

CPG

playbook

yieldmo
MAKING ATTENTION ACTIONABLE

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CPG INDUSTRY

Consumer packaged goods (CPG) are daily items that average consumers require routine replacement or replenishment, such as food, beverages, clothes, tobacco, makeup, and household products. [The CPG industry is one of North America's largest sectors, valued at approximately \\$2 trillion.](#)

This playbook will share how COVID-19 has changed the CPG industry and what trends will shape it over the coming months.

POST-COVID CPG TRENDS

Since March 2020, no industry has seen more overnight changes than the CPG industry. COVID-19 has created more demand for CPG products, and marketers are prioritizing, offering their products online, and creating better online experiences, further accelerating CPG trends and innovation.

In the early days of COVID-19, Nielsen found consumers spent \$18.8 billion on CPG items in March alone, directly attributable to coronavirus buying. Some \$10 billion spent was due to increased consumption, and \$8.2 billion went directly toward pantry loading.

Due to stockpiling, CPG brands have seen an overall purchase intent increase from 5% to 9%, exceeding the highest point during the holiday season in 2019 (6%).

In particular, grocery retailers have seen the largest increase in purchase intent, 3% - 14%, and online traffic for grocery stores grew 627%.

Many companies used price-focused promotions, such as 'buy one, get one free,' in March and April, when coronavirus-related shutdowns drove shoppers to hoard everything from hand sanitizer and cleaners to toilet paper and flour. The demand spike strained supply chains, and all parties just focused on keeping stores clean and shelves stocked.

As the pandemic continues, Unilever, Procter & Gamble, and other major consumer goods manufacturers are touting lower-priced brands, smaller packages, and discounts to woo penny-pinching shoppers struggling through the most severe global recession since the Great Depression of the 1930s.

"Consumer spending levels are not going to recover until at least end-2022, so there is going to be a sustained pressure on consumer-packaged goods companies to offer promotions and incentives," said Oliver Wright, Accenture's global industry lead of consumer goods and services.

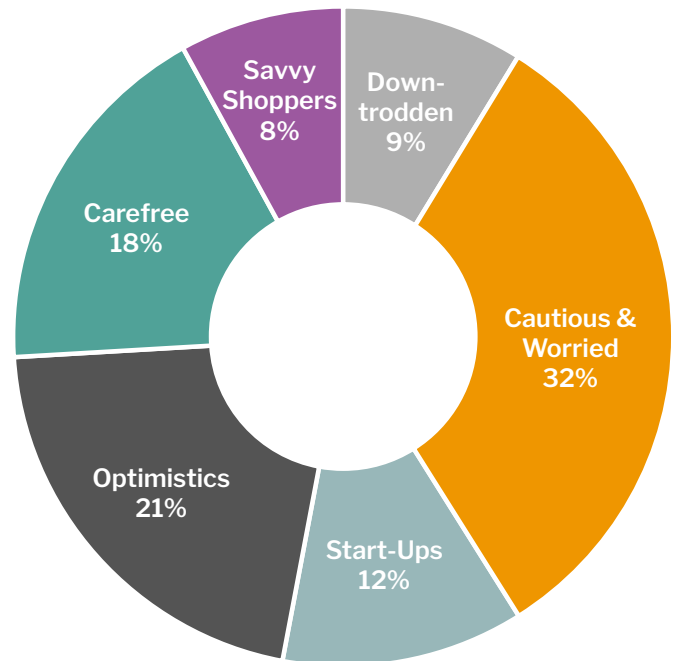
While many CPG companies already had eCommerce solutions, a recent [MikMak](#) study stated that eCommerce accelerated by five years overnight due to stay-at-home and social distancing policies. Succeeding in eCommerce means engaging consumers with ads that are relevant to them and their shopping preferences.

This also means that CPG companies must work closer than ever with their retail partners. Driving traffic to out-of-stock product pages loses revenue, wastes digital spending, and erodes brand value. They also reported that growth was also seen in the amount of time consumers' engaged with eCommerce content and end sale results.



