

Proving Incrementality — Vestcom's Playbook to Validate In-Store Media Investment

As Vestcom's in-store media program scaled, demand grew among CPG clients and internal sales teams for more rigorous, quantifiable proof of performance. The business needed advanced post-campaign measurement capable of definitively demonstrating that media programs drive incremental sales.

Legacy approaches relying on third-party reports, external data sources, and manual Excel workflows were slow, fragmented, and difficult to scale. This made it harder to deliver timely insights and slowed brand teams' ability to fully recognize the value of their media investment.

Vestcom needed a repeatable, scalable measurement framework that could prove impact and elevate the strategic conversation.

Challenge

Build a durable measurement foundation within 84.51° Collaborative Cloud that delivers defensible incrementality, buyer-level insight, and scalable analytics — supporting deeper, more strategic client conversations.

As Will Potts, VP of Data Strategy & Insights at Vestcom, explains, the mandate for the analytics team was clear: deliver credible post-campaign insights, identify optimization opportunities, and help clients grow through data-backed recommendations.

Case Study

CASE STUDY:

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Solution

Vestcom adopted 84.51° Collaborative Cloud, a Databricks-based environment that provides direct access to Kroger's transaction-level grocery data with persistent, pseudonymized household IDs.

This unlocked three critical capabilities:

1. Precision Measurement That Proves Incrementality

Transaction-level data enables rigorous test-versus-control analysis at the UPC level while capturing halo effects across adjacent SKUs. Vestcom combines long-term holdout stores with nearest-neighbor matching to ensure statistically defensible results that brands can trust.

2. Scalable, Repeatable Analytics

Standardized workflows inside Collaborative Cloud allow Vestcom's analysts to automate measurement pipelines and customize campaign inputs efficiently. What once required heavy manual effort is now a reproducible system that scales with campaign volume.

3. Prescriptive Insights That Drive Action

Beyond reporting lift, Vestcom can segment by buyer behavior, repeat purchase, and penetration to answer deeper questions:

- Who did we reach?
- Did we drive new buyers or repeat purchases?
- Should we maintain, optimize or scale this tactic?

These insights transform measurement from reporting to strategic guidance for both brand teams and sales.

About 84.51° Collaborative Cloud

84.51° Collaborative Cloud provides Kroger's industry-leading data and science in an instance of the Databricks platform. Unlike 84.51° Stratum, our reporting platform for business users, 84.51° Collaborative Cloud grants access to transaction-level data with persistent, pseudonymized household IDs, so your data science team can build custom aggregations for BI tools, produce advanced analytical models, and create powerful, custom retail media audiences.



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Results

Defensible Incrementality

Vestcom now consistently reports incremental units and return on investment with statistical rigor, strengthening client confidence in media performance.

Stronger Strategic Partnerships

Brands and shopper marketing teams increasingly engage Vestcom in deeper conversations around optimization, repeat behavior, and promotion strategy — expanding the relationship beyond media placement.

Operational Efficiency at Scale

Automated pipelines and 84.51° Collaborative Cloud tooling reduce manual effort and increase the team’s capacity to measure more campaigns using consistent methodology.

Fueling Growth

Transparent proof of impact enables CPG partners to confidently invest incremental funding in shelfAdz campaigns that highlight value to shoppers, drive incremental sales, and deliver positive iROAS.

“84.51° Collaborative Cloud elevates Vestcom from a provider of media solutions to a true strategic analytics partner. It enables full-funnel measurement and deeper client conversations that expand our role, strengthen trust, and grow our long-term value with brands.”



Will Potts
VP Data Strategy &
Insights, Vestcom