YouGov
Marketing Tracker

Webinar for Coca-Cola

28/05/2025

YouGov Shopper intelligence presenters today

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In 2024 we organised a series of exclusive trainings for Coca-Cola

1 **YouGov Shopper Basics (1/3): How consumer panels work and what you can do with this data**

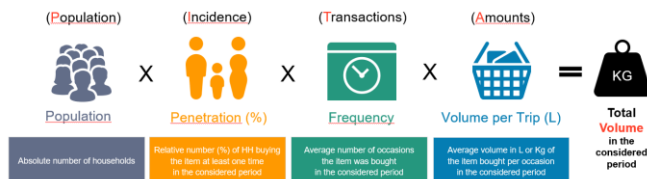- When: **20.06.2024**
- Link: YG Content Hub for Coke
- Contents: what consumer (=shopper) panel is, how it functions, what basic analyses are available and how to access them. This session suits beginners or irregular users of consumer panel data.

2 **YouGov Shopper Basics (2/3): How category management works and what benefits consumer panel data can bring to COCA-COLA**

- When: **27.06.2024**
- Link: YG Content Hub for Coke
- Contents: how consumer panel data can support in Category Management process. You will find out how these analyses can help to answer your questions using tools like SimIT / SIV.

3 **YouGov Shopper Basics (3/3): Which advanced analytics can help COCA-COLA answer their key questions?**

- When: **11.07.2024**
- Link: YG Content Hub for Coke
- Contents: overview of the overall scope of advanced analytics available in consumer panels; a couple of cases of analyses most relevant for Coca-Cola business.

Basic KPIs
Starting Point of sales data analysis from the shopper angle

Key factors contributing to Volume change measured by a Household panel
Household PITA

(Population) × (Incidence) × (Transactions) × (Amounts) = Total Volume in the considered period

Population × Penetration (%) × Frequency × Volume per Trip (L)

Successful retailer-supplier collaboration aims to identify and leverage growth opportunities for retailers, categories, and brands
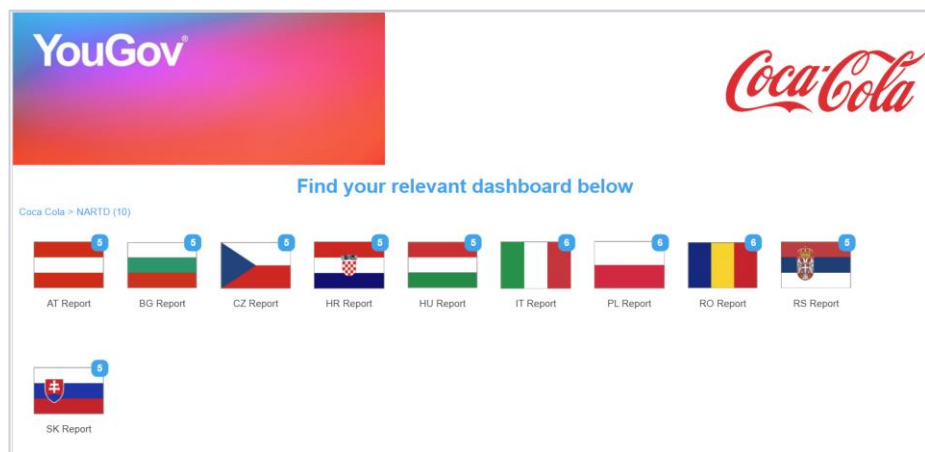

We focus on the core areas of FMCG: Marketing, CatMan and Sales

What is Marketing Tracker (MT)?

Interactive dashboards explaining market structure and trends

Online access and loads of opportunities inside

Choose your country and swipe across dashboards explaining market structure and trends related to your KPI's!

Plus, multi-country dashboards!

Key benefits of Marketing Tracker

- Cross-country charts

- Harmonized data and visualization

- Flexibility

- Easy-to-built own slide decks in storyboard function

- 24/7 online access
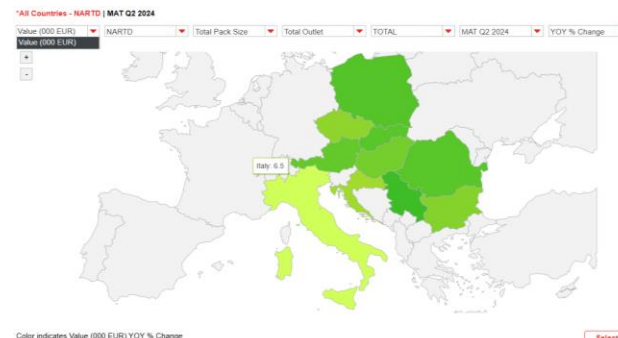
Marketing Tracker difference vs Consumer Insights Visualizer (CIV)