CONSUMER PROFILES

Before Covid-19, most marketers understood shopping behaviors as they align with life moments or generational demographics. But since the pandemic has affected people of all ages, incomes, ethnicities, genders, and families big and small, research firm IRI has broken down shoppers into the following categories in this post-Covid world.



[View details](#)

YIELDMO SOLUTIONS

The CPG industry is a [highly competitive sector](#), and [companies need to stand out among the crowd due to high market saturation and low consumer switching costs](#).

Yieldmo offers a full-funnel solution with proprietary optimization tactics and attention-grabbing formats designed to achieve almost any KPI. We deliver high-quality video, native, and display impressions. Our formats are easy to set-up, and Yieldmo has a creative team that can help turn your standard assets into high-impact formats in as little as 24 hours.



PINHOLE • DEMO LINK

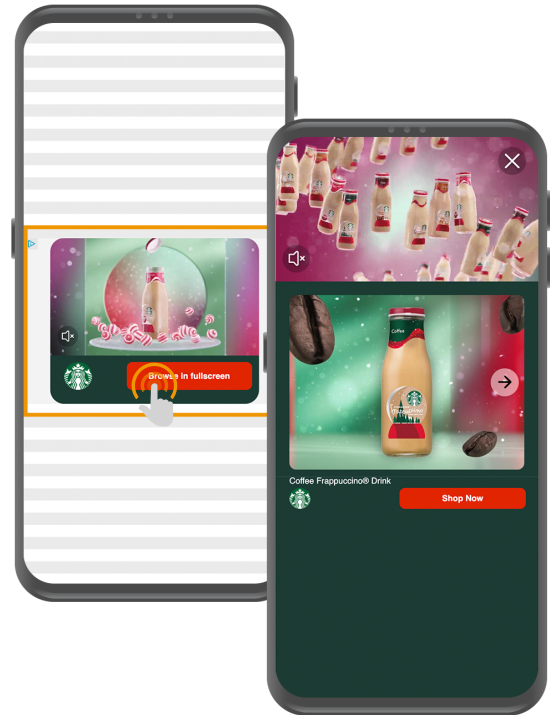
Enhanced video experience designed to reveal your brand with cinematic mystique.



UPPER FUNNEL

CPG brands have shifted their campaign strategies to focus on the top of the funnel awareness during COVID-19. This shift in approach has helped consumers easily shop and convert to the products they needed. Our shoppable units, such as LookBook or Carousel, help recreate the shopping experience and drive consideration and engagement.

We also have a diverse video offering, which includes instream, outstream, and high impact options, all with efficient CPMs and/or CPCVs. Our [Pinhole](#) and [Megashopper](#) video formats drive interest, action, and engagement.



MEGASHOPPER • DEMO LINK

The immersive shopping experience that features a branded video and cube catalog with products and CTA.



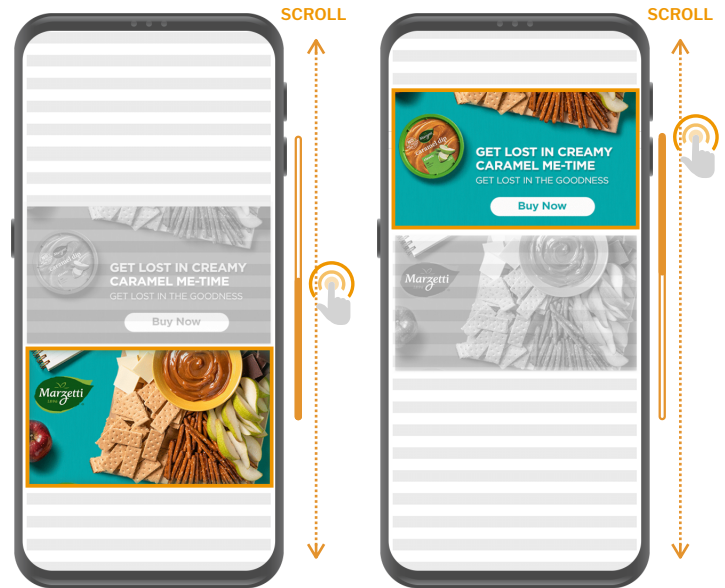
MID FUNNEL

For CPG Brands looking to engage with their consumers and focus on attention through the ad, our high impact display units such as [Pull](#), [Window](#), and [Hyperscroller](#) help hit KPIs such as CTR, viewability, attention, and efficiency.



