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Unilever Leverages First-Party Data to Drive Insights and Personalization at Scale

Popularizes liquid detergents in the Philippines using mobile research, custom audiences and programmatic advertising.

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Introduction

In the Philippines, Unilever provides consumers with laundry products under the brand name 'Breeze'. These products can be used for washing clothes either by hand or with the washing machine.

The detergent market in the Philippines is dominated by powders and bars, with more than 95% of consumers preferring these formats over liquids. Breeze had the objective of growing the liquids penetration in the market, familiarizing consumers traditionally used to the powder detergents with the new format.

To this extent, Unilever needed to understand, identify, engage and acquire customers in a manner that drives a paradigm shift in their washing behavior. With a legacy of increasing convenience and brightening the lives of millions of households around the world, Unilever had to help consumers in the Philippines leap forward for effective washing through liquid detergents.

Digital Transformation
The Road Ahead for Unilever

Unilever is a global pioneer in every field – marketing, advertising, branding, operations, research, customer-centricity – anything and everything. And, even more so in digital transformation.

> Unilever aims to future-proof the business by sharpening its digital investment to better understand, engage and serve consumers. This underpins an even more customer-centric approach through data-led marketing, which ensures we better segment, enrich and focus on activities that drive higher ROI.
>
> **Enzo Devoto** – Executive Vice President Fabric Solutions, Digital & Disruption

By leveraging first-party data, Unilever aimed to deliver a personalized experience that demonstrated relevance – reflective of its in-depth understanding of consumer habits and preferences.

The Data Value-Exchange with Connected Consumers

When It comes to relevance, access to the right kind of data becomes essential. Strong companies consider first-party data as a two-way value exchange, where the researcher gets data from authenticated sources to plan better marketing strategies, while the customers get valuable information that helps them enhance their daily lives.

While there is a multitude of anonymous data sources available online, including browsing and search behavior on websites and apps, or clicks and impressions from media campaigns, information on consumer interests and purchase intent from surveys remains crucial for marketers to understand their audience and get trusted opinions.

Leveraging Mobile to Understand, Identify, Engage and Acquire Customers

The Philippines has a 71% internet and 89% mobile penetration. This translates to millions of connected consumers across the nation. Keeping this in mind, Breeze built a mobile in-app strategy to survey consumers In the Philippines and bring about the attitudinal shift among them. Unilever identified InMobi as the digital partner of choice to understand the nature of its audiences, identify key behaviors and then engage and acquire them through a tailored experience.

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Chapter 1
Understanding the Customer

The Challenge : Gathering Fast and Actionable Insights

Today, consumers are bombarded with marketing messages and advertisements, making it very difficult for brands to differentiate themselves in the mind of their audiences. Unilever, through traditional research methods, gathered seven key barriers for consumers to switch from powder to liquid detergents. However, their previous targeting solutions, including demographics, interests and location fell short in providing the lower funnel triggers that are required to create sharp brand messaging.

These qualitative insights were not sufficient to precisely understand such a broad category of consumers and to action a plan that drives a shift in their washing behavior.