They are both YouGov tools and similar in design, however offering different opportunities

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Unlimited access to basic license to Marketing Tracker and Consumer Insights Visualizer for TCCC
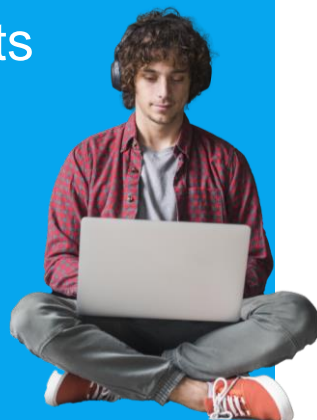
Parameter	CIV	Marketing Tracker
Dashboards on market structure and trends	**possible**	🙂
Special Analyses (G&L, combination, etc)	🙂	**possible**
Flexibility (new dashboards can be created in case of Coca-Cola's request)	-	🙂
Cross-country dashboards	-	🙂
Online access	🙂	🙂
No extra costs for Coca-Cola (in the basic version)?	🙂	🙂

Which data is available in YouGov Marketing Tracker

In addition to all contractually agreed **LOCAL** subscriptions 2025-2027, multi-country dashboards for TCCC are a value add as part of our collaboration. We will make these interactive dashboards available via our online platform **YouGov Marketing Tracker.**

Multi-country dashboards

country	TCCC European Dashboard **SSD**	TCCC European Dashboard **NARTD**	TCCC CEE **Ecom** report	CCHBC	CCEP
Germany	will be available with Q2/25 data				CCEP can use TCCC dashboards
Belgium	will be available with Q2/25 data	will be available with Q2/25 data			CCEP can use TCCC dashboards
Netherlands		will be available with Q2/25 data			CCEP can use TCCC dashboards
Sweden		will be available with Q2/25 data			
Denmark		will be available with Q2/25 data			
Italy	Q1/25 data release	Q1/25 data release	Q1/25 data release	Q1/25 data release	
Poland	Q1/25 data release		Q1/25 data release	subject to TCCC's agreement, TCCC dashboards are available for CCHBC	
Romania	Q1/25 data release		Q1/25 data release		
Austria	TBD				
Bulgaria		Q1/25 data release			
Croatia		Q1/25 data release			
Czechia		Q1/25 data release	Q1/25 data release		
Hungary		Q1/25 data release	Q1/25 data release		
Serbia		Q1/25 data release			
Slovakia		Q1/25 data release			

Multi-country dashboards for TCCC have been added to Marketing Tracker recently, there is more to come

Data for CCEP countries will be added in the following months

➤ in addition to local deliveries, currently HHP data for CCHBC countries is on Marketing Tracker

➤ we will create separate cubes to ensure that you see only the data you are entitled to have access to

Marketing Tracker is a flexible tool, and it gives opportunity to set up local customized reports

➤ So, for countries/reports where it makes sense separate cubes can be created with charts or tables that you currently receive otherwise
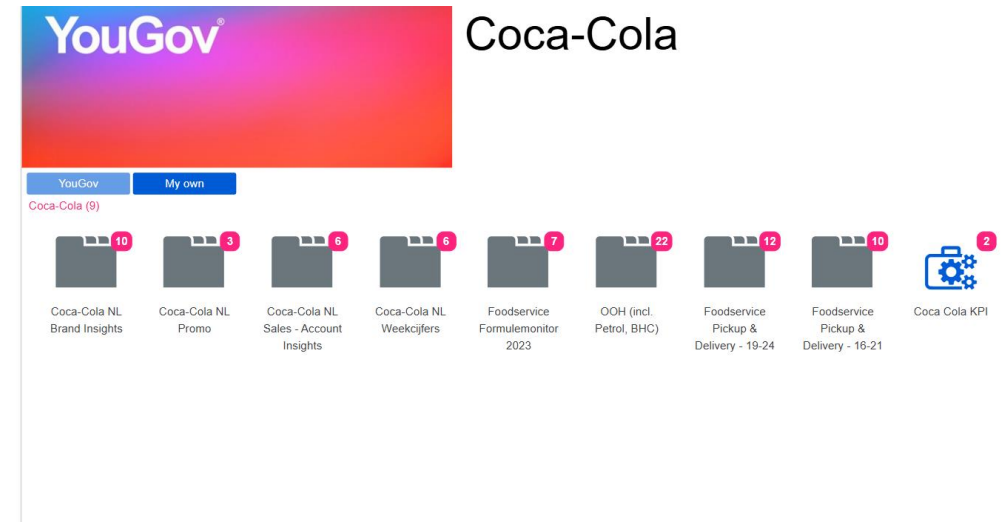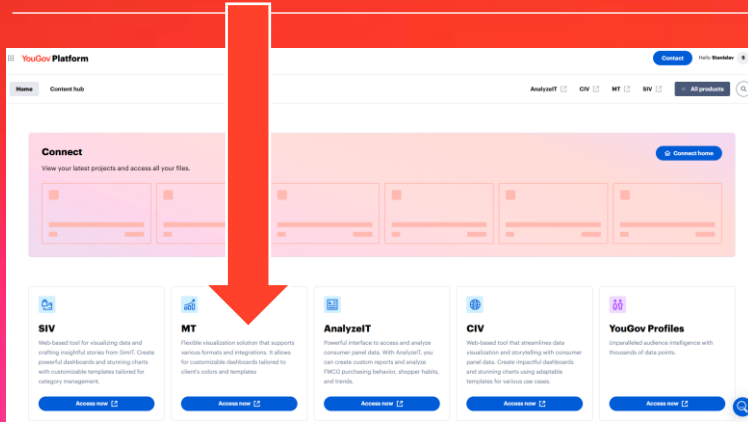

