

Doordrop Media

Insight & Planning Introduction



Module 3

Whistl Doordrop Media



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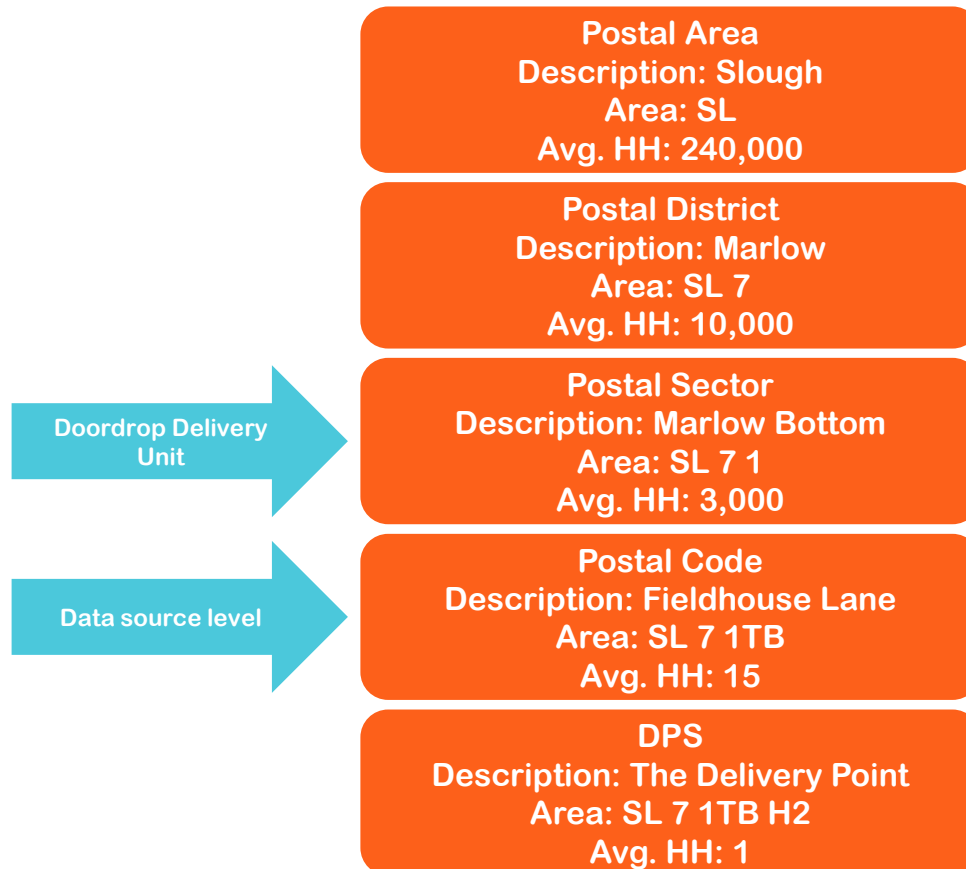
🕒 Planning

- The Datasets
- Audience Discovery

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- Build targeting models
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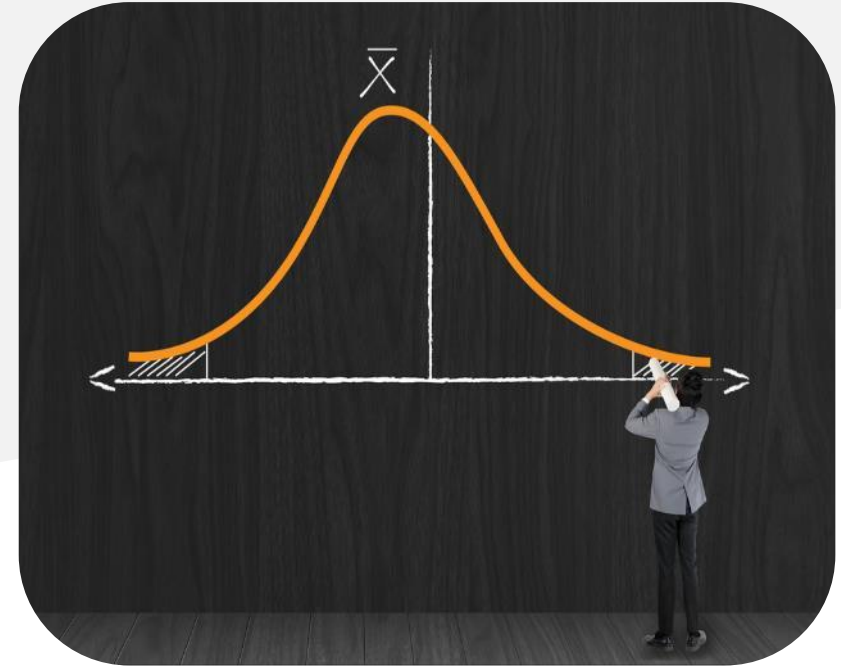
Postal Geography Example