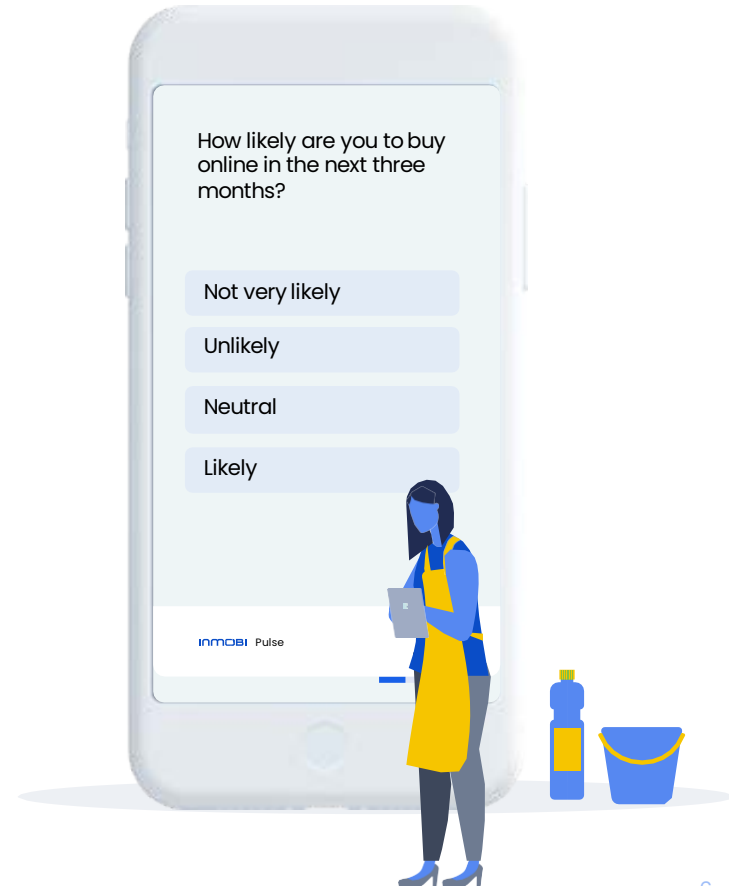## Chapter 1
Understanding the Customer

The Solution : Leveraging Mobile for Research

Unilever partnered with InMobi to solve this issue through InMobi Pulse, the leading mobile consumer intelligence platform. InMobi Pulse accesses over 20 million monthly active smartphone users (MAUs) in the Philippines. Through the platform, Unilever surveyed over 11,500 consumers to understand their category preferences, usage and key barriers to adopting liquid detergents. Unilever gathered several granular insights that helped them understand and identify their audiences while shaping how they engage and acquire them.

> **Monica Zymberg**
> Senior Global Brand & Innovation Manager, Unilever
>
> "In consultation with InMobi, we designed a survey aimed at answering questions for both research and targeting purposes. We were able to learn more about Filipino consumers, their laundry preferences, consumption barriers and key messages to promote liquid detergents adoption. And by using mobile research as starting point, we created a precise, fully Integrated and agile go-to-market strategy."

How likely are you to buy online in the next three months?

Not very likely

Unlikely

Neutral

Likely

InMobi Pulse

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Chapter 1

Understanding the Customer

The Solution : Leveraging Mobile for Research
Washing Mode Preferences

To begin with, it was important to understand how Filipinos prefer to wash clothes – methods of washing clothes, the penetration of washing machines and other detailed washing modes such as laundromats.

From our survey of over 11,000 respondents, InMobi found out that 43% of Filipino consumers, especially mothers and homemakers, still prefer washing by hand.

43%

27%

24%

6%

- ■ Wash by Hands
- ■ Front Loading Machine Wash
- ■ Top Loading Machine Wash
- ■ Laundromats

7
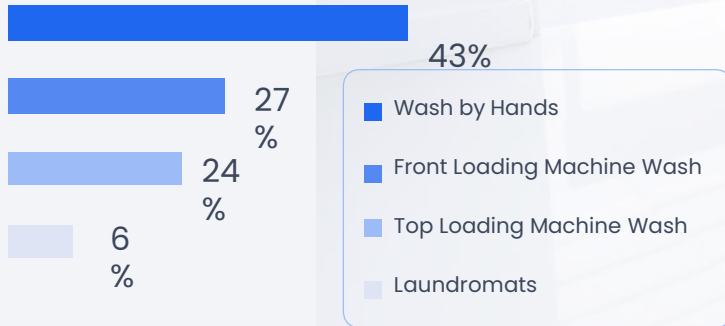
Chapter 1

Understanding the Customer

The Solution : Leveraging Mobile for Research

Reason for Detergent Selection

Alongside with washing methods understanding, the mobile research disclosed drivers of preference for detergent choice (category adoption), how Breeze (liquid detergent) can unlock an improved laundry experience and an adequate mapping of audiences based on interests (for creating effective communication).

31%

23%

12%

12%

12%

9%
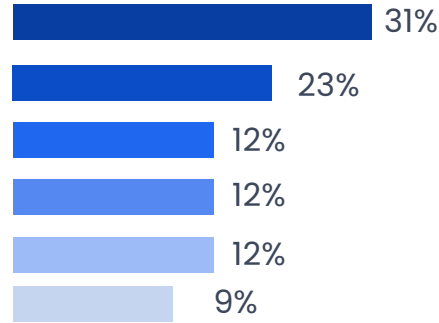
- ■ The smell of clean laundry is the most important thing
- ■ Need products that solves difficult stains
- ■ Want a one-size-fits-all product
- ■ Like using the latest and best products
- ■ Use different products for different needs
- ■ Buy the cheapest product in the market

As our research uncovered, 31% of Filipinos feel that the smell of clean laundry is the most important thing in the washing process.

