

34.51°

Why Good Enough Isn't Good Enough

How sample quality changes your research outcomes



Who is 84.51°?

84.51° Loyalty Marketing

Builds long-term engagement and loyalty through relevant and personalized offers and messages.



84.51° Insights

Understands customer needs, behaviors and desires through actionable insights and consumer research along the path to purchase.



Helps drive your brand's advertising effectiveness by closing the loop between media exposure and store sales.



Kroger's footprint creates scale for insights and activation

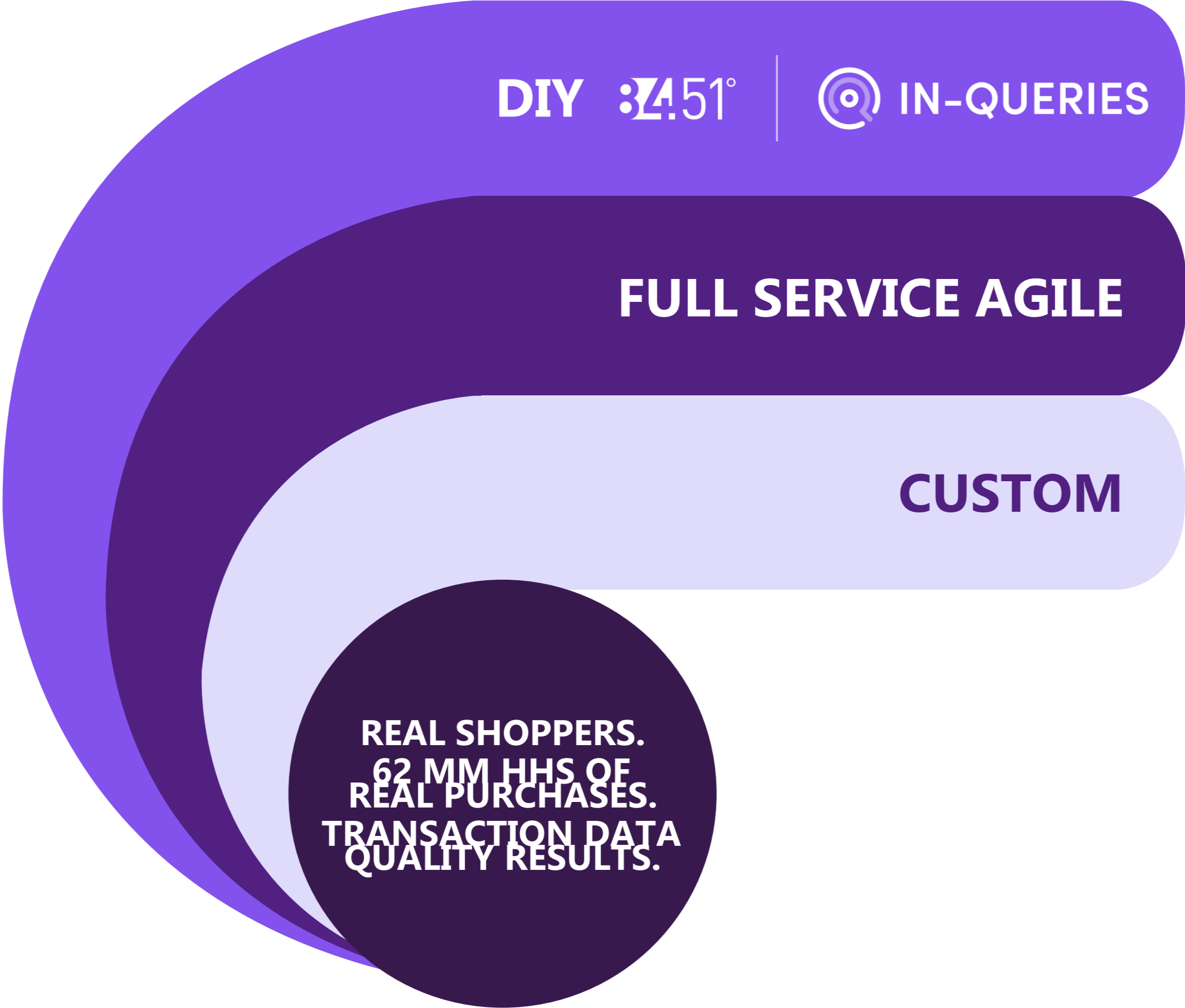


Our first-party transaction data from 62 MM U.S. households:

- **Value exchange** – consumers sign up for the loyalty program and receive value in exchange
- **Scale** – 2 billion annual transactions
- **UPC-level** – limitless analytic and insight possibilities
- **Complete** – over 95% coverage via the Kroger loyalty card
- **Omnichannel** – in-store, pickup, delivery
- **Longitudinal** – 4+ years of history
- **Data Science** – two decades of experience

84.51°'s Consumer Research combines cutting-edge research techniques with verified behavioral targeting

Actionable insights across all stages of the product life-cycle to move your business forward





The study

Research goal: Understand how sample quality impacts research outcomes

	CELL 1: Verified Category Buyers	CELL 2: Matched Traditional Panel	CELL 3: Traditional Panel
Confirmed Kroger shopper	✓	✓	✗
Confirmed category shopper	✓	✗	✗
Claimed category shopper	✓	✓	✓

Categories selected to represent different shopping dynamics

Category selection criteria

- Mix of categories representing:
 - Different HH penetration levels
 - Different purchase cycle lengths
 - Contain differentiated brands with varying levels of awareness and purchase levels
- 3 brands for each category