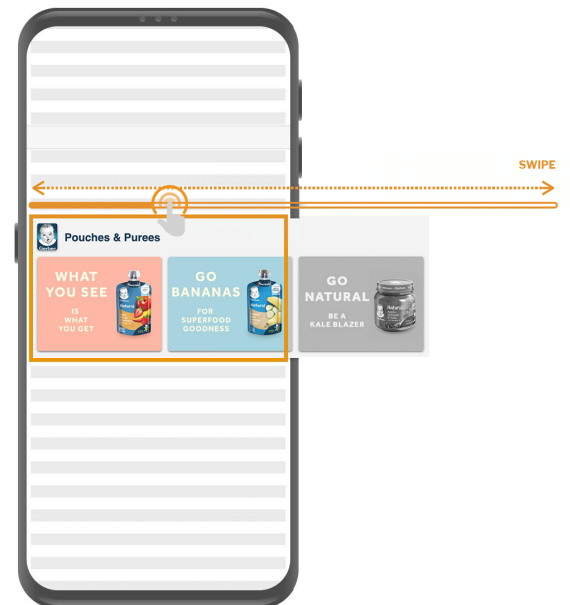
HYPERSCROLLER • DEMO LINK

Similar to an animated GIF, the Hyperscroller is a 20 frames animation ad that utilizes user scrolling behavior.



WINDOW • DEMO LINK

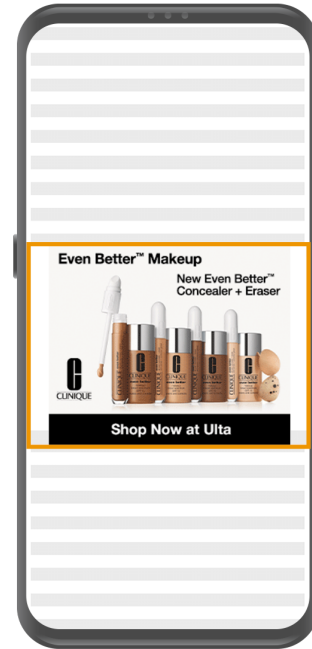
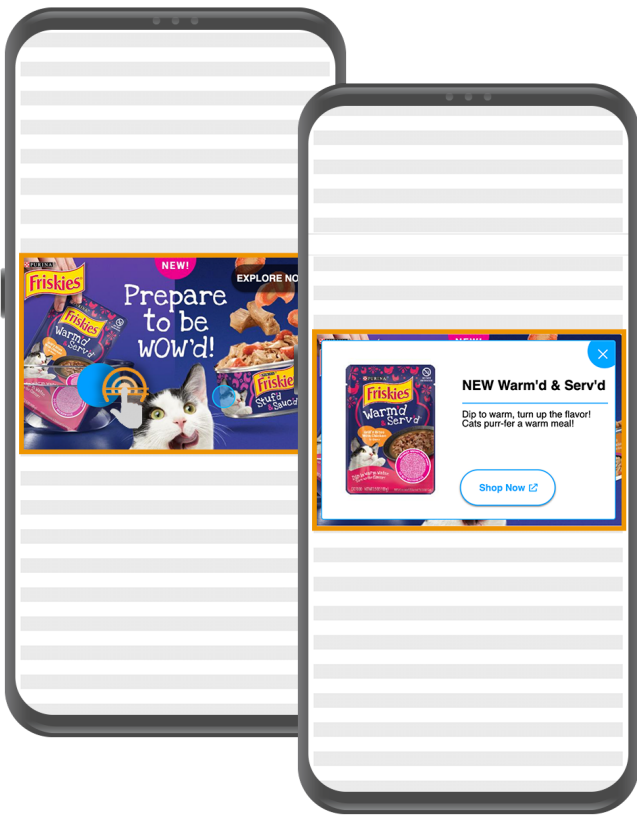
Standard 300x600 with a parallax scrolling effect that reveals the ad as the user scrolls up and down.



