



# ConnectedInsight™

Using Self-Reported Purchase Intent to Build More Effective Audiences and Higher-Performing Campaigns

Sonos and Facebook Case Study  
Fall 2017

SONOS

facebook®



**“Audience creation sucks right now.”**

Justin DeGraaf, Data Strategy & Precision Mktg, Google

# Research Hypothesis

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Can audiences and campaigns predicated on rigorous, self-reported purchase intent deliver greater campaign ROI than inferred or imputed signals?

# The Experiment

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SONOS  
+  
facebook®

# SONOS

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## Objective

Use self-reported segments to build and compare a **new audience** to an established Sonos segmentation scheme.

## Key Steps:

- Enable Facebook to use **custom Sonos** / CivicScience data
- Combine CS insights to **build new audience** on FB platform
- Run **concurrent media buys**, one with CS augmentation and one without.

# SONOS

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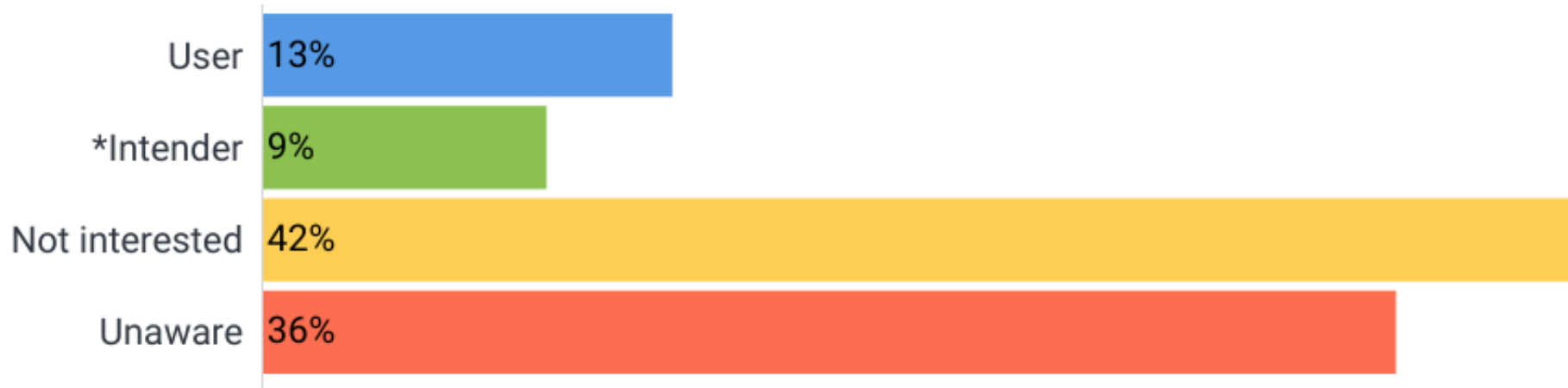
## **Default Audience Segment**

14MM qualified targets on Facebook

- Meets specific psychographic criteria
- Constrained age and income profiles
- Aligns with products' niche appeal

CivicScience's self-reported data told a somewhat different story, suggesting that the likely new buyer audience is not only larger but broader in terms of **demographic and psychographic profile attributes**.

## Which of the following best your experience with multi-room wireless speaker systems (such as Sonos)?



41,301 responses from 04/19/2027 to 10/16/2017  
Weighted by U.S. Census 18+  
© CivicScience 2023

(\* Answer options regrouped to include "Yes I'm planning to buy one" and "Yes, I'm thinking about buying one.")