Convenient Meals



**Cookies and Crackers
Snack Multi-packs**



Oral Care

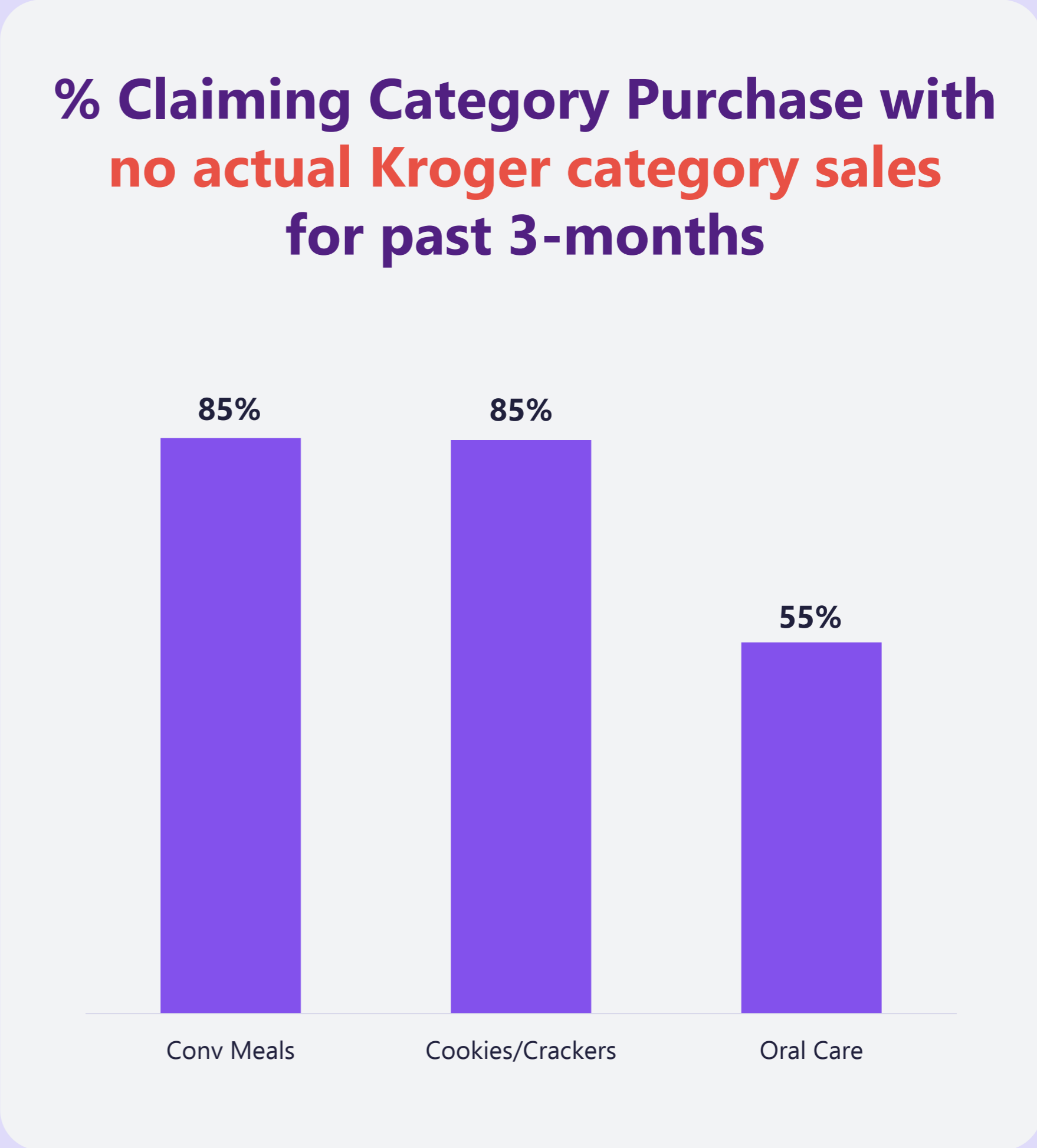
Past 3-month category purchase

- 300 verified category buyers
- 300 matched traditional panel
- 300 traditional panel



