



OFFLINE SALES MEASUREMENT: HOW IT FITS AND WHY YOU NEED TO HAVE IT

Carl Matter & Scott Clark | Urban Science®

Measuring digital media with offline sales has historically been a challenge for automotive advertisers. The data has either been unavailable, too delayed to be actionable, or the connection from online to offline events was missing or walled up. Now that Urban Science® makes auto sales* data available with greater speed and built connections to online platforms, advertisers like you can begin to answer questions about the impact your digital investments are having on offline sales.

*Sales refers to vehicle unit sales and does not represent vehicle price or revenue.

MEASURING PROGRESS TOWARDS YOUR GOALS WILL REQUIRE CHOOSING THE RIGHT TOOL FROM YOUR MEASUREMENT TOOLKIT

Media plans have a variety of advertising strategies and tactics with various goals in mind. Some media is focused on raising awareness or changing consumer opinion, while others are focused on driving consumer engagement. As you can imagine, measuring progress towards these goals will require choosing the right tool from your measurement toolkit.



Offline sales measurement is the obvious tool of choice for measuring campaigns that aim to drive sales. Often though, even campaigns with sales goals are being measured with digital KPIs like clicks or lower funnel actions in mind (LFAs). In these instances, the LFA is being used as a sales proxy but LFAs do not always correlate to sales. In one study [Urban Science](#) ran, a brand was concerned that their Conquest media wasn't delivering sales because it wasn't driving digital LFAs. However, after introducing sales measurement to their toolkit the data revealed that their Conquest media was three times more efficient than their Retention campaign at driving sales despite performing poorly on LFAs.

Using LFAs as a sales proxy will also become more challenging once Google Chrome and other browsers start to limit third-party cookie tracking. The loss of third-party cookies will disrupt an advertiser's ability to track a user's online activity. This is reason enough to begin thinking about measurement tools like offline sales that are more resilient in the face of these changes and can get you closer to a business KPI.



This is true even for campaigns where offline sales aren't the primary goal. For example, the primary tool to measure consumer awareness of a redesigned vehicle might be a qualitative study to measure the lift in consumer awareness. But a shrewd marketer would also look at the campaign's reach efficiency to ensure it used the least amount of money to reach the most consumers. Traditionally, offline sales would not be included in this measurement strategy because that isn't the primary or even secondary goal. However, offline sales conversions would provide insight into whether the campaign is raising awareness with the *right* consumers: those who buy the vehicle after being made more aware of its new design.

AUTOMOTIVE MARKETERS SHOULD CREATE A STRATEGY THAT INCLUDES A FULL TOOLBOX WHEN EVALUATING THEIR MARKETING EFFORTS

Overall, the moral of the story is that Automotive Marketers should create a strategy that includes a full toolbox when evaluating their marketing efforts. In addition, they need to take a deeper look at their overall goals to understand how best to apply each KPI or "tool." Evaluating the performance of marketing through a complete set of measurement tools will ensure you are building the best campaigns for your clients.

If you'd like to talk to someone about Urban Science and the power of Media Performance, email cwmatter@urbanscience.com or sclark@urbanscience.com and let us show you how we can apply the power of science to your challenges.