Color indicates Buyers (000 HH) YOY % Change
Note: Some data points may be missing due to low sample - in such cases the data is automatically suppressed.

How to get access to YouGov Marketing Tracker

1. Please contact us to get a Marketing Tracker license

THE **Coca-Cola** COMPANY

Coca-Cola HBC

Coca-Cola EUROPACIFIC PARTNERS

The COCA-COLA Company (TCCC)

Please reach out to your local YouGov Shopper partner

COCA-COLA HBC (CCHBC)

Please reach out to constance.scheffler@yougov.com and then to your local YG Shopper partner

COCA-COLA Europacific Partners (CCEP)

Please reach out to your local YouGov Shopper partner

2a. Access via YouGov platform

https://platform.yougov.com/home

2b. Access via direct MT link

https://mt.platform.yougov.com/Default.aspx

LIVE DEMO

https://mt.platform.yougov.com/Default.aspx

There is more from YouGov Shopper beyond Marketing Tracker!

Marketing tracker is a great tool for tracking of your key KPIs in NARTD and cross-country comparisons

And if you need deeper insights and custom analytics – they are available outside of Marketing Tracker, please contact your YouGov Shopper intelligence partner (list on the next slide)!

YouGov Shopper intelligence – Coca-Cola account team

Feel free to address any of us directly!

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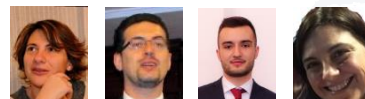
SE: Oskar Danielson
oscar.danielson@yougov.com

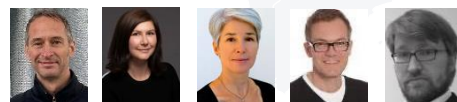NL: Ilse van Velden and the team
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Thank you!

Coca-Cola

YouGov website

23/06/2025

Backup slides: Detailed instructions with screenshots

Guide overview

Key principles we have followed while creating this guide:

- Provide overall understanding of Marketing Tracker structure
- Explain common details across the tool that would help to find one's way around on any dashboard

You will not find references to every single chart here. They are quite self-explanatory, so we believe that with some hints that we will provide in scope of this guide you will be able to understand and use them all. In case of any further questions please contact your local YouGov Shopper Intelligence partner

Marketing Tracker structure

The easiest way to navigate in Marketing Tracker is to use the hierarchy on the left ("explorer"). There you will find different folders with analyses you have access to.