**Real people –
Who are the respondents in
your surveys?**

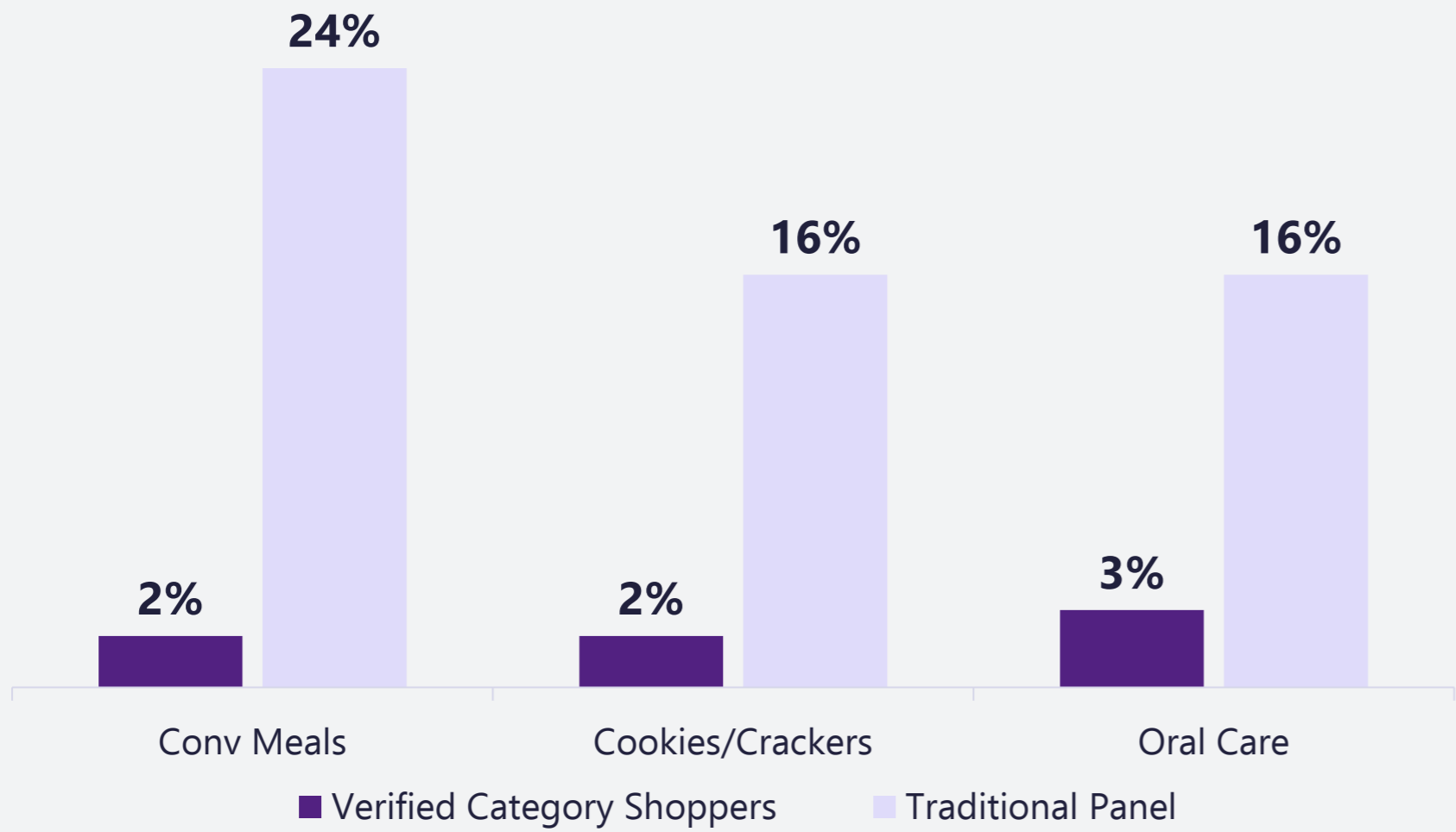
You are talking to the wrong people



And they are clearly trying to pass the screener

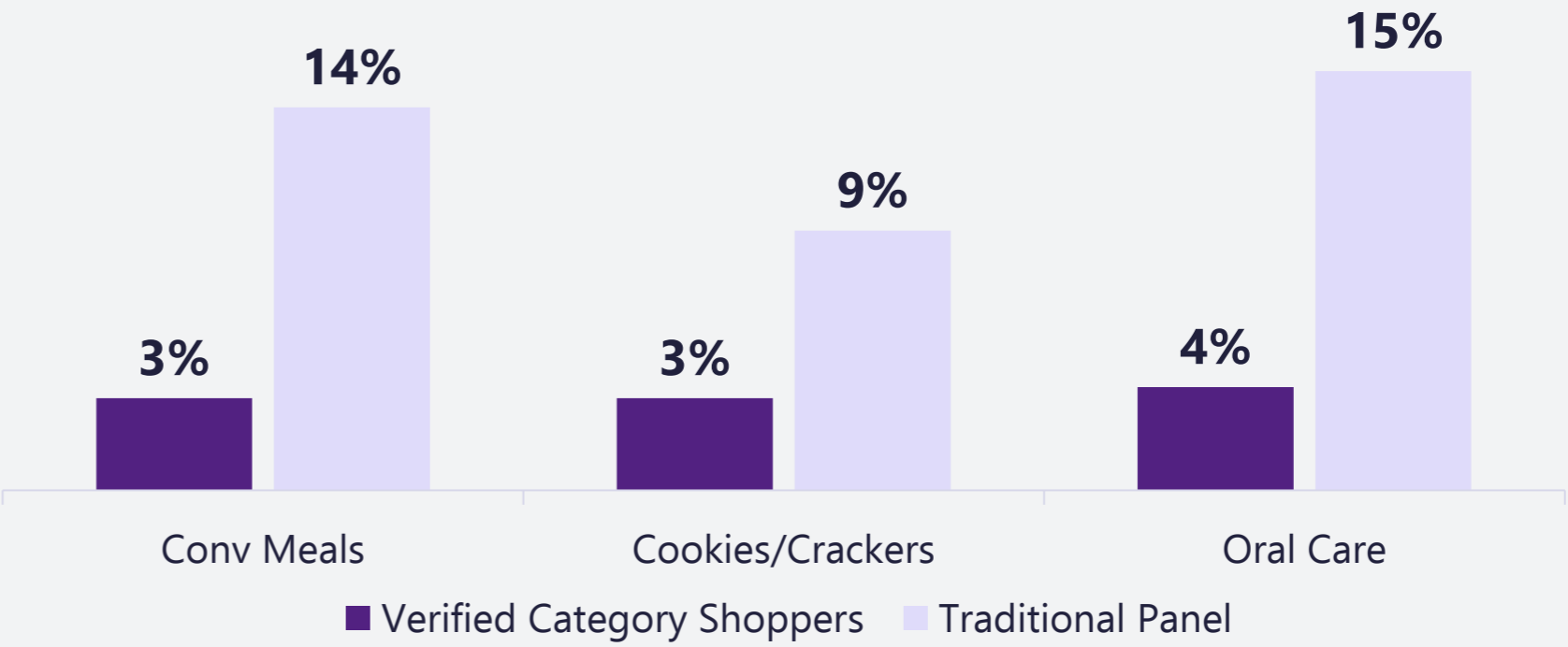
20% of traditional panelists state they shop at **3 or more Kroger banners**

