

CHOBANI AND YAHOO DRIVE HEALTHY RESULTS THROUGH GROUNDBREAKING SEARCH MEASUREMENT STUDY

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“ We consider ourselves innovators — not just in the food space, but also in our media and advertising. We have to be smarter and faster. We like working with partners like Yahoo who also want to break barriers and stay ahead of the industry. ”

— Jessica Lauria, Senior Director of Brand Communications, Chobani



AT A GLANCE

GOAL

Grow US sales, increase market share, and understand entire customer funnel through search advertising efforts

SOLUTION

Groundbreaking analysis by Yahoo and Nielsen Catalina Solutions linked Chobani's search ads to in-store incremental sales

RESULTS

Consumers exposed to Chobani's search ads spent an incremental 9% on the brand, netting the brand 1.3% greater market share

THE NATURAL CHOICE

As the nation's number one Greek yogurt brand, Chobani knows how important it is to understand what drives their customers' buying decisions. But the team needed help finding out how their search advertising efforts were impacting in-store sales, and if the return truly justified their spending. To hone their strategy and gain detailed insights, the brand partnered with Yahoo on a new campaign and a unique closed-loop sales measurement study.

“ We're focused on understanding our consumers so we leverage Yahoo search advertising and insights to better understand what they are looking for and then deliver our search advertising. ”

— Jessica Lauria, Senior Director of Brand Communications, Chobani



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TASTE TESTING

When bidding on search advertising terms, Chobani focuses on three main categories: branded keywords, yogurt category keywords and competitors. Chobani wanted to measure these efforts side by side to learn which had the biggest impact on driving consumers to the store to make a yogurt purchase.

“Going in, we wanted to know which search terms were the most and least effective, and incorporate these insights into our marketing plan,” explained Lauria. “We know that not all impressions are created equal – we wanted to understand what each one was really worth.”

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To evaluate how effectively the ads drove in-store purchasing behavior among searchers, Yahoo worked with Nielsen Catalina Solutions (NCS) to run an innovative measurement study alongside Chobani’s campaign. The findings were not only encouraging, but they helped the brand better understand how to optimize their search strategy.

“Moving forward, we’ll definitely use the information and insights Yahoo gathered to help plan future campaigns,” said Lauria. “The Yahoo-NCS study validated that search advertising works to drive sales – it confirmed that we’re getting a strong return on our investment and we’re also getting more insights on our audience.”

A DELICIOUS FINISH

The study revealed that those who were exposed to Chobani’s search ads spent an incremental 9% on the brand, netting the brand 1.3% greater share of market. The results were analyzed many ways to understand the value of clicks, the impact of search frequency and whether branded or generic ads were most effective. By strategically bidding on relevant search terms and then measuring the results with Yahoo’s help, Chobani saw a healthy return on its search advertising efforts that will influence many campaigns to come.

FAQ

How did Chobani understand SERP’s impact on offline sales?

Yahoo and NCS conducted a first-of-its-kind study to understand dynamics between SERP and offline sales

Was there a correlation between SERP and sales?

The study showed that Chobani’s in-store incremental sales were 9% higher among those exposed to the search ads