A Complete 360° Approach



Planning & Insight



Datasets & Software



Geo-demographics



Market Research



Other Datasets



Software



Geography

High Street & Retail Parks
Grocery Catchments
Drivetime / Radii
Media Boundaries
Government Administrative



Free source Data



Mosaic 7 Improved Insights



Consumer segmentation is the practice of dividing a consumer base into **groups of individuals** that are similar in specific ways relevant to marketing, such as **age, interests, life-stage, and spending habits**



Groups your customers together based on similar characteristics



Understand catchment profiles and customers within those areas



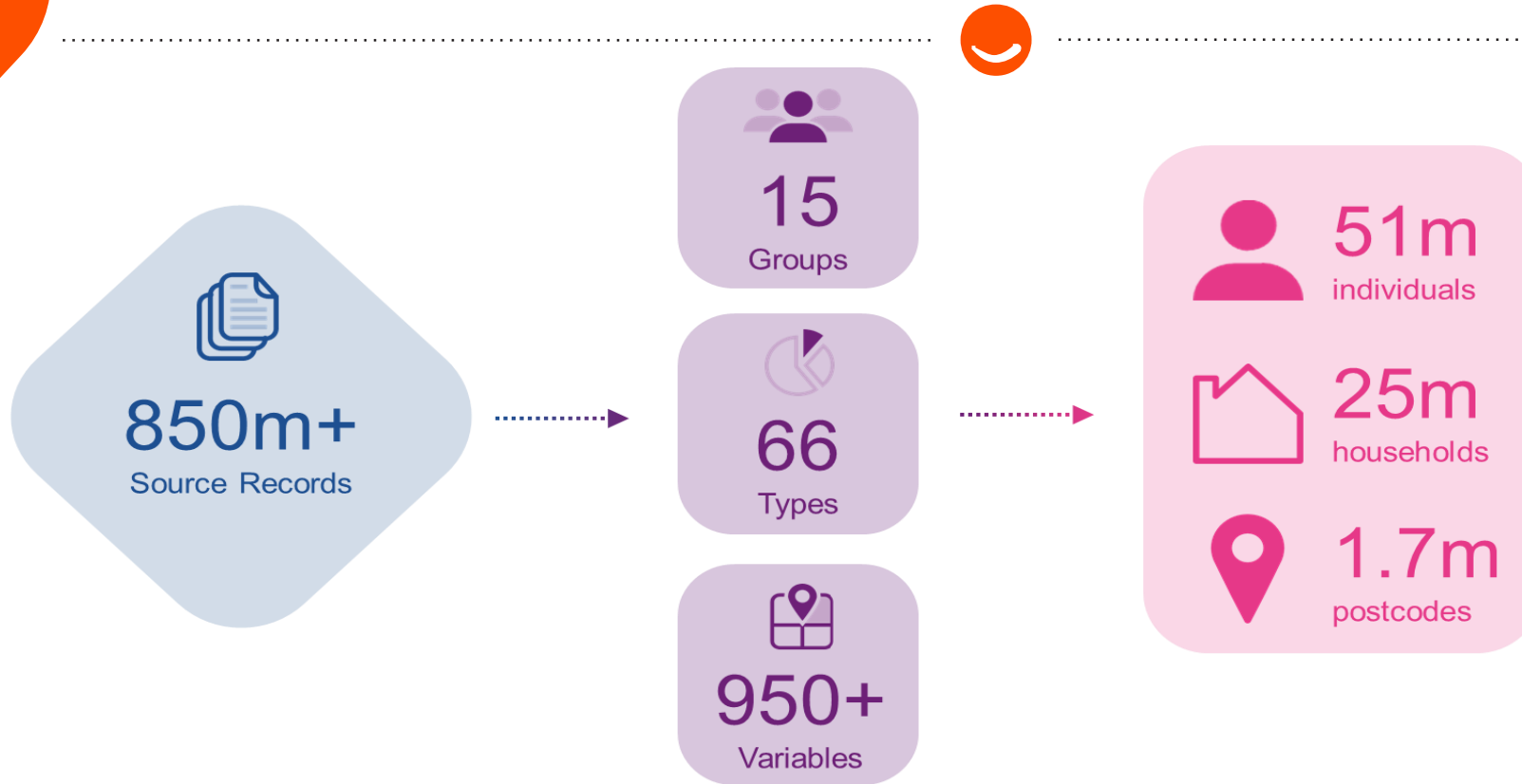
Understand their demographics, lifestyle, behaviours and preferences