Percent Claiming Category Purchase at 3 or More Unique Kroger Banners

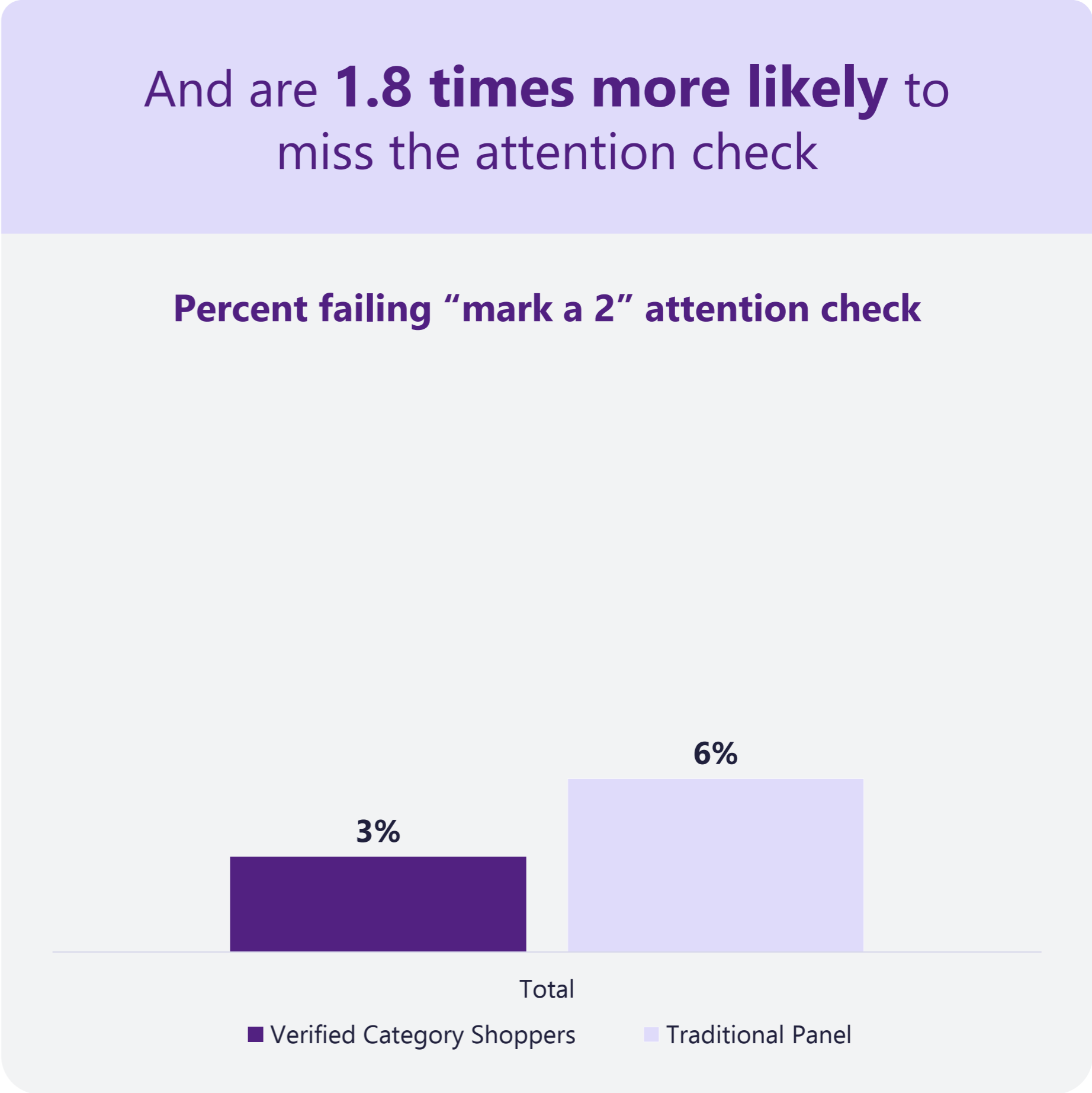
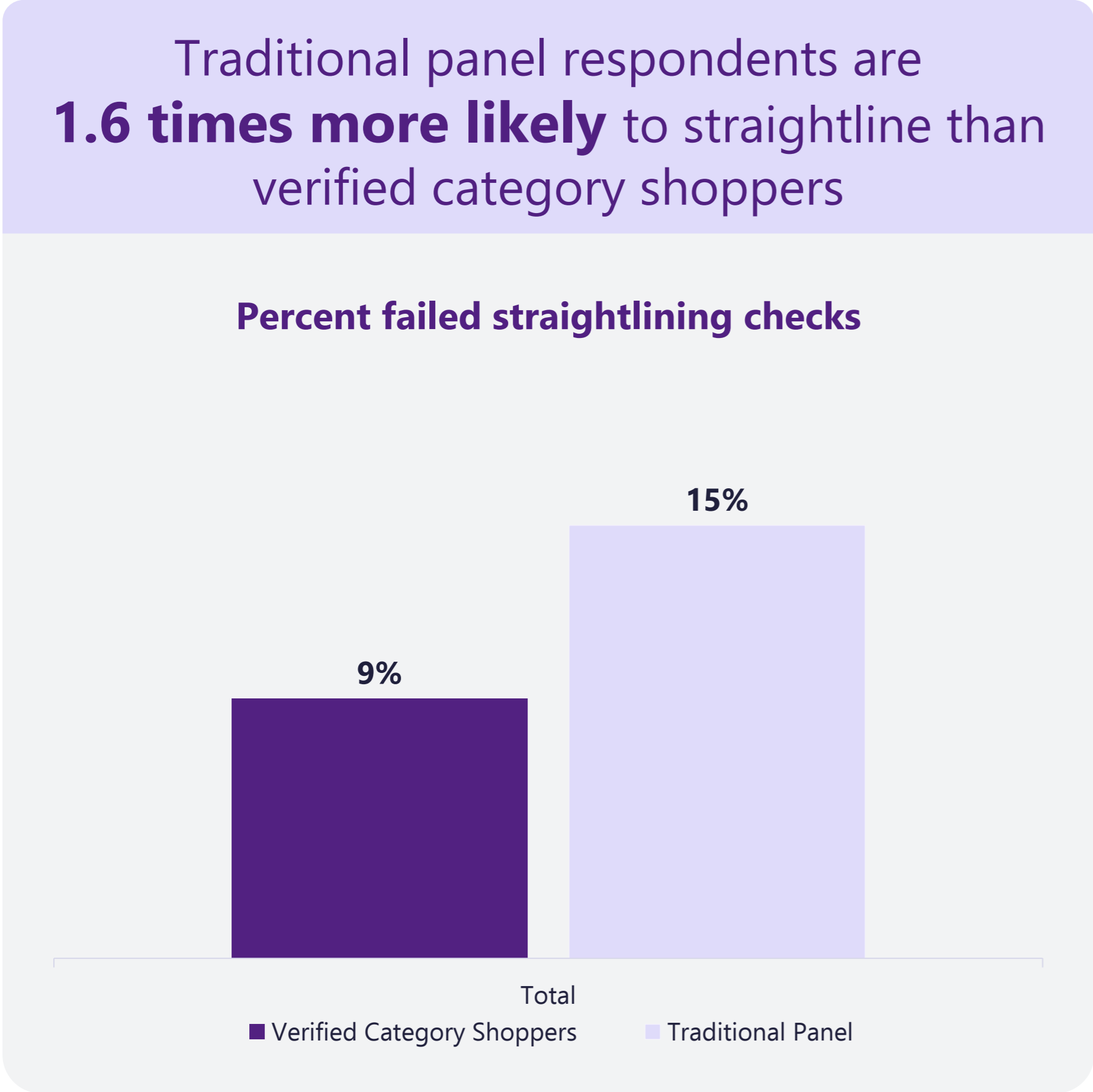


