roi	2/14/2018 9:54 PM
30	Delivering against our brand objectives while creating win for the retailer through a shopper-insight driven plan.	2/14/2018 7:47 PM
31	by ROI for the Brands	2/14/2018 7:34 PM
32	Connected commerce - bigger, better, more integrated impactful programs that are based on insights and drive growth	2/14/2018 7:04 PM
33	When a consumer buys the product.	2/14/2018 6:04 PM
34	Budgets are appearing and money is being spent.	2/14/2018 5:59 PM
35	In context, in location, unconscious system 1 robustness	2/14/2018 5:58 PM
36	Frequency of Purchases, Purchases of new Categories, Loyalty to the store,	2/14/2018 4:42 PM
37	Efficacy in driving sell-in combined with proven sales	2/14/2018 4:32 PM
38	"Making the Buy Happen" is important to deliver brand business goals to our clients while elevating their brands.	2/14/2018 4:20 PM
39	ROI, ROMO and return on relationship with retailers	2/14/2018 4:19 PM
40	Ad features, and incremental display activity.	2/14/2018 4:16 PM
41	Brand "lift"- ROI.	2/14/2018 4:15 PM
42	brand marketing plans with an integrated approach to the consumer journey inclusive of the shopper and customer "retail/ e-tail" environment	2/14/2018 4:03 PM
43	From a market research consulting point of view, it's when findings are implemented as opposed to going into a void.	2/14/2018 2:36 PM
44	Clients that are prepared to help the retailer grow the category, rather than just their own brand. Realism!	2/14/2018 6:23 AM
45	Has our nominated measure of success, either awop, freq, pen or trade up (AFPT) 1) moves to our target and 2) stayed there	2/14/2018 1:34 AM
46	Experience When customers rate their shopping experience with a good score. When loyalty is good	2/13/2018 10:55 PM
47	Ability to pull in customers to the brand shops.	2/13/2018 8:34 PM
48	Internally, gaining more focus on shopper and delivering shopper focus promotions. Externally, building in-store awareness of brands and increasing penetration	2/13/2018 6:06 PM
49	A mix of NPS, conversion and ATV there	2/13/2018 5:34 PM
50	Sales growth along with positive feedback via comments on web	2/13/2018 4:27 PM
51	Increased activity and brand exposure	2/13/2018 4:26 PM
52	Open to new ideas, receptive to change, interested in unique fashions / ways of doing things, involved in life at the least (not apathetic), approachable and friendly	2/13/2018 3:48 PM
53	Return on relationship with the retailer. It's difficult to quantify direct impact.	2/13/2018 3:32 PM
54	Accuracy of prediction	2/13/2018 2:49 PM
55	Sold more stuff. Better relationship/partnership with retail partners. Reinforced brand equity.	2/13/2018 1:11 PM
56	Insights Consumer understanding	2/13/2018 1:04 PM
57	Positive ROI on each program with combination of growth of penetration, sales and voice	2/13/2018 12:41 PM

58	Understanding the client needs and expectations	2/13/2018 12:17 PM
59	High levels of engagement & incremental sales	2/13/2018 12:09 PM
60	incremental display/merchandising	2/13/2018 12:02 PM
61	Experience brand is part of their consideration and shopping mindset when shopping, engagement at point of purchase--brand stands out and speaks to them (suggests a story/rekindles an experience/informs them re topics of interest), gets chosen amidst sea of brands (and not just on price) shopper experiences purchase satisfaction, re-purchase for the brand is warmer and second nature.	2/13/2018 11:57 AM
62	loyalty, repurchase, Cross sell	2/13/2018 11:55 AM
63	to many variables to explain.	2/13/2018 11:47 AM
64	Repeat business/ loyalty	2/13/2018 11:46 AM
65	I don't have an informed opinion.	2/13/2018 11:41 AM
