



PROVES 23X EARNED MEDIA ROI FOR NATIONAL QSR BRAND.

**23X
ROI**
CASE STUDY

For decades, many QSR brands have not been able to attribute the impact of PR to sales. For Fortune 500 retail brands to achieve growth, earned media results are critical to catalyzing a new nationwide level of customer brand awareness, consideration, trial and ultimately customer conversion. Without hard numbers, however, brands are left guessing about the impact of PR, often assuming the worst. Enter PRF^x.

WHAT IS AN EARNED MEDIA/PR MENTION WORTH TO A NATIONAL QSR BRAND'S BOTTOM LINE?

To answer this question, Hahn Labs worked with a national QSR brand's corporate communications experts, data engineers, financial analysts, and marketing executives to deploy PRF^x to evaluate the full impact of earned media on sales lift.

HELM'S TWO-STEP PROCESS WORKS LIKE THIS:

1. Sales Impact Measurement

- Hahn Labs collects sales data.
- Collects online mentions data.
- Then measures how much each mention impacts sales in the DMAs where the mentions happened.

2. Sales Impact Modeling

- Hahn Labs classifies mentions into meaningful categories.
- Builds a statistical model that estimates how the categories and effective reach affect the measured impact.

The statistical model provides brands instant estimates of the sales impact of any mention (hypothetical or observed).

HAN LABS REVEALS EARNED MEDIA ROI MYSTERY.

Analyzing a full year of brand sales data, earned media mentions cumulatively contributed 6.8M extra sales transactions for the national QSR brand. Given the average transaction size, this amounts to \$87.8M in net sales (approximately 2.8% of the brand's sales). Assuming a profit margin of 30%, the extra sales translates to \$26M in profit based on approximately \$1.12M in earned media spend. The return on investment: 23X.



The PRFX logo is displayed in white, bold, sans-serif capital letters on a red rectangular background.

PROVES 23X EARNED MEDIA ROI FOR NATIONAL QSR BRAND.

A badge with a red border containing the text "23X ROI" in large, bold, red letters, with "CASE STUDY" in smaller, red, sans-serif capital letters below it.

National retail brands are choosing the PRF^x Model over advertising value equivalency (AVE), and here's how and why.

- The model measures the sales impact of every mention for the last 3-5 years.
- The model creates a statistical model that correlates the type of mention with the sales impact it's had.
- The model provides instant estimates for making strategic predictions.
- The model is proven to be categorically better than AVE and within 5% of the truth in aggregate.

With PRF^x, behavioral economics and economic geography now guide national brands' earned media strategies and investments, giving corporate communication professionals return on marketing investment (ROMI) lift measurements they've never had before.

This new proven, patented measurement and model answers questions for brands like: "How much revenue did our podcast campaign generate?" "Which type of activation generates the best return on investment, product activations or media stunts?" Or, for the future of the brand: "What's it worth to our brand to land The Today Show?"

PRF^x BRIDGES THE GAP BETWEEN MARKETERS AND ANALYSTS.

It lets marketers and analysts work together, side-by-side, to strategize and hypothesize in a way that can laterally improve earned media efforts, side-stepping blind spots and illuminating growth opportunities.

PRF^x UNLOCKS DATA-DRIVEN MARKETING MASTERY.

It helps marketers make decisions like data scientists, with years of experience and a complete grasp of how earned media impacts sales.

LEARN MORE ///

To learn more about Hahn Labs and their measurement solutions, contact:

Tim Weinheimer

Chief Marketing Officer

✉ tim.weinheimer@hahn.agency

The Hahn Labs logo features the word "Hahn" in a large, white, cursive script font, with "SM" in small letters to the right. Below it, the word "Labs" is written in a smaller, white, sans-serif font.