

CASE STUDY



CLIENT	Andrex
AGENCY	PHD
OBJECTIVE	Increase consideration
AUDIENCE	Beauty and Household category buyers
CHANNEL	Video and display

Andrex absorbs Ocado's retail data for real-time optimisations

Andrex understands the importance of innovation, it put retail data to the test. The question was, could it boost consideration and, ultimately, sales of its toilet tissue?

RESULTS

+112%
performance from
optimisation

ROAS more than
5X
higher than target



THE CHALLENGE

Pairing retailer data with the brand for a more bespoke upper-funnel strategy

For nearly 80 years, Andrex has been at the heart of British family life – even the Royal family. So how can a brand with a large and loyal customer base expand its audience and grow its business? That was the challenge facing Andrex's agency, PHD Media. And it's why the team was keen to leverage retail data to help increase consideration of the brand's toilet tissue products. While brands often partner with retailers to boost their product sales, PHD Media planned to use the retailer's data to find customers for Andrex in an off-site environment – in other words, away from the retailer's own website or app on the open web. This is where consumers spend most of their time – browsing content, shopping for bargains, watching TV shows and movies, listening to podcasts, and so on.

THE SOLUTION

Using Ocado's buyer data to identify and reach specific audiences

PHD Media and Andrex worked closely with us to develop an omnichannel strategy using Ocado's verified buyer data on our platform. While the data showed past purchases of Andrex products directly from Ocado, PHD Media used it to build audience segments – a technique called 'modelling' – featuring shoppers who typically purchase in similar categories such as beauty and household products.

The next challenge was to make sure Andrex reached this audience efficiently and avoided wasting spend. So we helped the team develop a wide range of video and display assets suited to any platform or device – enabling them to show customers the right message on any and every device.

THE RESULTS

Gaining real-time insights and outstanding conversions

Using retailer data in this way was a first for the brand – and the results were impressive. First, the data enabled the team to optimise towards conversions and best-performing creatives in real time. Andrex saw a ROAS of more than 5 times better than expectations.

More importantly, the data surfaced their audience's buying behaviour. This included product preferences based on location, key stats on time of purchase (for example, customers buying Supreme Quilts took, on average, two fewer days to purchase), and finally, which devices the target audience prefers to use to convert (mobile devices 54% versus tablets 2%).

Now Andrex has a greater understanding of what's possible when pairing retailer data with video and display on our platform – especially when cookies are predicted to no longer exist across the open web and brands may need to rely on identifiers like European Unified ID.

The team plan to use the insights gained from Ocado's retail data to inform Andrex's future campaign strategy and approach – and explore how effective Ocado's retail data is in achieving the brand's sales targets.