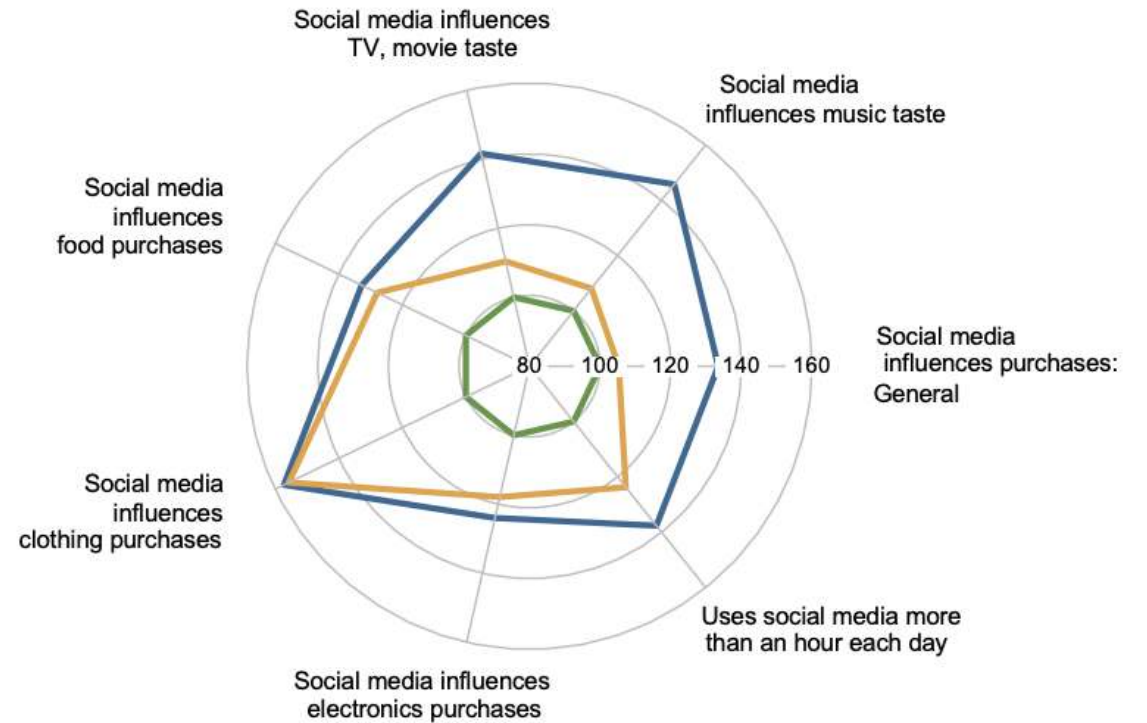
**Sonos Category Intenders** significantly over-index, versus Category Owners and the Gen Pop, in terms of being **heavily influenced by social media**.

## Aggregate



<b>Sonos-Category Intenders</b>	139
<b>Sonos-Category Owners</b>	121
<b>General Population</b>	100

(\* Syndicated CivicScience Data)