Barriers to Buying Liquid Detergents

Alongside with washing methods understanding, the mobile research disclosed drivers of preference for detergent choice (category adoption), how Breeze (liquid detergent) can unlock an improved laundry experience and an adequate mapping of audiences based on interests (for creating effective communication).

Chapter 1

Understanding the Customer

The Outcome: Unique Customer Personas

InMobi further sliced and diced the responses based on the following parameters to categorize Filipinos into three broad segments: Bargain Hunters, Skeptics and Laggards.

Spending habits

Age group

Gender

What they use for washing

How they use it

Barriers to Liquid Usage

Need from the product (Detergents)

From the detailed survey responses, Unilever clustered its prospective customers into three segments of non-liquid detergent buyers.

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Understanding the Customer
The Outcome: Unique Customer Personas

Mobile-Driven Insights and Impactful Communication

Abhinav Mohan
VP and GM - Pulse, InMobi

"A problem well understood is a problem half-solved. To gather actionable insights on their customers from time to time, brands must invest in a sustainable approach. Using a mobile-first platform, brands can stay in touch with the evolving consumer needs by capturing the real voice of the customer. Through this clustering, Unilever defined the communication and advertising strategy for their brand."

Bargain Hunters
These are price conscious consumers, who tend to be particularly sensitive to price fluctuations and always prioritise the most cost-effective solution.

Skeptics
Skeptics are comfortable with their current laundry solution and have their reservations about the efficacy of alternative products.

Laggards
Laggards are slow decision makers as they lack the know-how and are often unaware of all the product benefits

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Chapter 2
Identifying the Audience

The Challenge : Scaling Seed Audiences

Unilever developed a rich understanding of their consumers through a survey on Pulse – a leading mobile consumer intelligence platform. However, to activate its communication strategy, Unilever needed to precisely target each of the segments, Bargain Hunters, Skeptics, and Laggards, at a massive scale. At the same time, the brand had to target these mobile audiences while staying up to date with their changing shopping habits, preferences or media behavior as micro-moments unfold in their daily lives.

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Chapter 2
Identifying the Audience

The Solution : Data-Driven Lookalike Audiences

Unilever used InMobi Audiences to create lookalike audiences with high probability scores to match the three target segments. The Audiences platform amplified the three customer segments created using survey intelligence into a larger audience of similar preferences and behavior.

Factors Considered	Nature of Audiences
Category of Audience	Mothers, homemakers
Age	25 to 50 years old
Income Group	Middle class, upper-middle class and affluent
Data Considered	**Data Signals Used**
Appographic Data	Type of apps the audiences use and their inclination towards specific genres of apps
Technographic Data	Mobile device types, operating systems and network data
Geographic Data	Location of the user
Ad Preference	Brand, category and ad formats

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Chapter 2
Identifying the Audience

The Solution : Data-Driven Lookalike Audiences

InMobi's machine learning-based model used over 2000 different attributes to create lookalike audiences based on:

Geolocation context: Mothers and homemakers most likely to visited places such as schools, supermarkets, shopping malls, movie theaters and restaurants were identified as key locations for the campaign.
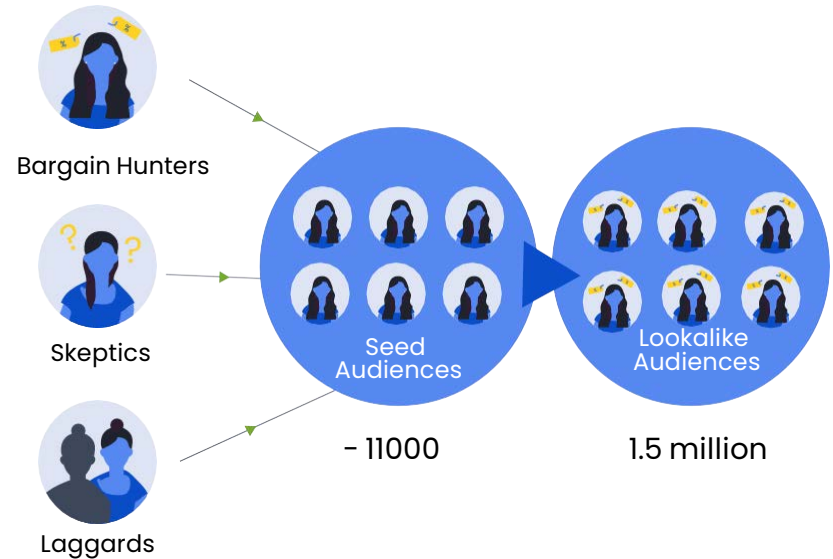
Device/app ownership: The most used mobile devices, their operating systems, carrier networks, etc. were identified.

