

SPIQE ×  CPG Brand

Determining ROI Across Multiple Properties in a Portfolio





The Challenge

A global CPG brand identified metrics like media value and in-stadium pour revenue as providing an incomplete picture of their ROI from sports sponsorships.

SPIQE, in partnership with the CPG brand set out to answer the question, **“What is the true retail ROI of our sport sponsorships?”** In order to benchmark their portfolio and negotiate deals moving forward.



1



The CPG brand initially selected to complete a proof-of-concept with three teams from their sponsorship portfolio. SPIQE, in partnership with a data partner, identified millions of the brand's customers. Using SPIQE's Sport Audience Graph, customers were then split into fans and non-fans of teams that were part of the brand's sponsorship portfolio.

The Strategy

2

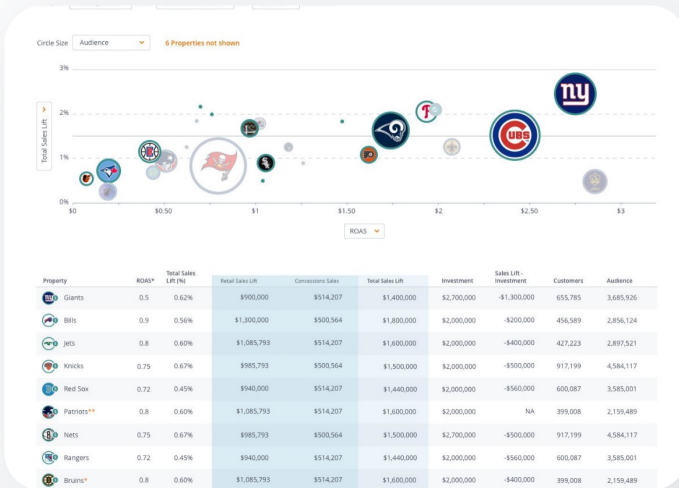


The purchase behavior of both groups was compared across multiple seasons in a privacy-compliant manner to determine the incremental sales lift that sponsorship provided through fans of those teams.

3

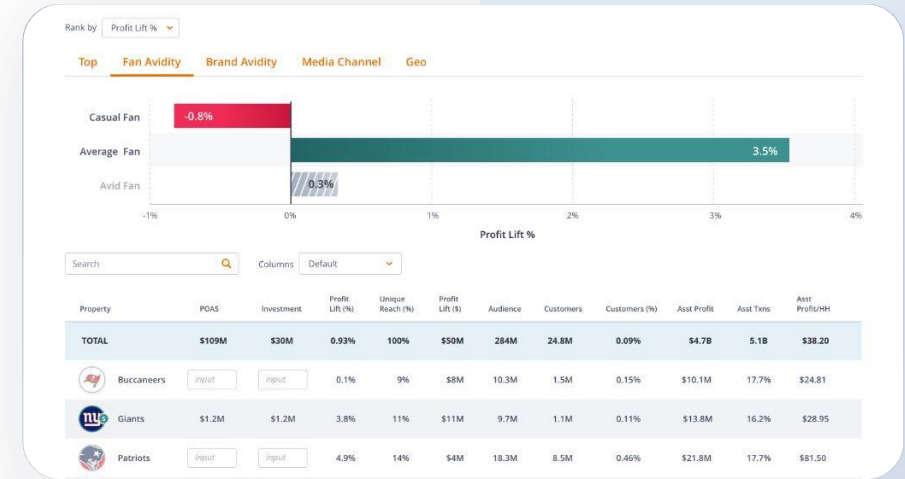
SPIQE completed the delivery of the initial project through a digital dashboard, which combined retail ROI with in-stadium sales and sponsorship investment.

This dashboard provided the CPG brand with key metrics such as sales lift and ROI per property and allowed the team to sort and filter data to help guide internal discussions.



The Result

After collaboratively adapting some of the methodology to best fit their strategy, **the CPG brand opted to deploy the technology across their entire sports sponsorship portfolio**. This included more of their product labels and allowed them to delve into a higher resolution of the data with each successive iteration.



The brand is now projecting savings of 20-30% across all partnership deals & with consistent benchmarks across all investments.

It is also looking to build revenue-based guarantees into its sponsorship contracts.

SPIQE

Interested in what we can do for your brand?

✉ Contact us: info@spiqe.com