



About ZenithOptimedia UK

ZenithOptimedia UK is one of the UK's leading media planning and buying agencies

Results

- Tested hypothesis using Google Consumer Surveys
- Used insights to help advise clients

About Google Consumer Surveys

Google Consumer Surveys provides market research that is fast and accurate. Market researchers target audiences using a variety of question formats. The question(s) are shown across a network of premium publishers as well as through a mobile app. Google automatically analyzes responses, providing the data through a simple online interface.

For more information visit: g.co/consumersurveys

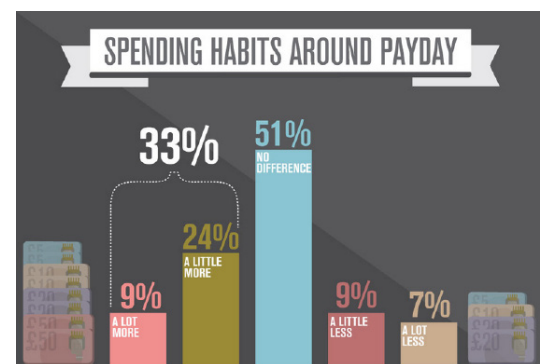
ZenithOptimedia UK uses Google Consumer Surveys to Shed Light on the Payday Effect

Gourmet Meals after Payday

ZenithOptimedia UK noticed that their own staff spent more on lunch in the days after payday and thought this key insight could help their clients spend their marketing budgets more wisely. Using Google Consumer Surveys, ZenithOptimedia UK was able to test their hypothesis and help their clients target 18-34 year olds more effectively. They advised their clients in the food, beverage and clothing industries to target consumers around the end of the month when they have a higher propensity to spend.

Proving a Hypothesis

Respondents across the UK received questions about their spending behavior as they browsed sites on the Google Consumer Surveys publisher network or via the Google Opinion Rewards mobile app. Richard Shotton, Head of Insight at ZenithOptimedia UK said, **“We find Google Consumer Surveys an invaluable tool. The surveys fill so quickly that it has sped up the pace with which we develop customer understanding.”**



Source: ZenithOptimedia UK

After a few days, ZenithOptimedia UK had their results. According to the survey, 33% of people said they spend a lot or a little more just after payday than in the days leading up to it. Furthermore, respondents were spending more on food, clothes, and alcohol at the end of the month. Using the inferred demographics that Google Consumer Surveys provides, this “payday effect” occurred primarily with 18-34 year olds.

Helping Clients with Google Consumer Surveys Data

ZenithOptimedia UK suggested to clients to advertise value and discount products during the weeks leading up to payday. While ads for premium products are most effective immediately following payday.

Shotton was thrilled with the results. **“The low cost means we test far more hypotheses than we did previously. Since we’re far more open to tests it means we have discovered insights we wouldn’t have if we just relied on higher cost methodologies.”**