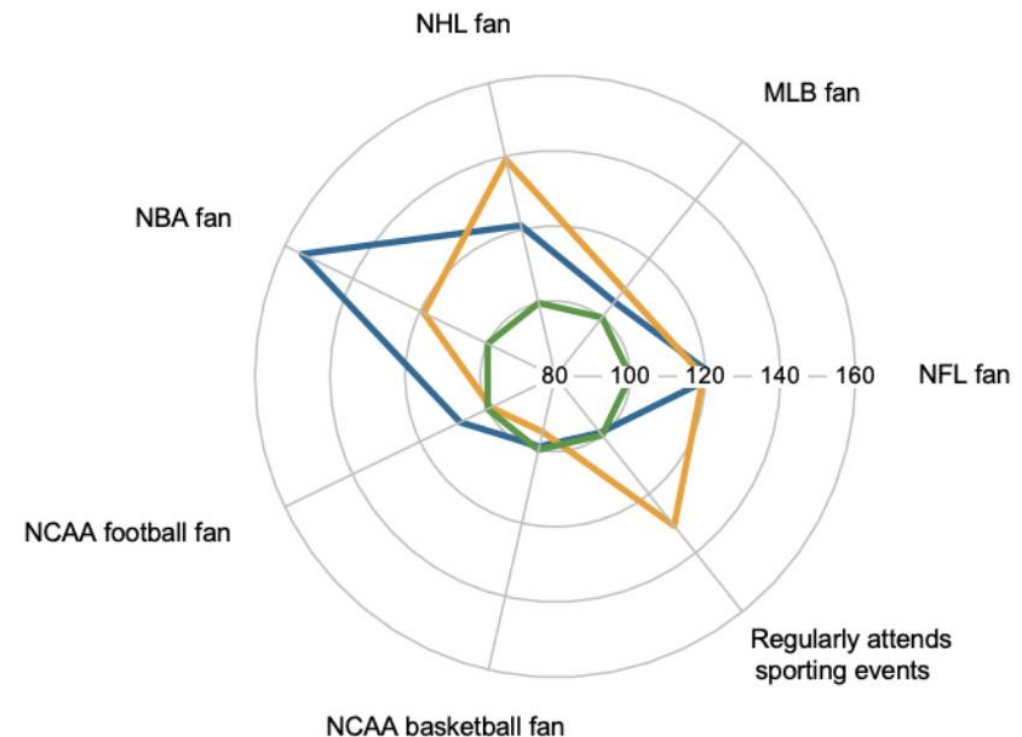


Facebook is also uniquely able among media companies to activate against the psychographic attributes uncovered through the CivicScience methodology

## Sonos Category Intenders are...

- Twice as likely to watch eSports
- 119% more likely to love Seth Rogen
- 75% more likely to drink coconut water

(\* Syndicated CivicScience Data)



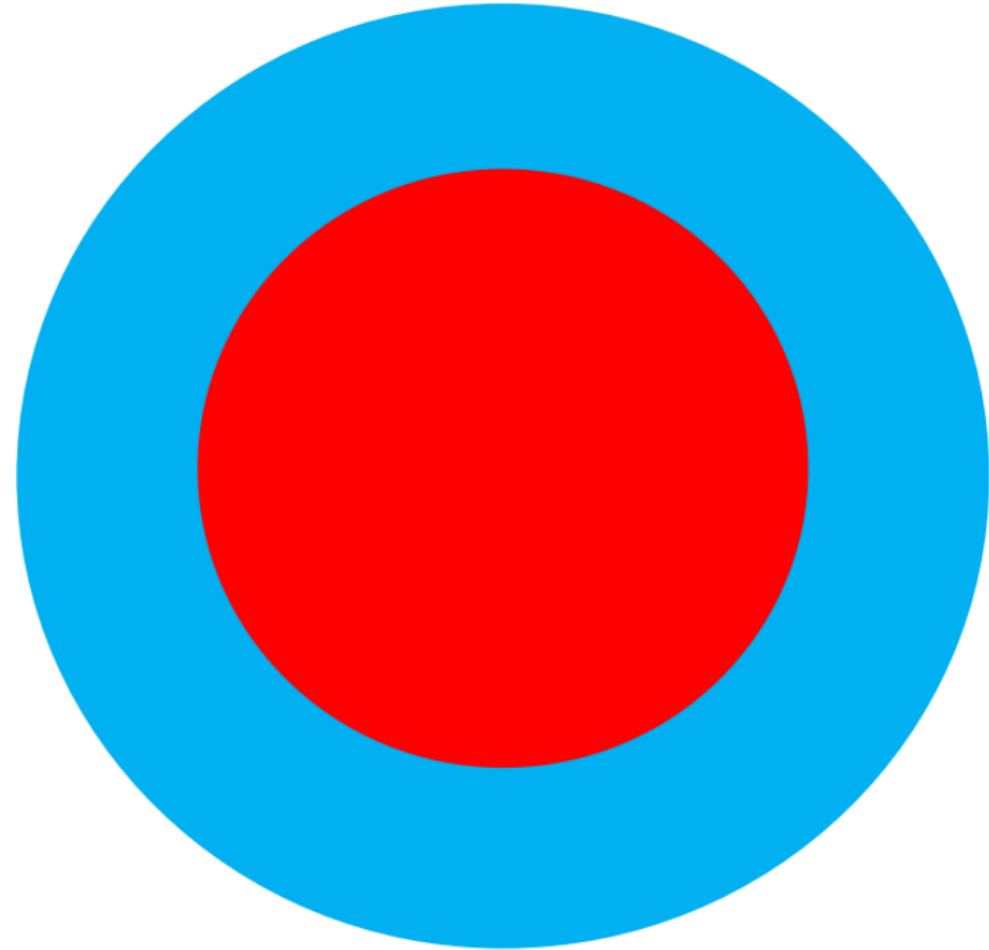
Recreating Sonos' segments in CivicScience WITHOUT predetermined constraints produced **a new, larger, enhanced audience.**

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**Core Sonos Audience: 14MM**