Over 10% claim to buy all categories we had in the screener

Percent Claiming Purchase of All "Distractor" Screening Categories



And they are the worst offenders of failing data quality



A man and a woman are standing in a grocery store aisle. The woman is pushing a shopping cart and both are looking at a smartphone held by the man. They are both smiling. The background shows shelves stocked with various products.

Real purchases – Why is using self-stated purchase a bad idea?

Self-claimed data places respondents into the wrong research groups



Varies by category type

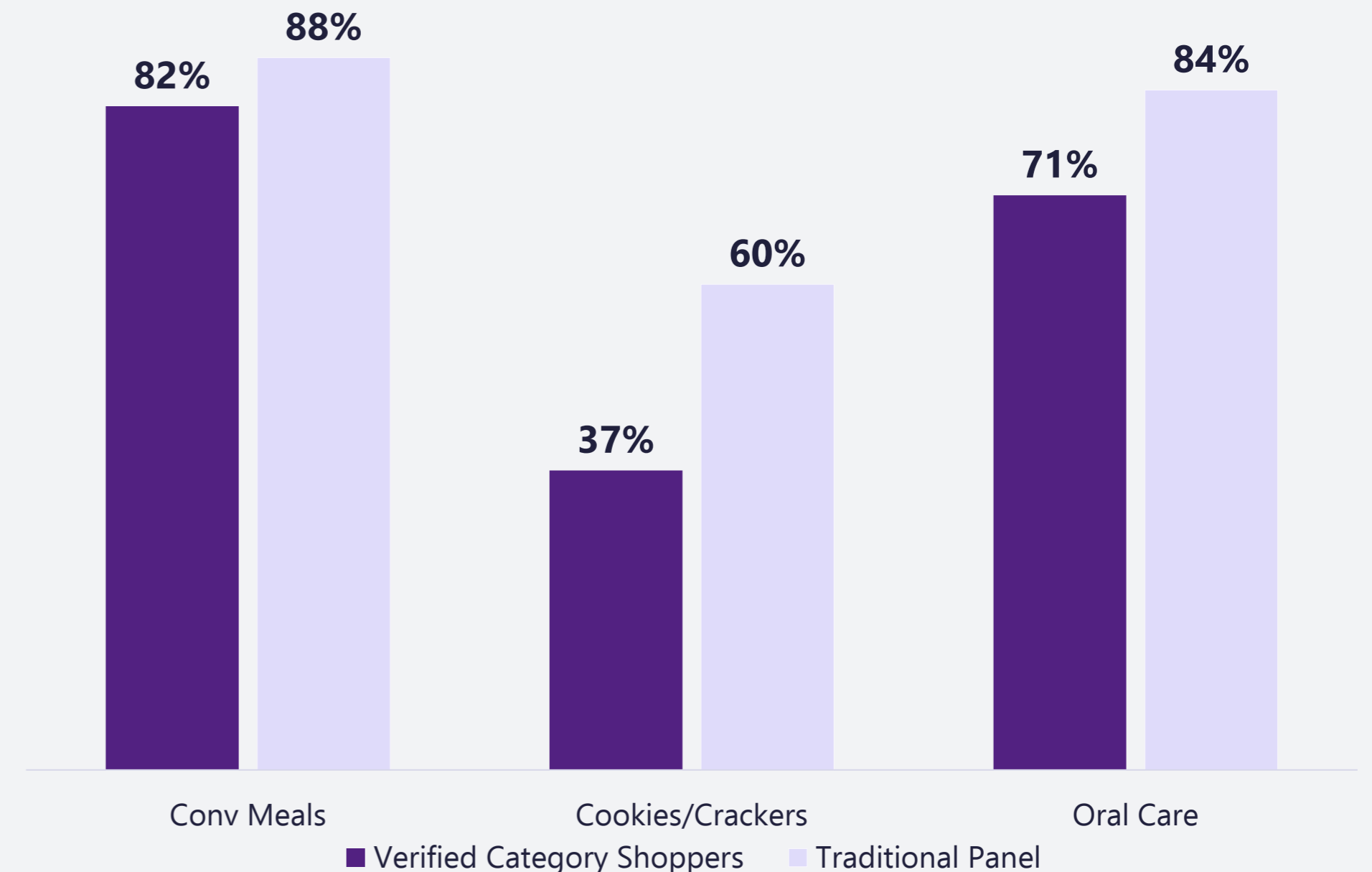
- Faster moving packaged goods misclassify at 65%
- Slower moving HBC products misclassify at 55%