Please note that every dashboard opens as a new tab so you can easily flick between them.
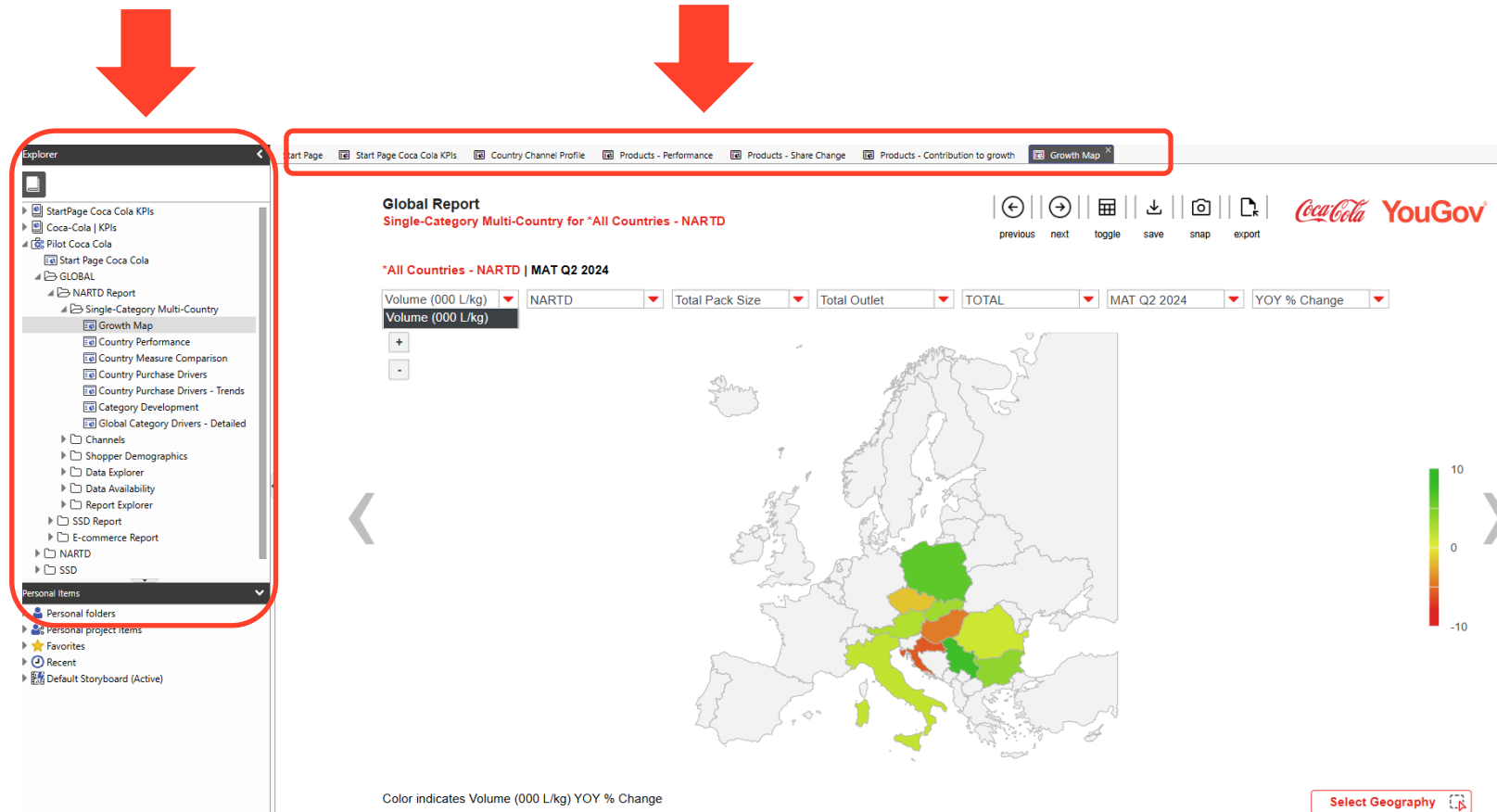
Data selection for the charts

When you have found the dashboard you need, you can choose parameters using the drop-down menu located over the graph.