**New Audience Segment: 7.7MM**

**Total Audience Segment: 21.7MM**

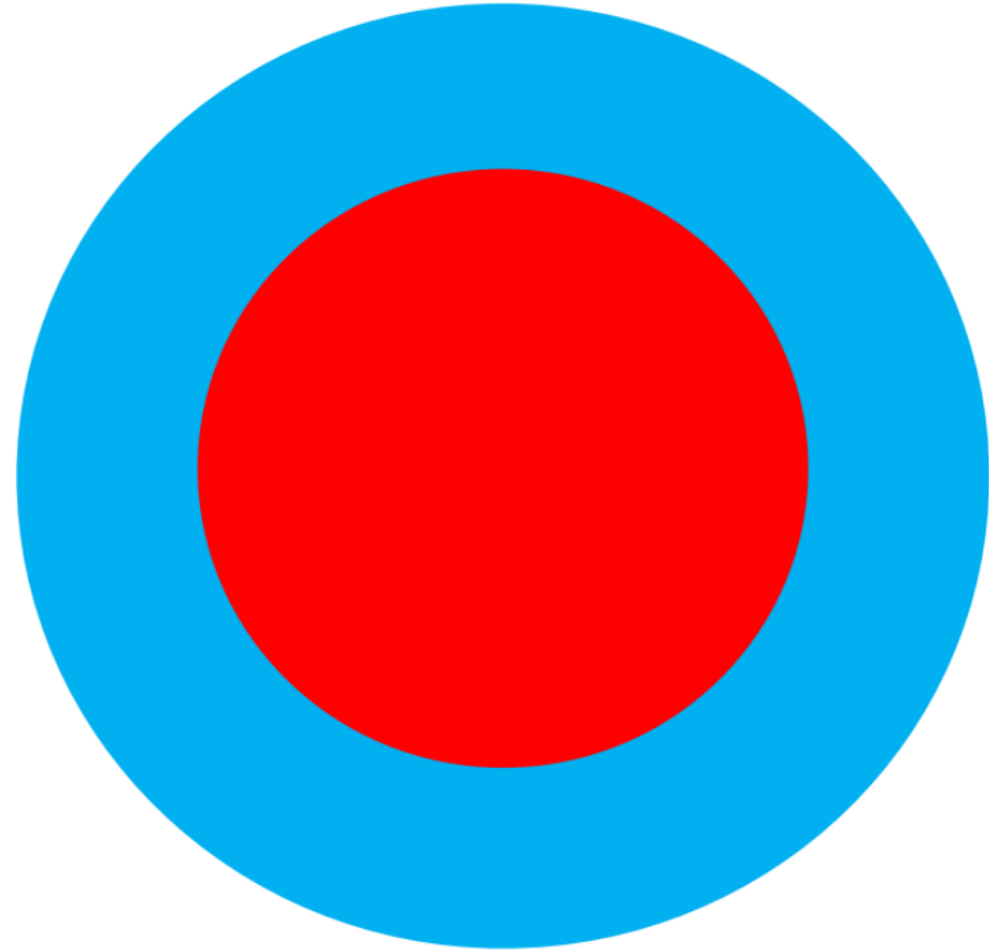


Partnering with Facebook, **Sonos ran two simultaneous campaigns**, one including this extended audience segment and one without it.

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## Campaign Click-Through Rate

**Avg. Sonos Campaign: .9%**



Partnering with Facebook, **Sonos ran two simultaneous campaigns**, one including this extended audience segment and one without it.