And they miss by large amounts



Overall, 75% missed actual units by 2 or more

% missed actual units by 2 or more



A man with glasses and a beard, wearing a denim jacket over a white t-shirt, is smiling while looking at his smartphone. He is holding a black shopping basket filled with groceries, including a carton of milk, apples, and bananas. The background shows a busy grocery store aisle with other shoppers and shelves of products.

Quality results – Why does all of this matter?

Results are overstated for key metrics across different study types

Purchase Intent



Elevated by
22%*

Ad Ratings



Elevated by
14%*

Brand Attributes



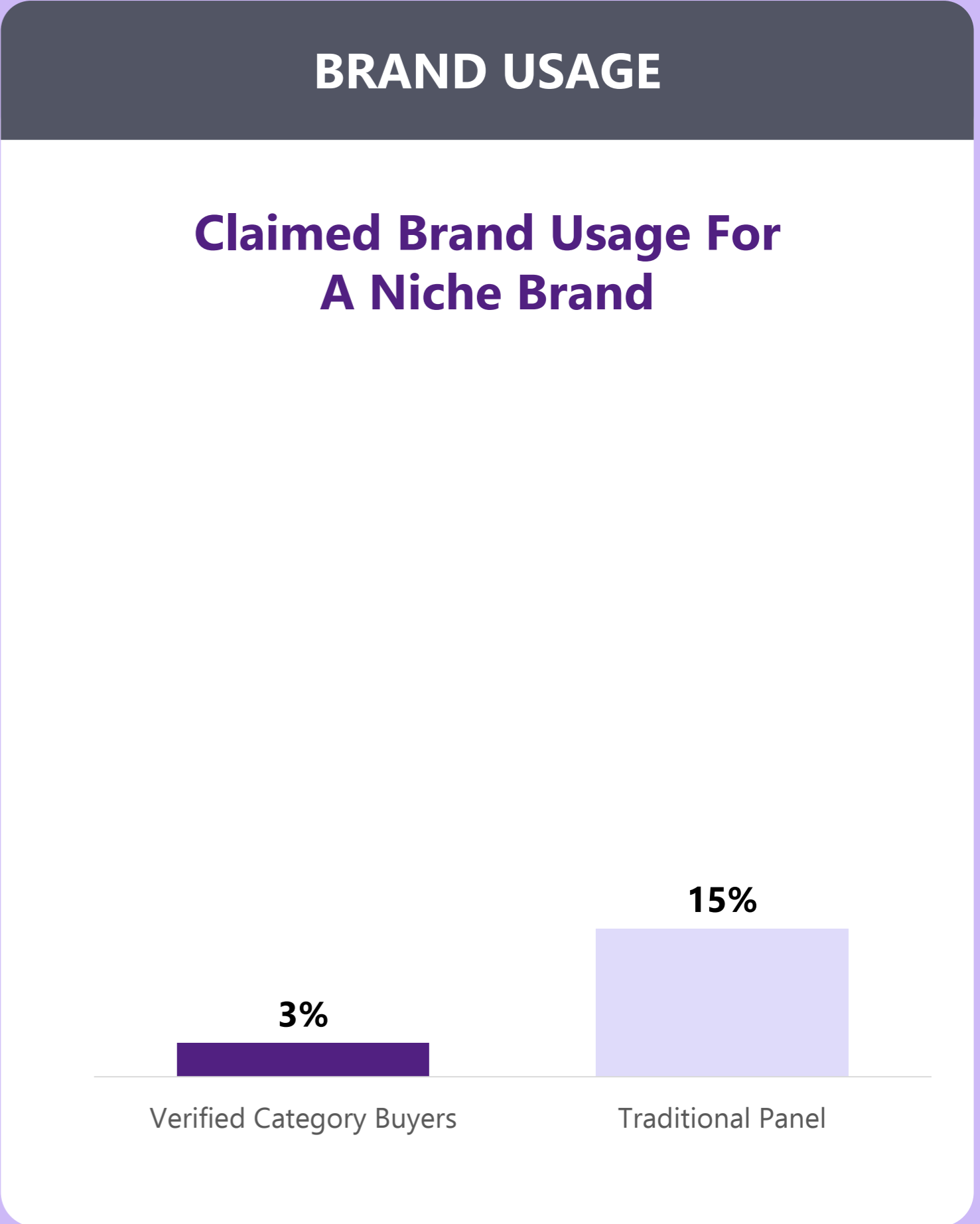
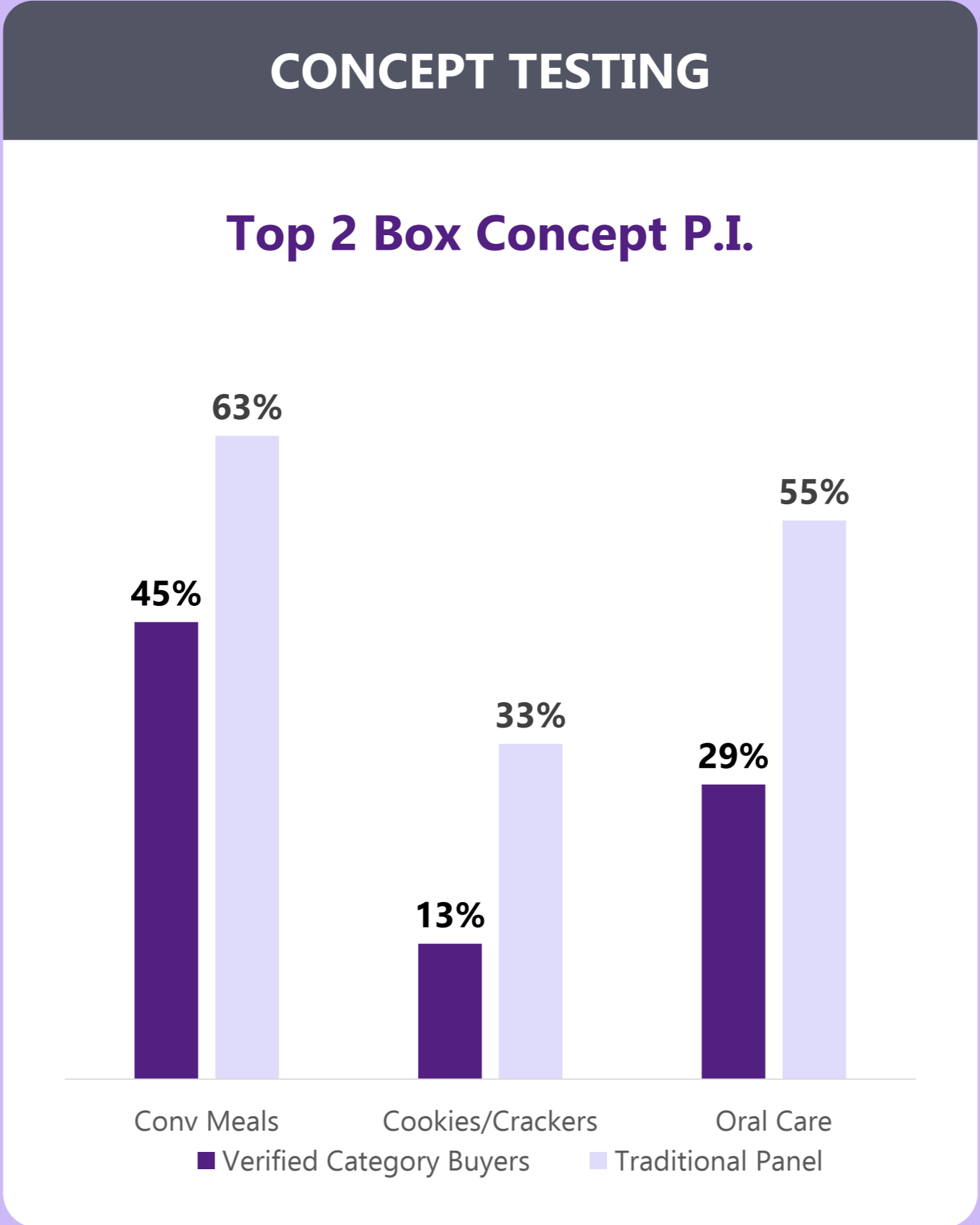
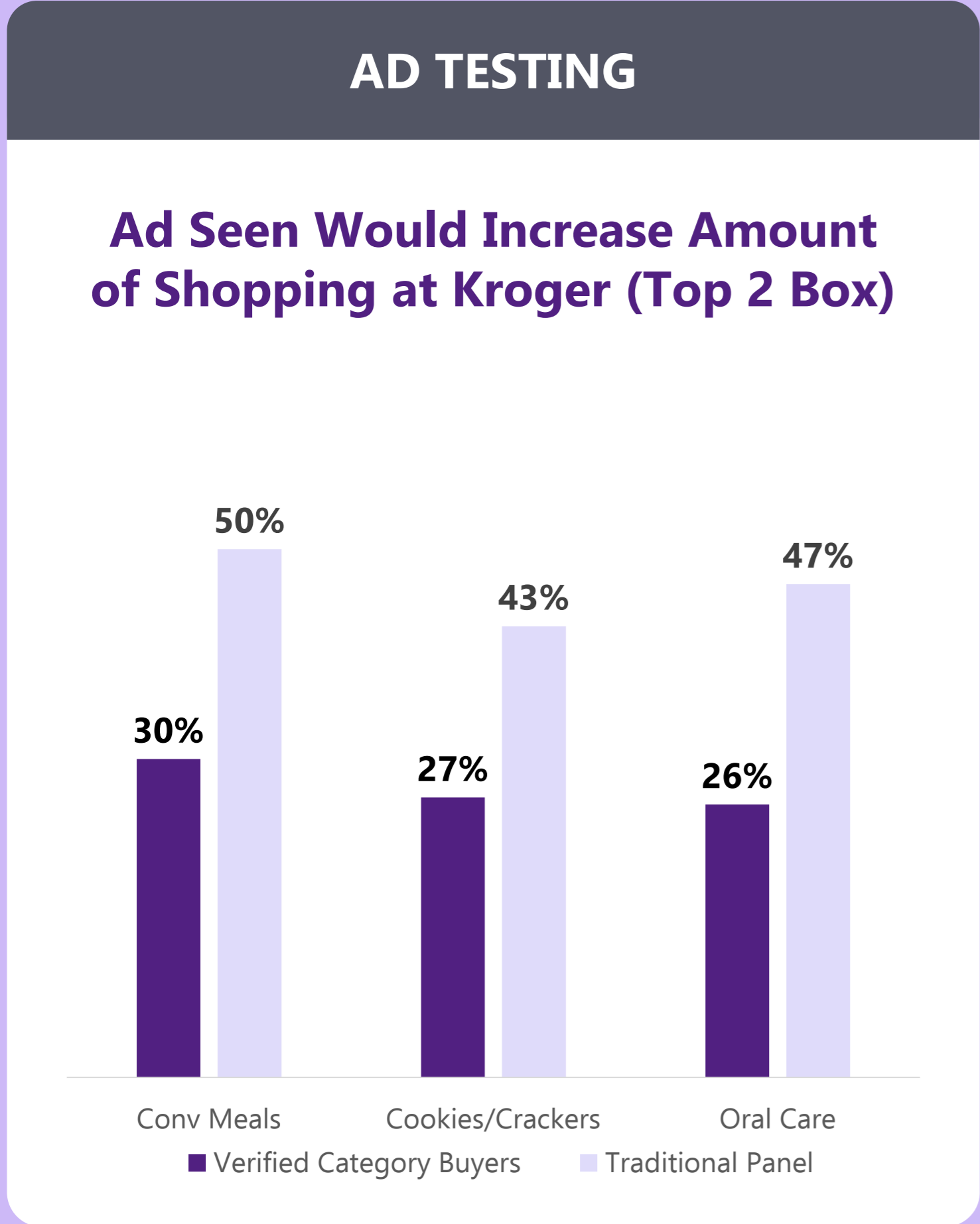
Elevated by
11%*