However often wider selections like products are located in the bottom right corner – please click the button there to open the relevant menu
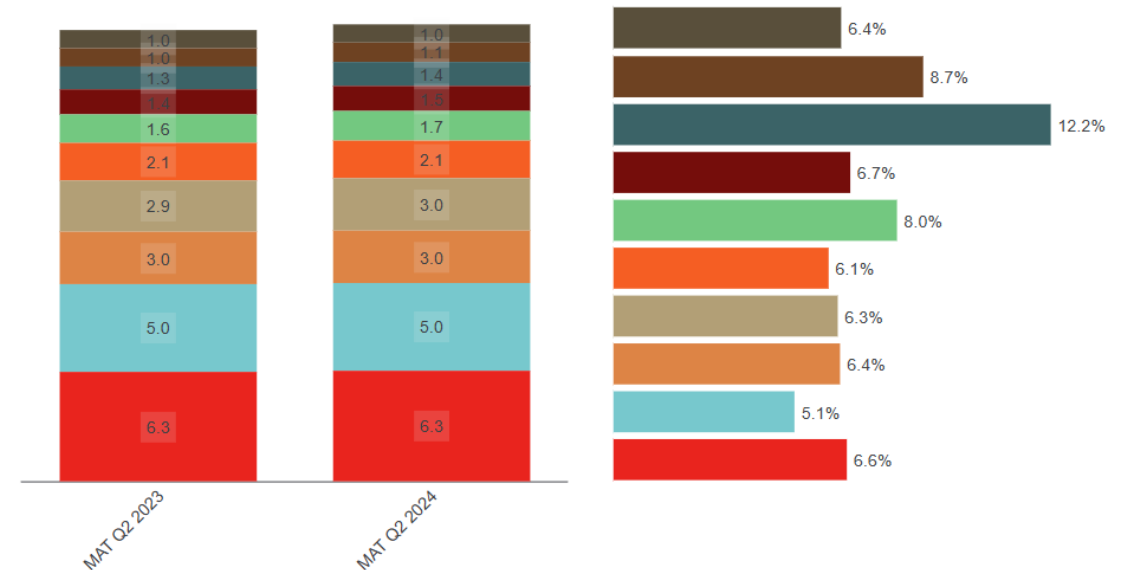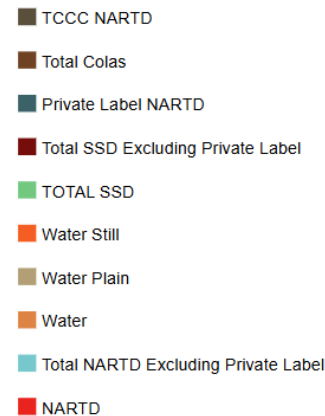
Data selection for the charts - example

Clicking on channel/geo menu opens a pop-up window where you can alter your selection.

In the end you will get a chart for the channels and geo you have chosen
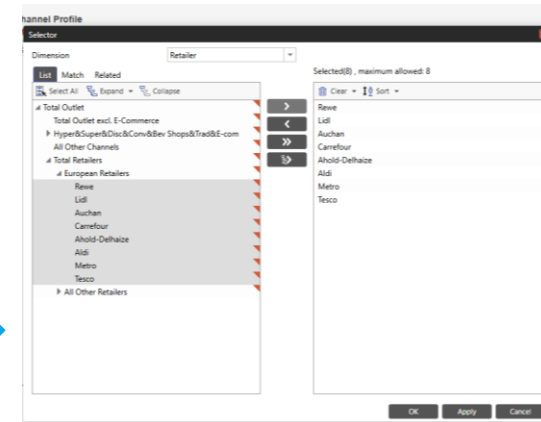
Graphs – some features

Hovering over a channel highlight the corresponding values.

Clicking on a channel removes it from the selection. Another click will return the values
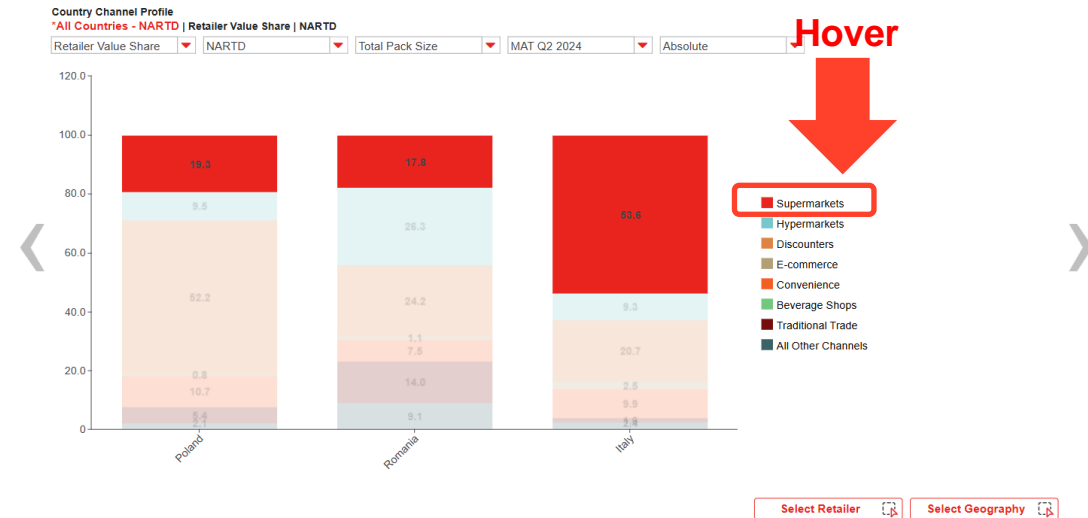
Sample sufficiency

Sometimes, especially in smaller markets, you will come across values in blue font or even missing. The usual reason is insufficient sample (for blue font numbers) or extremely low sample for the missing values.