66	by the retailer's understanding and seeing them begin to assimilate practices across silo's, driven from the top	2/13/2018 11:37 AM
67	Consumers purchase the product and brand experiences market share growth	2/13/2018 11:36 AM
68	making an appointment	2/13/2018 11:34 AM
69	personalisation, understanding the now to form the future	2/13/2018 11:33 AM
70	During key activity periods strong ROI.	2/12/2018 3:34 PM
71	Brand loyalty	2/12/2018 10:32 AM
72	Overall we have had mostly very good results driving both engagement and volume. However, it is still difficult to measure and we don't have a great process of sharing all of our results so that sales and marketing feel they have benefitted from the spend	2/12/2018 9:47 AM
73	Conversion growth	2/11/2018 8:51 PM
74	Creation of strategic, insight driven ideas that add value to the shopper while benefitting the brand and retailer.	2/11/2018 8:52 AM
75	Finding insights that drive conversion	2/10/2018 5:03 PM
76	Driving conversion by being relevant to the more of the right people	2/10/2018 3:27 PM
77	Increased budgets against shopper initiatives. Better integrated, strategic programming that moves up the value chain from traditional trade promotion.	2/9/2018 6:52 PM
78	Market share, brand perception & reference	2/9/2018 8:53 AM
79	Driving incremental sales (and brand engagement) via retail-centric programming.	2/8/2018 10:25 PM
80	Shopper marketing programs are: 1) relevant to retailers, gain retailer engagement and activation 2) achieve pre-determined success metrics	2/8/2018 5:26 PM
81	It really achieves his/her expectations.	2/8/2018 3:40 PM
82	how much clients value and spend behind based on assessment of business impact	2/8/2018 2:30 PM
83	Integrating Shopper Marketing into Brand Planning	2/8/2018 2:28 PM
84	Insights They identify with the product and feel it is part of their lifestyle.	2/8/2018 12:45 PM
85	Generating measurable results to meet client goals	2/8/2018 11:46 AM
86	increased sales	2/8/2018 10:13 AM
87	Driving incremental, profitable volume through insight-based programs that win shoppers' attention and dollars.	2/8/2018 9:07 AM
88	Financial - Fee income	2/8/2018 1:44 AM
89	Driving increased top line, bottom line and organizational credibility	2/8/2018 1:13 AM
90	Noticeable difference in returns from high Shopper investment retailers	2/7/2018 5:51 PM

91	Primarily by meeting or exceeding our clients' goals, although in packaged goods, survival is quickly becoming success!	2/7/2018 5:09 PM
92	Insights Understanding who/what/why/where and how they shop in a very discreet way so as to be able to develop activation plans against that learning	2/7/2018 3:33 PM
93	Driving efficient incremental volume	2/7/2018 2:51 PM
94	Impacting consumer decision from pre-store to shelf.	2/7/2018 2:18 PM
95	The number of effective programs that are actually fielded in market - what I call the "close" rate.	2/7/2018 1:54 PM
96	Ability to influence shopper mindset (communication objectives) and behavior (marketing objectives).	2/7/2018 1:34 PM
97	Profitable sustainable growth in our clients and agency's business	2/7/2018 1:25 PM
98	High ROI Drive incrementality Improve customer relationship Increase brand health	2/7/2018 1:19 PM
99	Simple... We measure thru GMROAE "Gross Margin Return On Advertising Expense" not ROI. This takes into consideration all our loaded costs from the product FOB on up and down.	2/7/2018 1:01 PM
100	Driving brand awareness and engaging consumers	2/7/2018 12:58 PM
101	relationship with the retailer, ROI	2/7/2018 11:58 AM
102	Incremental Sales	2/7/2018 11:57 AM
103	Creating joint solutions that address consumer needs while building both the brand and retailer's business	2/7/2018 11:43 AM