Demographic data: The age and income groups, social circles, etc. were identified as key triggers to drive the campaign.

User search history: Trends in searches, keywords relating to the search of detergents and trends in search history in multiple locations were identified.

Physical store data: Based on hygiene scores and recency of presence, their recently visited locations were identified.

From the initial 11,000 Pulse survey respondents, who in this case are the seed audience, InMobi amplified the reach of the campaign. These "always-on" audiences are constantly updated based on near real-time demographic, location, app and web usage data.

Bargain Hunters

Skeptics

Laggards

Seed Audiences

Lookalike Audiences

– 11000

1.5 million

13

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Identifying the Audience

The Outcome: Precision Targeting at Scale

Rishi Bedi
VP and Head of Business and Operations
SEA, Japan and Korea, InMobi

"At InMobi, we provide brands the ability to stay connected with their ever-evolving audiences and their user states through the InMobi Audiences platform. This means brands have the ability to drive laser-focused targeting with a wide reach and at scale in an 'always-on' fashion."

Mario Dughi
Senior Digital Transformation Manager
Unilever

"While these users were segmented based on the survey results, InMobi Audiences had multiple other data signals about these users such as device ownership, cellular operator, location, app ownership, ad interaction, etc. Based on these signals, InMobi has truly delivered, making precision marketing at scale for Unilever a reality. The right kind of data and audience platforms enhanced our seed audience of 11,500 users into high quality psychographic and category behavioral segments of 1.5 million consumers."

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Chapter 3
Engaging and Acquiring Customers

The Challenge : Driving Personalization at Scale

Unilever identified three key target segments for Breeze based on an in-depth understanding of the consumer. Armed with this data, it had to build tailored creative and mobile media strategies for 1.5 million Filipinos. While designing the media strategy, Unilever had to be mindful of the creative preferred by the connected consumers and the channel for maximizing media efficiency and impact.
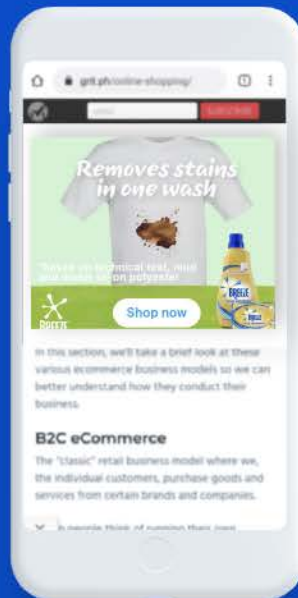
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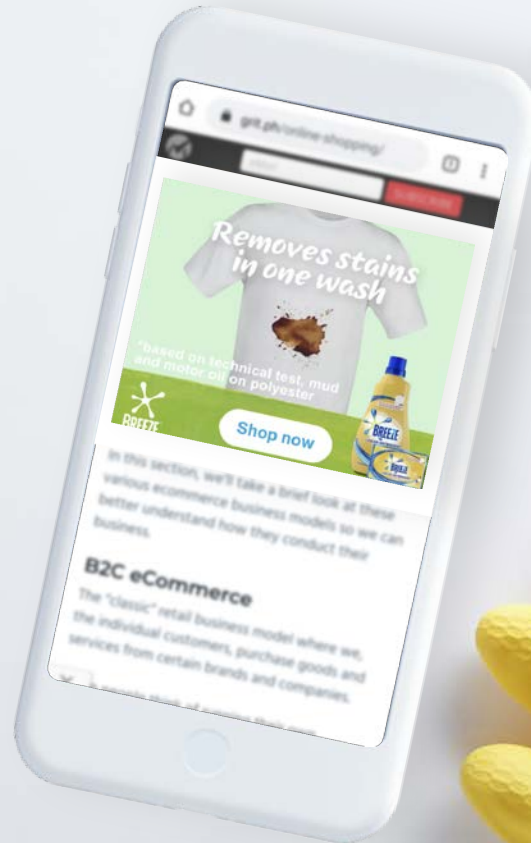
Chapter 3
Engaging and Acquiring Customers

The Solution : Leveraging the Power of Programmatic Video

Unilever leveraged programmatic video to deliver ads with customized messaging and aesthetics to the audience segments of Bargain Hunters, Skeptics and Laggards. This way, different audiences saw ad creatives that spoke specifically to their needs and concerns. Mobile is the primary screen for connected consumers in the Philippines, as they stream **videos, play games, access news, and avail banking services on the go.** Mobile video advertising, with a **150% higher engagement rate than other formats,** is evidently the preferred mode of engagement with brands.