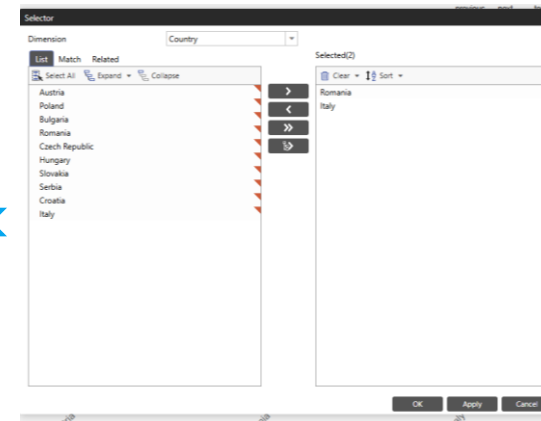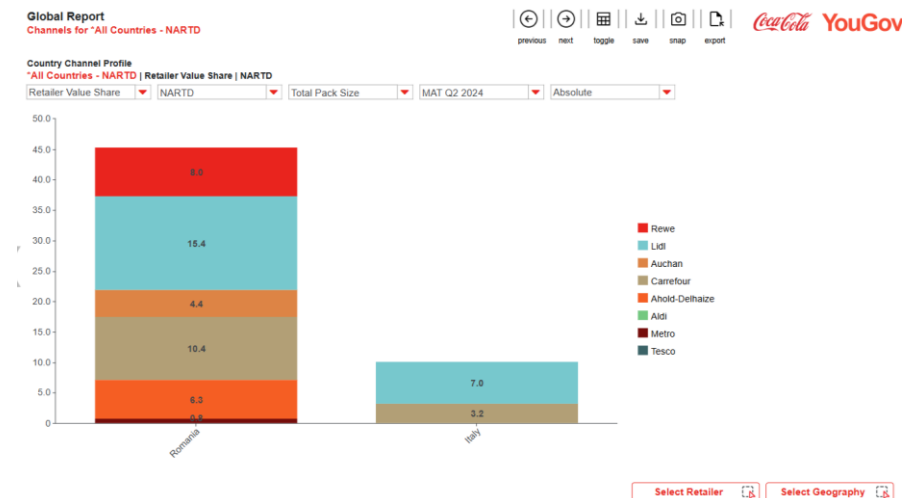Such cases are supported by the communication at the bottom of the screen

Croatia - NARTD | Demographic Value Share of TOTAL | MAT Jun 2024

| Demographic Value ▼ | TOTAL ▼ | TOTAL ▼ | MAT Jun 2024 ▼ |
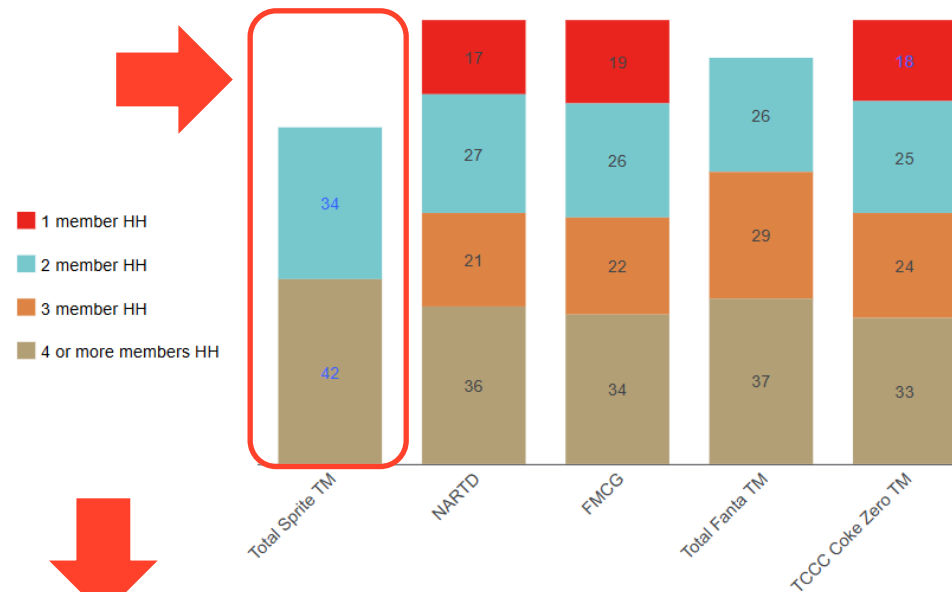
Total NARTD YOY Index
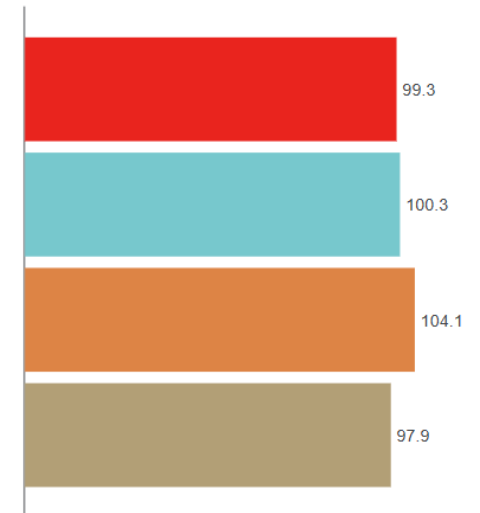
■ 1 member HH
■ 2 member HH
■ 3 member HH
■ 4 or more members HH