104	Finding insights that drive real world change (ie increased sales)	2/7/2018 11:25 AM
105	driving sales, audience growth, saving de-listed items	2/7/2018 11:22 AM
106	Market share increase, sales increase.	2/7/2018 11:06 AM
107	positive impact on assisting to grow brand sales	2/7/2018 11:02 AM
108	Insights Møre knowledge of the shopper, more insights in shopper journey, and how to attract shoppers	2/7/2018 11:00 AM
109	Adoption of shopper marketing tracking and correlation to sales at retail.	2/7/2018 10:57 AM
110	Moving volume	2/7/2018 10:54 AM
111	Grow share in Partner Customers	2/7/2018 10:44 AM
112	Experience Being relevant to shopper and bringing a results as a value creation process to industries and retail. Delivering experience and value for all the stakeholders.	2/7/2018 10:43 AM
113	Changing behaviour that grows a brand	2/7/2018 10:34 AM
114	Outperforming nearly all other brand building efforts in terms of ROI Increasing our standing as strategic versus transactional partners with our retail customers	2/6/2018 1:43 PM
115	The window is quite wide-ranging to properly define success, giving the complexity of the nowadays path to purchase. Engagement, conversion and loyalty are still valid as KPI to measure shopper effectiveness.	2/6/2018 11:14 AM
116	Increasing our rating on the Kantar and Advantage surveys	2/6/2018 11:08 AM
117	Generating repeat business, upsells or cross-sells.	2/6/2018 9:10 AM
118	Internal voice - %activities with defined shopper objectives; % of activities with a defined ROI; % of activities measured.	2/5/2018 9:24 PM
119	Insights Finding the insights that are actionable that lead to differentiation.	2/5/2018 11:59 AM
120	1) strong relationships leading to building retail solutions for the client that are not only innovative, digital, have real trackable data (real-time) and programmatic as well as anticipating ahead of time what key initiatives brands will be focused on within the store and at a national level. 2) identifying with the customer through social media to build brand loyalty	2/5/2018 10:27 AM
121	Alignment A three-way win. Preference for the brand. Distinction for the retailer. Less friction for the shopper. All with impact beyond the short-term	2/5/2018 5:31 AM

122	Share of wallet & ultimate SoM	2/5/2018 1:34 AM
123	ROI	2/4/2018 10:52 PM
124	Depends on goal.. most commonly, sales	2/4/2018 4:17 PM
125	Increased shopper lifetime Shopper recommendation	2/4/2018 9:40 AM
126	Brand revenue growth and share , customer envagement	2/3/2018 9:08 PM
127	It depends on the generation	2/3/2018 7:09 PM
128	Meeting KPI's; sustained rather than short term impact	2/3/2018 2:00 PM
129	Quality food at a price value	2/3/2018 10:17 AM
130	'Shopper' lacks clarity so it is difficult to define "success" -- possibly by the extent of behaviour modification (e.g., fewer shopping carts abandoned)	2/3/2018 9:41 AM
131	ROI on campaign and business impact of targeted shoppers	2/3/2018 9:36 AM
132	Manufacturer sales and shopper engagement	2/3/2018 8:27 AM
133	Insights Growing sales due to insights	2/3/2018 7:50 AM
134	Increase pentration and conversion	2/3/2018 7:21 AM
135	When you proper experince e buy by shooper	2/3/2018 7:12 AM
136	Insights Knowing what the shopper wants.	2/3/2018 4:47 AM
137	Repeat Purchase & Change in basket ticket size over a period of time.	2/3/2018 2:51 AM
138	Purchase conversion	2/2/2018 7:33 PM
139	incremental sell in	2/2/2018 5:12 PM
140	Ensure the last second decision to finally pick up / buy the targetted product/brand.	2/2/2018 3:39 PM