Target prospects that look like your existing customers



Mosaic 7



Draws on over 850 million data records and 30 years of advanced data modelling to create the most up-to-date segmentation.

- Inclusion of additional data sources to improve allocation.
- Includes the latest consumer data and trends incl. lifestyle, technology and attitudinal insights



Mosaic 7



Key Changes from Mosaic 6



New product structure

Simplified structure to create more flexible and up to date insights



Deeper insights

Over 300 additional data profiles



Allocation Changes

Inclusion of additional data sources to improve allocation



Mosaic Type household Changes from Mosaic 6

28% of households have changed Mosaic type from Mosaic 6

A Mosaic Profile Explained

Number of records in the target (customer) file. The records are matched and then displayed as a distribution across groups and types.

Number of records in base file. This is the base against which the target data is compared.

Target penetration of the base.


The index is a measure of the % distribution of the target file compared to the % distribution of the base file.

A smoothed index has been calculated to take into account the inequalities caused by the different base percentages. Ensuring the base is statistically comparable for a more accurate profile


	<u>Mosaic Group</u>	<u>Target</u>	<u>%</u>	<u>Base</u>	<u>%</u>	<u>Pen</u>	<u>Index</u>	<u>Z-Score</u>	<u>S-Index</u>
A	City Prosperity	1	0.1	1,222,483	4.4	0.00	2	-8	21
B	Prestige Positions	174	12.1	1,858,933	6.7	0.01	181	8	181
C	Country Living	36	2.5	1,779,025	6.4	0.00	39	-6	40
D	Rural Reality	21	1.5	1,915,666	6.9	0.00	21	-8	20
E	Senior Security	151	10.5	2,214,578	8.0	0.01	132	4	135
F	Suburban Stability	137	9.5	1,602,432	5.8	0.01	165	6	160
G	Domestic Success	227	15.8	2,246,085	8.1	0.01	195	11	205
H	Aspiring Homemakers	327	22.7	2,562,642	9.2	0.01	246	18	274
I	Family Basics	149	10.3	2,106,455	7.6	0.01	137	4	139
J	Transient Renters	42	2.9	1,697,751	6.1	0.00	48	-5	50
K	Municipal Challenge	10	0.7	1,844,351	6.6	0.00	10	-9	11
L	Vintage Value	38	2.6	1,935,941	7.0	0.00	38	-6	36
M	Modest Traditions	48	3.3	1,332,101	4.8	0.00	70	-3	74
N	Urban Cohesion	21	1.5	1,287,174	4.6	0.00	32	-6	44
O	Rental Hubs	59	4.1	2,218,278	8.0	0.00	51	-5	46

A typical Mosaic Group profile using the database profile against the UK as the base


Whistl are able to turn a profile into a snap shot of the audience



Employed
Aged 18– 65
With Adult or No Children



Household Income:
£20k - £49k

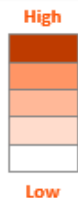


Reads on average 5+
door drop items per
week



Where are we?

