

# Modernizing CPG Measurement

## A Retail-Agnostic Approach to Growth

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### Executive Summary

Today's CPG marketers are expected to prove ROI across an increasingly fragmented retail landscape, but most lack the tools to do so. Despite massive investments in media and promotions, brands still struggle to tie those efforts back to sales outcomes.

This white paper outlines Response Media's retail-agnostic, data-driven measurement framework, a solution purpose-built to help CPG marketers connect media investments to verified purchase behavior, unlock deeper consumer insights, and drive profitable growth across all channels.

### The Industry Challenge: Flying Blind

Despite advances in digital marketing and CRM tools, most CPG marketers still face significant hurdles:

#### Siloed & Incomplete Data

Retailer data is often fragmented, creating an incomplete picture of consumer behavior.

#### Limited Data Access

Access to clean rooms or first-party data sharing remains a significant barrier.

#### Duplicated Insights

Non-exclusive insights across retailers lead to redundant and less actionable data.

#### Lack of Deterministic Attribution

It's nearly impossible to definitively link marketing efforts to specific sales.

#### Minimal Retail Media ROI Visibility

The true return on investment for retail media spend is often unclear.

Even brands with loyalty programs struggle to tie engagement to revenue. They're left relying on retailer partners, who often gatekeep insights or don't share first-party data back, making it nearly impossible to measure impact or optimize campaigns.

### Our Approach: Data-Led Growth Strategy

At Response Media, we help CPG brands close the retail data gap with a retail-agnostic measurement ecosystem. Our strategy delivers real-time visibility, cross-retailer attribution, and consumer intelligence that informs every layer of your marketing investment.

#### Core Pillars of Our Measurement Suite:

##### 1. Direct-to-Consumer Relationship Building

We apply behavioral science to build stronger connections with consumers—leading to increased trial, repeat purchases, and customer lifetime value.

##### 2. Retail-Agnostic Digital Coupons

Enable mobile-first, fraud-resistant couponing without retailer integration friction. Distribute across 30,000+ locations and track redemptions in real time. Print-at-home methods are outdated and risky; our real-time analytics increase household penetration and loyalty while reducing fraud.

##### 3. Custom Longitudinal Studies

We design cost-effective, privacy-safe panel studies to measure campaign impact over time, uncover switching behavior, and isolate media-driven lift.

##### 4. Verified Purchase Attribution

Through our exclusive partnership with Attain, we offer unmatched access to real-time, privacy-compliant transaction data from over 8M+ opted-in consumers and 7B+ transactions.

### Case Example: CPG Brand

A leading infant formula brand partnered with Response Media to measure whether media-converted users became buyers, and what other categories and competitors they were interacting with.

#### Objectives:

- Identify conversion to sales
- Understand pre/post-purchase behaviors
- Quantify category share shifts

#### Outcomes:

- Real-time ROI for media
- Advanced behavioral segmentation
- Cross-retailer optimization insights

Pilot Timeline: ~6 weeks | Data Requirements: 2+ years campaign history, PII match permission (privacy-safe)

### Custom Measurement Modules

Powered by Response Media's Real-Time Attribution Suite.

Module	Delivers Insights On
Attribution	ROAS, Conversion Rate, Media Effectiveness
New Buyer Lift	Net New Buyers, CPA, First Purchase Attribution
Incrementality	Incremental Sales Lift, True Campaign Impact

### Why Response Media?

With over 45 years of experience in performance-driven CPG marketing, Response Media is uniquely positioned to guide brands through today's measurement complexity.

#### Our Differentiators:

- ✓ Live Attribution across 10,000+ retailers
- ✓ DTC & CRM Integration at scale
- ✓ Privacy-Compliant audience strategy
- ✓ Retail-Agnostic analytics and execution
- ✓ Full-Service Support from media to measurement

## Let's Close the Retail Data Gap Together

If your brand is ready to move beyond siloed reports and uncover what's really driving growth, Response Media is here to help. With our analytics suite and real-time consumer insights, we give CPG marketers the power to measure more, and grow smarter.

### About Response Media

Response Media is a full-service growth marketing agency specializing in performance marketing, analytics, and consumer engagement for CPG brands. We bridge the gap between media investment and measurable sales impact, helping marketers connect with the right consumers, at the right time, with the right message.