141	Increase conversion to purchase, increase basket size, increase shopper satisfaction (in terms of ease of shop,f.i. search time).	2/2/2018 2:52 PM
142	Retailer success and sales increase	2/2/2018 2:23 PM
143	Using analytical data with consumer insight to positively impact sales	2/2/2018 12:26 PM
144	Incremental sales	2/2/2018 10:27 AM
145	Based on ROI and the final sales it (campaign) has delivered	2/2/2018 7:29 AM
146	conversion rate, ROI	2/2/2018 5:11 AM
147	Earned KPI´s.	2/2/2018 3:23 AM
148	increased penetration	2/2/2018 3:09 AM
149	Experience	2/2/2018 2:11 AM
150	we define success very simply: our core KPI is driving sales.	2/2/2018 2:05 AM
151	The right product for the right price. Customer satisfaction index devices the success.	2/1/2018 10:14 PM
152	Insights Being able to leverage shopper insights to drive sales, both trial and repeat.	2/1/2018 9:35 PM
153	Informative and insightful - based on data	2/1/2018 9:06 PM
154	Increased sales.	2/1/2018 8:46 PM
155	Increase in hh penetration. Conversions. Compliance	2/1/2018 8:29 PM
156	Maintaining brand within consumers' consideration set; preserving shelf space vs other brands.	2/1/2018 8:20 PM
157	Higher consumer engagement numbers	2/1/2018 7:25 PM
158	When clients understand that Shopper strategy and communication is 360 and relevant at any point along any path to purchase, not just once you get through the door or click "check out".	2/1/2018 6:52 PM
159	Sales lift and customer loyalty	2/1/2018 6:25 PM
160	Engagement. Sales lifts.	2/1/2018 6:23 PM

161	Communicate and advise Right to take the more valué decisions for them	2/1/2018 6:12 PM
162	Lift, retailer engagement, better shopper experience	2/1/2018 5:55 PM
163	Full alignment on what shopper means, and adoption of shopper programs as a key part of the marketing mix.	2/1/2018 5:30 PM
164	Continued sales growth and share, positive ROI	2/1/2018 5:26 PM
165	repeat business and low returns	2/1/2018 5:06 PM
166	Brand Loyalty and sales	2/1/2018 5:01 PM
167	increased, repeat brand sales	2/1/2018 4:52 PM
168	Budgets increasing, more strategic programs, personalized programs, etc.	2/1/2018 4:28 PM
169	Incremental volume and improved retailer relationships	2/1/2018 4:23 PM
170	Signup, then Buy	2/1/2018 4:21 PM
171	Growth	2/1/2018 4:20 PM
172	ability to define a relevant merchandising recommendation to help our business grow and to convince the retailers to implement it	2/1/2018 4:13 PM
173	The ability to engage a shopper along the path to purchase and succesfully convert them.	2/1/2018 3:59 PM
174	Increase in conversion at the shelf	2/1/2018 3:58 PM
175	Ability to address clients' learning needs with available capabilities	2/1/2018 3:49 PM
176	cost per aquision	2/1/2018 3:23 PM
177	Insights Understanding shoppers' motivations and behaviors.	2/1/2018 3:09 PM
178	Experience Customers love it.	2/1/2018 3:07 PM
179	Ability to drive strategic conversations with Brands and Retailers about common shoppers. Ability to measure and prove tangible ROI for shopper investments. Ability to convert more shoppers into buyers.	2/1/2018 3:03 PM
180	KPI's--vol/merch gains/softer goals	2/1/2018 3:01 PM
181	Win win win - brand retailer customer	2/1/2018 2:59 PM
182	depends on the scope and the objectives of the project	2/1/2018 2:54 PM
183	Immediate sales lift + conversion + repeat	2/1/2018 2:52 PM
184	Driving shopper conversion rates for both brand and customer	2/1/2018 2:52 PM
185	positive ROI	2/1/2018 2:50 PM
186	loyalty , repeat purchase , increased price pt , referrals	2/1/2018 2:50 PM
187	Sales Growth Return on Relationship (w/ external partners, eg. retailers)	2/1/2018 2:49 PM
188	Bump in sell-thru	2/1/2018 2:48 PM