Bargain Hunters

Skeptics
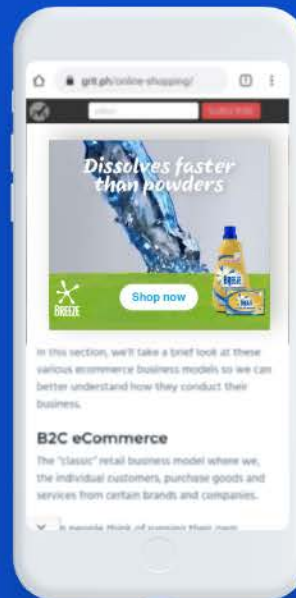
Laggards

Chapter 3
Engaging and Acquiring Customers

Unilever's leadership in programmatic planning and buying meant an easy integration with best-of-breed technologies and capabilities such as InMobi Exchange. InMobi Exchange provides the safest premium-buying opportunities in the app-based ecosystem to leading brands and advertisers across the globe. Unilever's commitment to programmatic in partnership with InMobi Exchange guaranteed digital media quality measures around complete viewability, transparent brand safety and high in-target delivery.
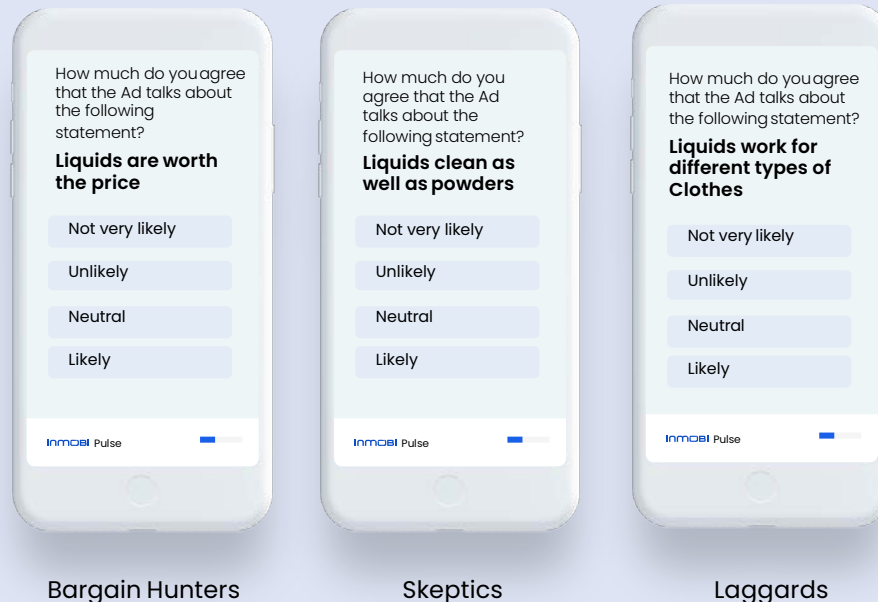
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Chapter 3
Engaging and Acquiring Customers

The Outcome: Influencing Purchase Through Personalization

For Unilever, the brand awareness, preference, recommendation and purchase intent of the consumers were the most critical for the success of the pilot. To understand the impact of the campaign on perceptions and behaviors of the clustered audiences and how they responded to the ads, Unilever conducted a brand lift study.

The study observed a deeper level of interaction of the target audiences with the brand. As a result of the messaging, the audience seemed to prefer, intended to purchase and was likely to recommend Breeze in the Philippines.

