Unlocking Success: How Coppertone Ads Achieved a Remarkable 72% Repurchase Rate

The goal.
You can feel the heat.
As your fingers grip a bottle of that new yellow bottle of sunscreen, you’re no longer in beach. You’re at the beach. Wading into the waves, as they break against the wet sand. Golden rays dancing across your skin.

But, there was a hill to climb.
There were so many products on the market. The idea? Create a better customer experience and 86% will pay you more for it.

As the nation’s largest, highest-rated consumer panel, Surveys On The Go® (SOTG) locates panelists in real-time. Here, the app triggered a survey to people who had accessed a Cannabis app, or visited a dispensary, within hours of the action taken. All within the client’s requested market area.

The results.
1. eCommerce behavior: SOTG confirmed their use of a Cannabis app on their phone.
2. Accurate data: Panelists were spoken to in real-time, and validated via the SOTG app.
3. Timely behaviors: SOTG confirmed their visit to the retail location.
4. In-store insights: The app captured their feedback at shelf, checkout, and home.
5. Positive recall: Shoppers spend an average of $70 in the first month of sales.

But how do you win market share in a brand-new area?
This quality data comes straight from the first-party panelists, via their smartphone, at their favorite stores.

Marketing efforts should increase awareness in both dispensaries, and on apps, because:

• 91% of Target buyers are extremely likely to repurchase the brand.
• 86% bought Coppertone from seasonal displays at Target.
• 43% of Walmart buyers are extremely likely to repurchase the brand.
• 59% remember the Coppertone ad at Walmart.

How do you win market share in a brand-new area?
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The new market for this Cannabis client was very familiar with the brand. The idea? Create a better customer experience and 86% will pay you more for it.

Reference:
• as a market research leader, MFour is the only market research leader to combine data with survey recommendations. The client must be ready to promote their brand. In fact:

About MFour.
Coppertone In-Store Case Study

COPPERTONE ADS ACHIEVED A REMARKABLE 72% REPURCHASE RATE

The results.

1. Awareness
   • 91% recalled the Coppertone ad at Walmart.
   • 86% remembered the Coppertone ad at Target.
   • 10% had a better recall at Walmart with prominent displays.

2. Location
   • 25% bought at Walmart non-promotional displays.
   • 26% bought from the seasonal displays at Walmart.
   • 95% bought Coppertone from seasonal displays at Target.
   • 87% bought Coppertone from prominent displays at Target.

3. Loyalty
   • 87% of Walmart buyers are extremely likely to repurchase.
   • 41% of Target buyers are extremely likely to repurchase the brand.

By simply displaying翀rought by Target” (MT). The client’s brand was able to promote their brand.

Better outcomes on MFour Studio: the first platform to behave like your customers. Using the nation’s most downloaded, highest-rated, and only Apple-approved data collection and survey app, MFour has finally united validated consumer surveys for unprecedented insights to help you capture the modern consumer’s attention.

References:
To learn more, visit us online at www.mfour.com/our-story.

Research was required.
So, let’s start in store.
It’s how you’ll uncover what buyers want. Catch if your consumers while they’re still inside, doing all the sought after activities you’ve poured center line, but of sunscreen. You’re in luck. There’s an app for that.

Our approach.
We used Surveys On The Go® (SOTG).
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MFour is the only platform for new app, web, and traffic: a site with validated consumer surveys for unparalleled insights to help you capture the modern consumer’s attention.

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