Regional
Heat Map



Top 3 Mosaic Groups



J: Transient Renters

Single people privately
renting low cost homes for
the short term



O: Rental Hubs

Educated young people
privately renting in urban
neighbourhoods



F: Suburban Stability

Mature suburban owners
living settled lives in mid-
range housing

Turning a Profile into a Ranking



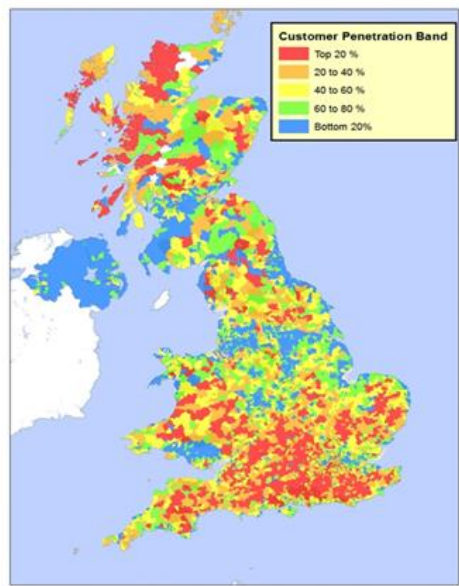
- A ranking is a universe with data sets appended on e.g. Mosaic, TGI, Census, Consumer Expenditure etc
- It is normally ranked by an individual data set
- Whistl score every sector against the profile allowing us to rank sectors in order of value to the campaign
- The universe is dictated by the brief and can be the whole UK, a TV region, a drive time around a specific postcode, a grocery catchment etc.

ITV Region	Distance (miles)	Drive Time	Sector	Descriptor	Combined index	Royal Mail HH	RM Avails 17/02
North West	7.25	18.99	WA150	Hale Barns, Hale, Ashley	184	1936	1936
North West	8.66	22.13	WA169	Knutsford (Incl Allostock, Lower Peover)	184	1750	1750
North West	10.00	31.43	SK221	Birch Vale, Rowarth	183	385	385
North West	1.08	3.30	SK104	Prestbury, Adlington	182	2639	2639
North West	3.20	8.94	SK96	Gravel Lane, Wilmslow	182	1903	1903
North West	3.58	11.78	SK71	Bramhall, Woodford	178	3199	3199
North West	9.16	23.65	CW48	Goostrey, Cranage	178	2474	2474
North West	4.47	12.51	SK87	Glandon Drive, Cheadle	177	3768	3768
North West	6.35	17.53	SK110	Sutton, Rushton Spencer, Lyme Green	175	1923	1923
North West	5.45	15.32	SK76	Hazel Grove, Torkington, Stockport	174	2666	2666
North West	4.62	12.74	SK119	Chelford, Gawsorth	173	2110	2110
North West	9.10	24.31	WA143	Bowdon, Hale, Millington	170	1935	1935
North West	9.02	27.15	SK65	Marple Bridge, Mellor	170	2595	2595
North West	8.56	22.52	WA159	Hale	170	2190	2190
North West	9.22	20.36	M203	Manchester (Incl Withington (West))	168	2533	2533
North West	6.26	18.39	SK68	High Lane, Hazel Grove	166	1809	1809
North West	6.58	14.90	SK84	Gatley, Heald Green	165	3729	3729

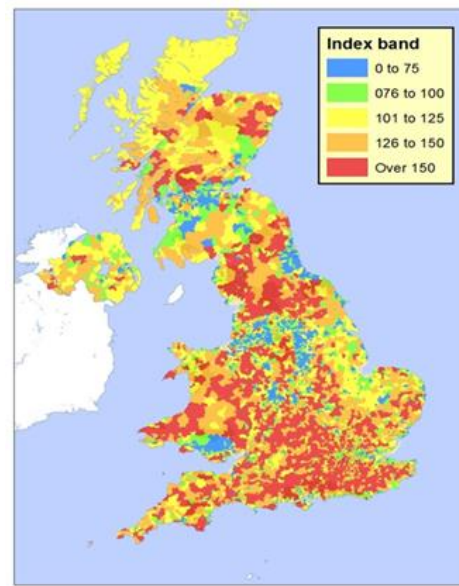
Blending Data Sets To Create A Model



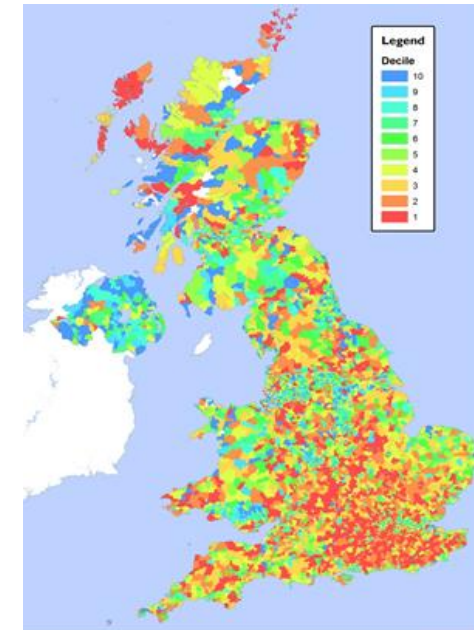
Customer Data



Modelled Data



Proposed Targeting Model



All datasets blended together using the most up to date data analytical and data blending techniques