NPS

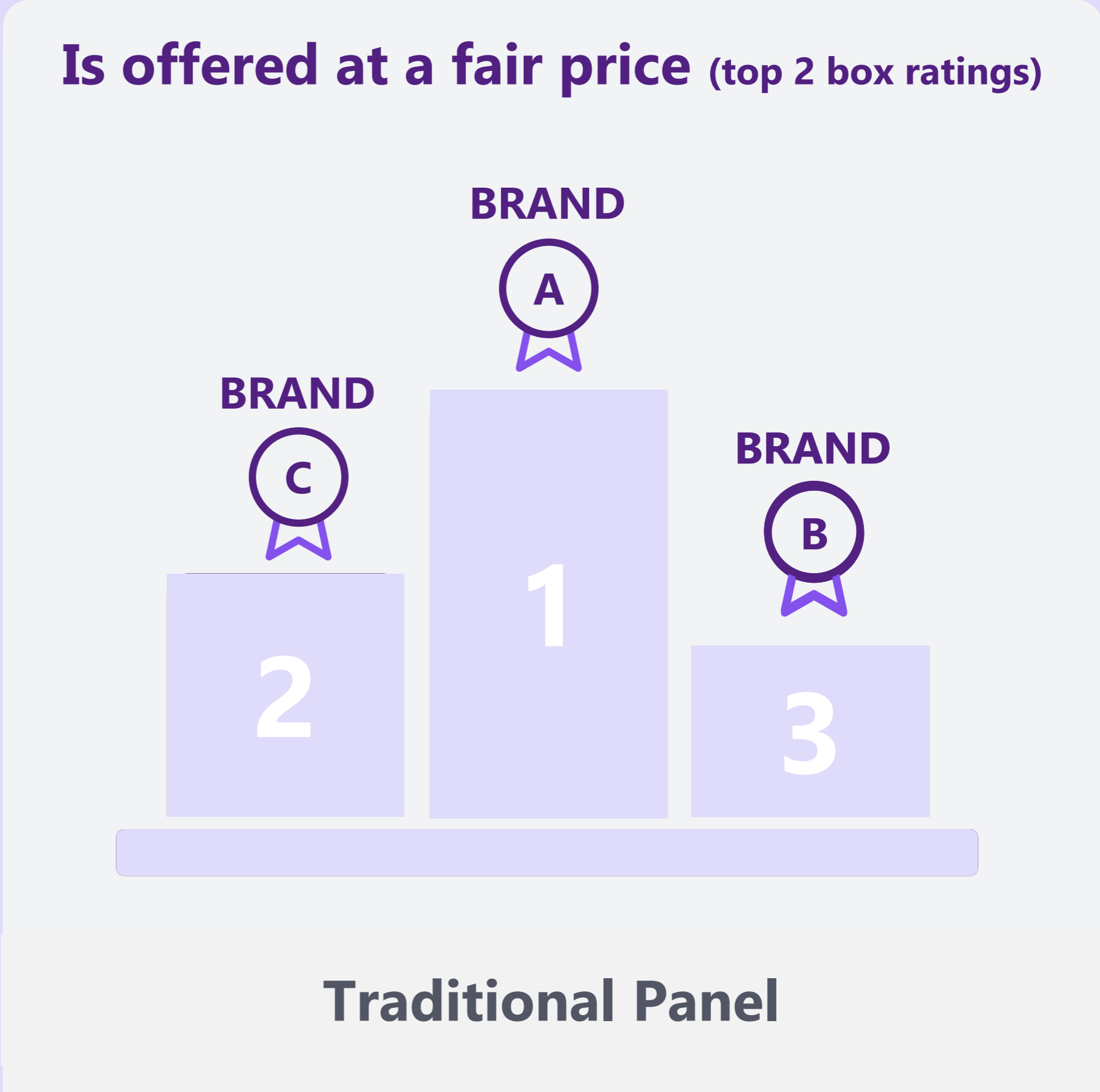


Elevated by
14 points

And the overstatement is dramatic enough to lead to different business decisions



Additionally, rank order of brands change on the most actionable attributes



So why is good enough *not actually* good enough?

When you start with traditional panel . .



75%

of the respondents
in your study should
**never be in your
sample**



60%

of respondents will be
segmented into the
wrong buyer cells



25%

of the time you would
with identify the
wrong leading brand

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Questions?

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Thank you.

Megan Copas
DIRECTOR, CONSUMER RESEARCH