CAROUSEL • DEMO LINK

An interactive ad unit that helps your brand showcase a range of offerings and highlight your best-performing products.





FLEXBANNER • DEMO LINK

Standard 300x250 ad with optional animation effects.



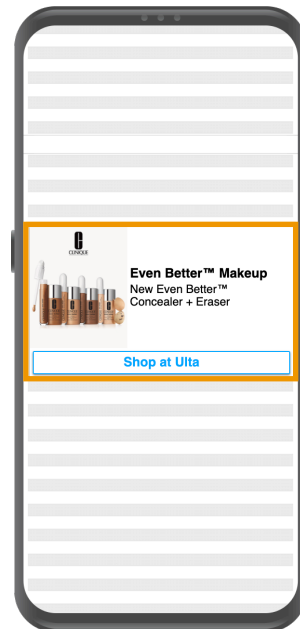
LOOKBOOK • DEMO LINK

Eye-catching image showcasing multiple features while pulsating hotspots encouraging customers to tap to reveal more details.



LOW FUNNEL

Our [Flexcard](#) and [Flexbanner](#) units are great for efficiency-focused campaigns because they have efficient CPMs and generate high CTR and viewability. You can leverage our formats, inventory, and analytics while running campaigns via your DSP.



FLEXCARD • DEMO LINK

Native text+image with a prominent call-to-action.



AEROS ATTENTION ANALYTICS

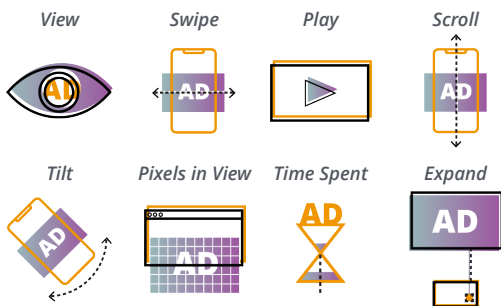
Use an AEROS PMP to optimize any campaign. These are PMPs designed to improve your KPIs. AEROS Attention Analytics picks up on human attention signals (gestural) and other page signals multiple times a second, factors them into unique AI algorithms, and automatically optimizes your media performance. We've seen, on average, across our AEROS campaigns on our marketplace:

Up to **85%** average KPI lift

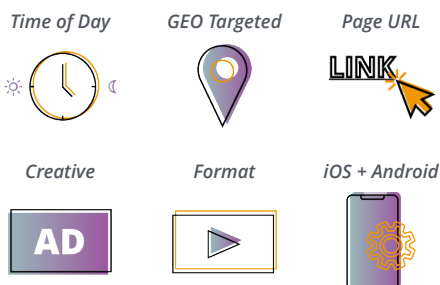
80%+ cost-adjusted lift

[Click here](#) to find out how we used a PMP for a CPG brand, which was automatically optimized for AEROS Attention Analytics, to beat the brand's KPI goal, lifting their VCR performance 14% to an all-time high of 79%.

Consumer Attention Signals



Content and Creative



NEXT-GEN FORMATS AND CREATIVE OPTIMIZATION

Our patented formats in video, high-impact, native and display are available across all channels (mobile, desktop, in-app). They're not only visually appealing, they also capture attention on the front-end to find your qualified consumer. The formats are designed to generate more attention signal which gives us more data to inform our optimizations.

Our in-house team of designers can tailor your creative at any time, with a quick 24-hour turnaround. Need to alter a deal or message? Or simply expand on an offer or make a destination look even more visually appealing within a format? Our team provides these services for free.

SMART INVENTORY

Another way we can help your campaign perform better is through Smart Inventory. The Yieldmo SSP passes better traffic to the DSP - traffic that has been pre-qualified and likely to perform better. We have deep publisher integrations and tech that allows us to understand precisely which impressions will perform better for you. And we work with and without cookies - we capture actionable information in the bidstream and the impression to understand page characteristics. We then select the best impressions for our buyers.



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For more information, please reach out to your account manager
or email info@yieldmo.com.

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