Customized Brand Lift Survey

How much do you agree that the Ad talks about the following statement?
Liquids are worth the price

Not very likely

Unlikely

Neutral

Likely

INMOBI Pulse

Bargain Hunters

How much do you agree that the Ad talks about the following statement?
Liquids clean as well as powders

Not very likely

Unlikely

Neutral

Likely

INMOBI Pulse

Skeptics

How much do you agree that the Ad talks about the following statement?
Liquids work for different types of Clothes

Not very likely

Unlikely

Neutral

Likely

INMOBI Pulse

Laggards

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Engaging and Acquiring Customers
The Outcome

4

Intent to Purchase

The exposed group said they were likely and very likely to purchase Breeze

2

Ad and Brand Recall

75% of the exposed group recalled watching the ad. 83% of the people who recalled the ad also recalled the brand name correctly.

BREEZE

LIQUID DETERGENT

STAIN-ACTION BULA

NO EXTRA SCRUB WHEN MACHINE WASH

1

Ad Comprehension

70% of the audience is impressed by the ad content.

3

Brand Awareness and Salience

While Bargain Hunters achieved the largest rise in awareness, the Skeptics closely followed.

5

Brand Recommendation

The exposed group considers recommending Breeze.

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Engaging and Acquiring Customers

Ad Recall

25

Brand Recall

17

Yes	No

Base (Exposed) : 3015

| Breeze	Others

Base (Exposed & Recall ad) : 217

Effect of personalized advertising on ad and brand recall, Brand Lift Survey, Unilever

Sales Metrics

The campaign saw a marked effect on customer purchase patterns. Marketers noticed that 13% of the viewers visited the website, 19% checked the product online, and 1 in 3 consumers went ahead and bought the product. The 33% of consumers who stated their intent to buy the product defines the campaign success in driving the perception shift of powder-using consumers trying liquid detergents.

Turnover of liquid detergents witnessed a YoY uplift of 30.3% in September 2019 and 24.8% in October 2019. This is an initial indication that the campaign drove a positive uplift among the Filipinos.
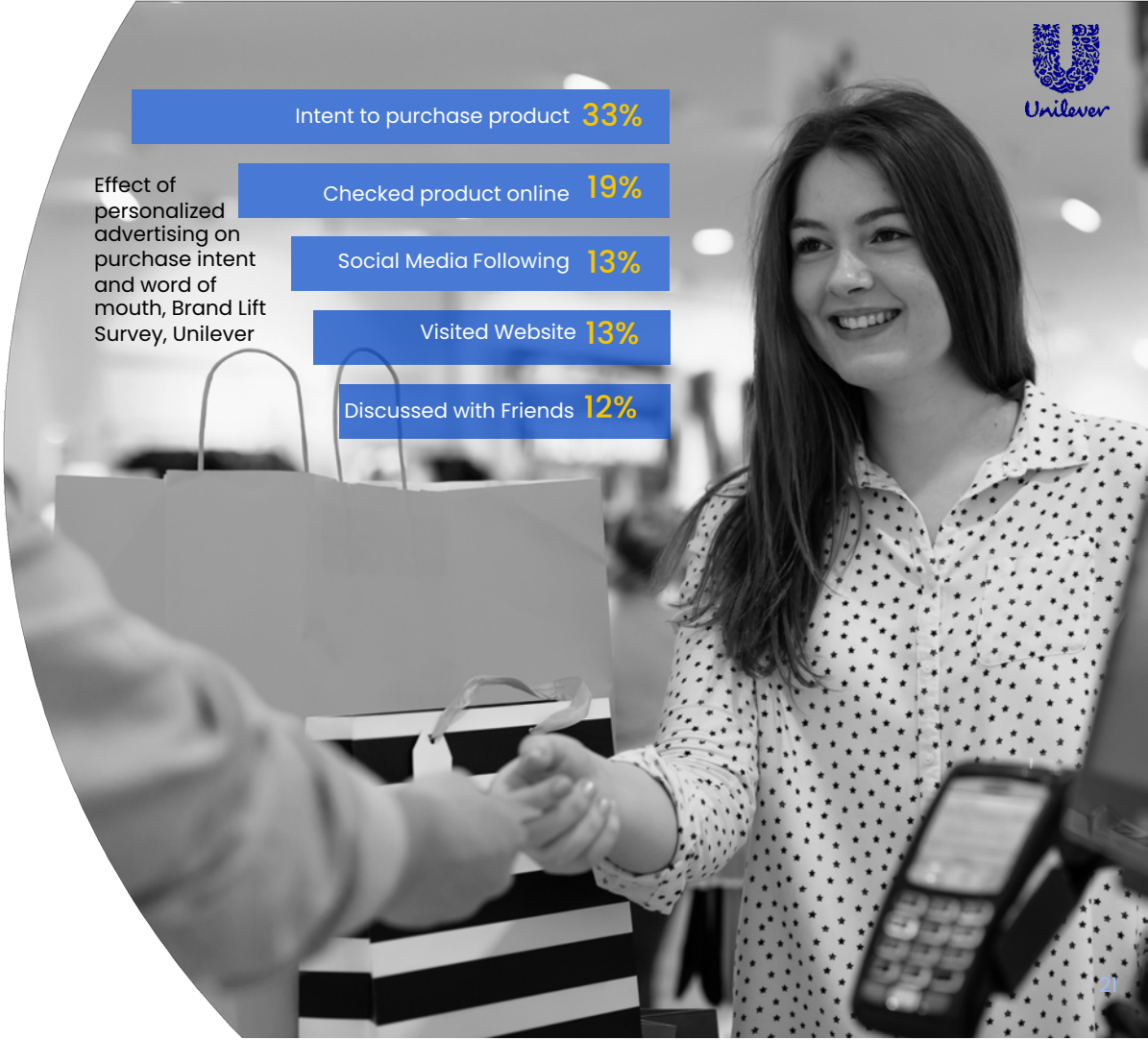
Effect of personalized advertising on purchase intent and word of mouth, Brand Lift Survey, Unilever

