

Quaker sees an ROI of over **6X** by reaching Amazon shoppers on Amazon and across the web¹

The Quaker Oats company, a leading manufacturer of packaged grocery foods and subsidiary of PepsiCo, Inc., worked with Amazon Media Group (AMG) to drive purchase considerations and sales of Quaker Oatmeal Squares Cereal. They assumed the AMG campaign would deliver on their objectives on Amazon, but they were also interested in learning what effect the campaign would have on offline sales in traditional brick and mortar stores. Through a mix of standard AMG post-campaign measurements and AMG’s partnership with Nielsen HomeScan, Quaker was able to better understand the effect of their campaign on key success metrics – both on and offline.

The AMG Solution

Quaker and AMG launched a campaign using custom coupon ads that ran on Amazon.com and amplified campaign reach with the Amazon Advertising Platform (AAP). The AMG campaign also revealed exact groups of Amazon customers who were most likely to take action after exposure to their ads such as those who were in-market for other grocery products. With carefully targeted ads served across Amazon and AAP, Quaker maximized exposure among groups that mattered most, yielding a strong ROI.

Success Metrics

Total Campaign ROI

For **every \$1** spent on advertising with Amazon, Quaker recognized **over \$6** in incremental sales

Offline Sales Boost

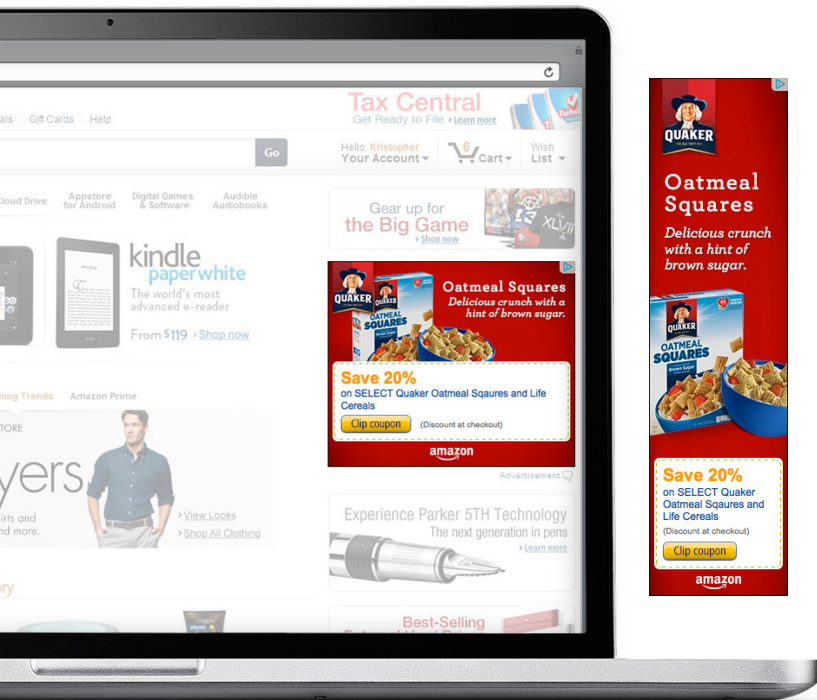
- **26% lift** in offline sales as a result of the on-Amazon portion of the campaign
- **29% lift** in offline sales as a result of the AAP portion of the campaign

On-Amazon Success Metrics

On average, users who were exposed to Quaker ads were:

- **5x more** likely to consider Quaker Oatmeal Squares versus those who weren’t
- **Almost 2x more** likely to purchase Quaker Oatmeal Squares versus those who weren’t

Online



About The Quaker Oats Company: The Quaker Oats Company, headquartered in Chicago, is a unit of PepsiCo, Inc., one of the world’s largest consumer packaged goods companies. For more than 130 years, Quaker’s brands have served as symbols of quality, great taste and nutrition. Holding leadership positions in their respective categories, Quaker® Oats, Quaker® Rice Cakes and Quaker Chewy® Granola Bars are consumer favorites. For more information, please visit www.QuakerOats.com, www.Facebook.com/Quaker or follow us on Twitter @Quaker.

About PepsiCo: PepsiCo offers the world’s largest portfolio of billion-dollar food and beverage brands, including 22 different product lines that generate more than \$1 billion in annual retail sales each. Our main businesses -- Quaker, Tropicana, Gatorade, Frito-Lay, and Pepsi Cola -- also make hundreds of other enjoyable foods and beverages that are respected household names throughout the world. For more information, please visit www.pepsico.com

Methodology

Incremental Amazon sales: Amazon tracks exposed and unexposed samples with identical segment attributes. Differences in on-Amazon purchase rate are analyzed to determine online sales lift based on exposure.

Incremental Offline sales: Nielsen tagged all ads and ad variants and measured exposed and unexposed samples with identical pre-campaign product purchase characteristics and demographics. Differences between the two cells, with ANCOVA analyses, determined changes in purchase behavior caused by the campaign

¹Click-through Rate (CTR): Rate at which those shoppers who saw the ad, clicked on the ad **Consideration Rate (CSR): Rate at which shoppers visit the product detail page