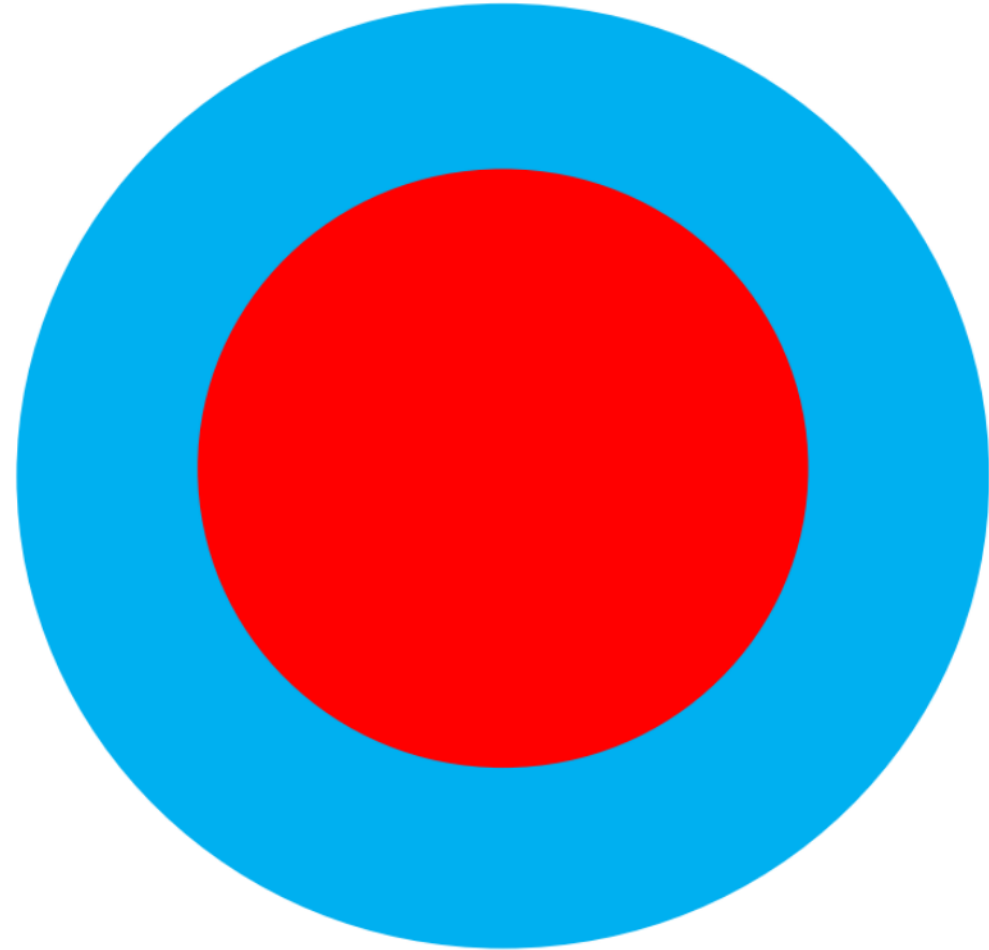
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## Campaign Click-Through Rate

**Avg. Sonos Campaign: .9%**

**Core Sonos Audience: 2.0%**

**New Audience Segment: 1.63%**



# Key Outcomes

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- ✓ New audience segment **outperformed avg. campaign by 81%**
- ✓ Total addressable audience **increased by over 50%** in volume
- ✓ Created **125,510 new prospect engagements**

# SONOS

# The CivicScience Intelligent Polling Platform & Methodology

We've pioneered a new method of "always-on" quantitative online research that can capture representative samples all day, every day.



## OUR DATA SOURCING

We source our data through partnerships with hundreds of online and mobile content publishers. For them, the integration of our polls and quizzes improves on-site engagement time and provides audience detail unavailable elsewhere. We aggregate all the response data into our centralized platform.



## OUR COLLECTION PROCESS

Our quizzes and polls are non-intrusively embedded in a website's content experience and serve a short set of diverse questions designed to keep respondents engaged. If they choose, respondents can continue to answer a seemingly endless series of fun quizzes and engagement questions as well as custom and syndicated research questions.



## OUR RESPONDENTS

Our data is reliable and organic because our polls are 100% voluntary, and respondents are kept anonymous, even to us. They enjoy voicing their opinions and seeing aggregate results presented back to them. Because we collect large response volumes on a national scale, we can deliver representative samples that can be segmented and analyzed in many ways.



## OUR ANALYTICS

As respondents answer our questions, we store all their answers over time in an anonymous profile. We then use proprietary advanced technology to analyze the data in aggregate and in near real time, cross-tabulating questions to find statistically meaningful correlations for clients to navigate.

# Contact Us

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To learn more about CivicScience’s real-time polling and consumer insights platform, please contact us for an initial meeting: [contact@civicscience.com](mailto:contact@civicscience.com) or by clicking [here](#).

Visit our website: <https://civicscience.com/>