Each UK sector scored using a complex algorithm taking into account all datasets

Building a Predictive Model



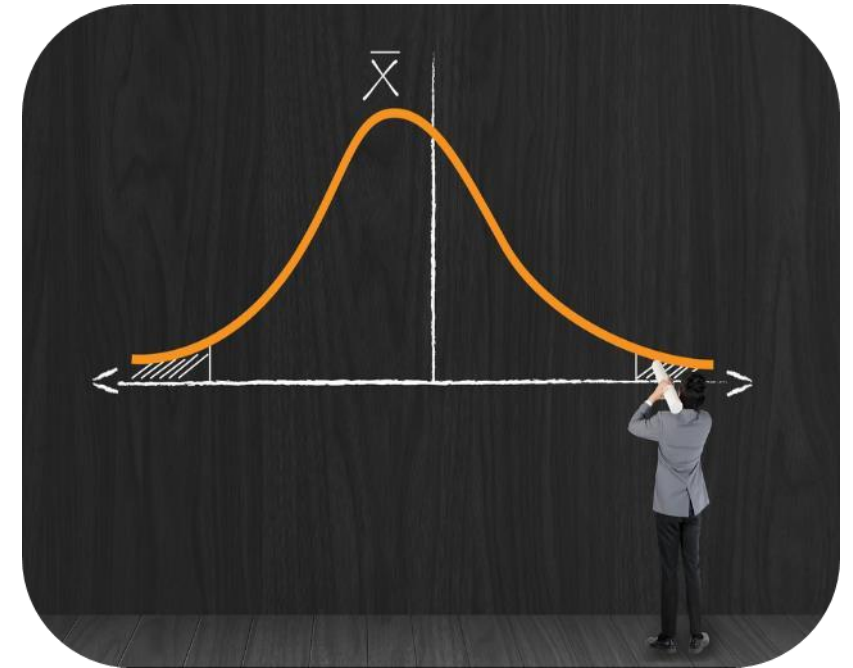
- A decile model is a propensity model. It is used to identify those most likely to be the target audience
- In statistics a decile model will split the ranked data into ten equal parts, so that each part represents one tenth of the sample population.
- Decile 1 would contain those most likely to likely to respond and decile 10 the least likely to be the target audience.
- There are a multitude of data sets available when building a decile model ranging from Experian Mosaic to Census
- A ranking algorithm is created to score each sector taking all data sets into account in order to target the correct audience
- Once built, the model is tested against all datasets to ensure the targeting is discriminating across all key metrics

Decile	Customer Data			Regional Mosaic Profiles			TGI Statements		Census Data	
	Total Doordrop Leads	Total Sales	Total Sales Value	Doordrop Leads	Doordrop Sales Index	Doordrop Value	Have or Plan to make Major Home Improvements within the Year	Spent £5k+ on Conservatory OR £750+ on Windows last year	Socially Rented Properties	Property Type: Flats
1	2,970	20,259	£103,831,524	256	179	197	115	148	50	52
2	1,593	14,056	£72,033,052	203	162	171	117	139	57	55
3	614	11,458	£55,592,463	173	144	148	114	128	63	58
4	379	8,983	£43,267,391	157	135	138	110	121	69	66
5	256	7,276	£34,230,312	132	119	120	106	119	82	74
6	142	5,499	£24,866,282	110	106	106	103	113	90	79
7	98	3,837	£17,400,715	88	95	94	100	107	101	88
8	61	2,950	£12,637,617	61	79	75	92	96	114	104
9	30	2,071	£8,520,770	38	56	51	86	80	135	136
10	19	1,248	£5,395,888	13	33	29	81	54	173	234

Doordrop Evaluation

A typical Evaluation will provide analysis of the following areas & key metrics:

- Overall Performance.
- Geographical Performance
- Creative Performance
- Frequency
- Targeting Model Analysis
- Return on Investment (ROI)
- Average transaction value (ATV)
- New Customer %.
- Campaign on campaign.
- Influence on other Channels (online, TV etc.)



Thank you



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