Intent to purchase product **33%**

Checked product online **19%**

Social Media Following **13%**

Visited Website **13%**

Discussed with Friends **12%**

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The Best Bets that Helped Unilever to Demonstrate Campaign Success

A combination of intelligent mobile market research, precise lookalike audiences, intuitive ad content and programmatic in-app advertising created a breakthrough in the buying behavior of Filipinos.

Understand
Buyer Behavior

InMobi delivered a feasible solution, personalizing audiences and clustering them based on actionable parameters. This showed marketers the real audience they needed to address and capture.

Identify
Thoughtful Opportunities

Based off the audience segments developed through first-party data, InMobi identified lookalike audiences and set priorities for each audience segment to amplify the reach of the campaign and change the perceptions of the larger target group.

Engage
Through Personalization

Keeping the communication succinct and personalized for the audiences through the most engaging in-app ad formats, InMobi bridged the gaps between a strong plan and a well-executed strategy by providing a seamless customer experience.

Acquire
Customers at Scale

With data sources backed by the brand lift survey, InMobi accurately measured the reach, response and overall impact of the ad campaign in driving the mind shift in the audience.

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"At InMobi, we believe that long-term brand success requires a healthy consumer relationship. And with any relationship, it is important to not only "talk" but also to listen, in order to create understanding. Successful brands such as Unilever, through this project, have focused on delivering the brand to the consumer - not the consumer to the brand. They have built relevant brand experiences that are personalized, automated and delivered at scale. We are glad to be helping brands solve the puzzle of understanding their data whereabouts and providing a safe platform to reach them effectively on mobile."

- Vasuta Agarwal
Managing Director, Asia Pacific, InMobi

"Today's consumer learns, evolves and takes action in a way that is too fast for many of us to keep up with (let alone get ahead of). They are "always-on" and have more control than ever before on when, how and with whom they engage. They seek contextual experiences — meaning their engagement with a brand reflects an understanding of past actions, product usage and a myriad of other factors. Through the application of consumer-focused technologies that are data-driven and mobile intelligent, we have leveraged the always-on dimension of consumer behavior to build and execute an impactful go-to-market strategy for Breeze in the Philippines."

- Rafael Hechanova
Home Care Mix Development Lead, Unilever Philippines

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About **Unilever**

Unilever is one of the world's leading suppliers of Beauty & Personal Care, Home Care, and Foods & Refreshment products with sales in over 190 countries and reaching 2.5 billion consumers a day. Since 2010 we have been taking action through the Unilever Sustainable Living Plan to help more than a billion people improve their health and well-being, halve our environmental footprint and enhance the livelihoods of millions of people as we grow our business. We have already made significant progress and continue to expand our ambition – most recently committing to ensure 100% of our plastic packaging is fully reusable, recyclable or compostable by 2025.

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About **InMobi**

InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers. As a leading technology company, InMobi has been recognized on both the 2018 and 2019 CNBC Disruptor 50 lists and as one of Fast Company's 2018 World's Most Innovative Companies.

For more information, visit <u>*www.inmobi.com.*</u>