99.3
100.3
104.1
97.9

*Note: Some data points may be missing due to low sample - in such cases the data is automatically suppressed.

Select Product   Select Demographics

The action menu

The menu in the top right corner has the following features:

- Next/previous: clicking between dashboards

- Toggle: chart vs table

- Save/snap: storyboard features (please refer to the next slide)

- Export: export the chart/table

Storyboards

You can create your own storyboard and download it directly as a PPT presentation. To do so first click on "save" to create a new storyboard and then take snapshots of charts you wish to include ("snap" button). Then find the chosen charts together in one story in Personal Items section, export if needed

Data format in Marketing Tracker

In Marketing Tracker you can find both charts and data tables (with some formatting and analytical opportunities) that can be exported into various formats like PDF, PPT, excel

Country Demographic Profile
*All Countries - NARTD | Demographic Value Share | Total Pack Size

| Demographic Value ▼ | NARTD ▼ | HOUSEHOLD SIZE ▼ | MAT Q4 2024 ▼ | Absolute ▼ |

- Small HHs
- Medium HHs
- Large HHs +5 members
- N/S HHs

Data Explorer - Global Single Category

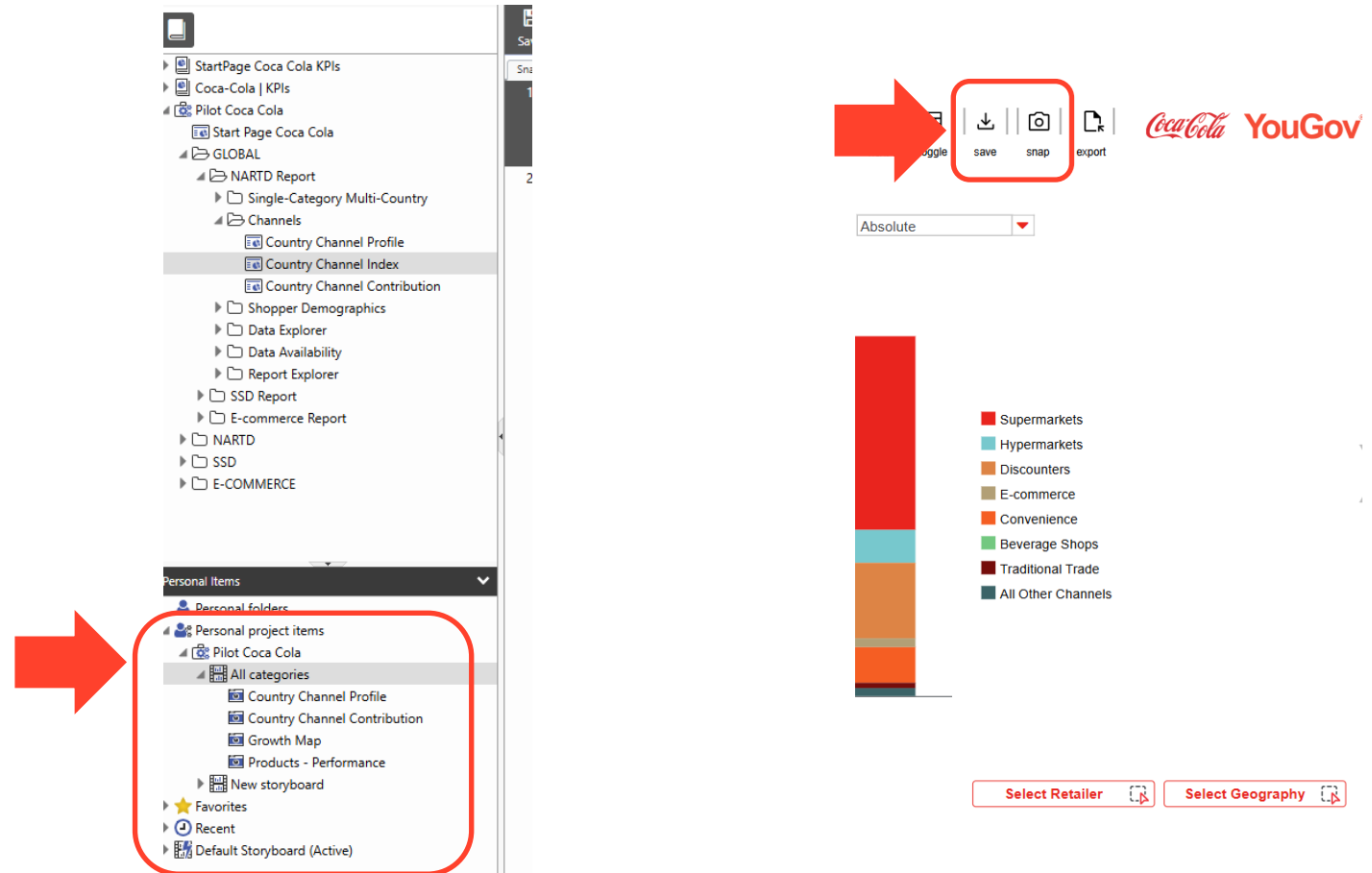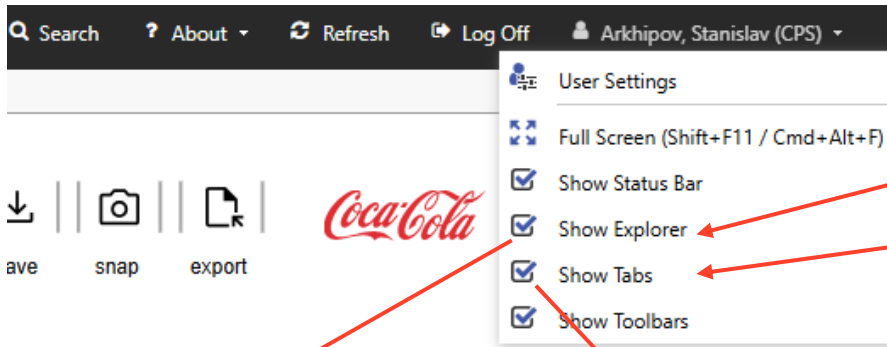|	Austria	Poland	Bulgaria	Romania	Czech Republic	Hungary	Slovakia	Serbia	Croatia	Italy	All countries aggregation
FMCG wo Fresh	100.0	100.0	100.0	98.9	100.0	100.0	100.0	100.0	100.0	100.0	998.8
NARTD	98.1	99.6	98.2	98.9	99.1	99.5	99.3	99.8	98.7	99.0	990.1
TCCC NARTD	69.6	80.2	86.2	90.3	71.3	86.2	77.0	97.1	86.7	76.0	820.5
PepsiCo NARTD		63.3		70.2						34.5	168.0
Total Romaqua Group NARTD				64.6							64.6
Total Nestle NARTD				2.9							2.9
Private Label NARTD		92.6		65.1	85.5		84.7			87.3	415.2
Total NARTD Excluding Private Label		99.0		98.7						97.5	295.2
Total SSD	80.3	90.1	89.3	91.7	87.1	92.6	91.6	95.4	91.5	88.4	898.2
Total SSD Excluding Private Label		88.9		90.9						84.9	264.7
TCCC SSD	62.1	77.5	80.3	84.8	63.8	80.2	71.9	92.3	84.3	71.5	768.7
PepsiCo SSD	13.8	59.3	49.7	66.0	47.8	56.8	55.5	52.7	24.8	30.5	456.9
Suntory SSD		24.9								22.0	46.9
Kofola SSD					63.2		76.3				139.5
Jamnica SSD									21.7		21.7
Droga Kolinska SSD									35.3		35.3
European Drinks SSD				24.7							24.7
Private Label SSD	38.8	37.5	32.0	26.7	31.6	48.2	32.6	15.2	33.6	49.6	346.0
Total Colas		84.3	76.9	82.2						75.2	318.6
Colas Regular		78.4		77.1						64.0	219.5
Colas Zero/Light		46.5		38.1						42.8	127.4

Various tips & tricks

Check personal settings to enable/disable Explorer window and Tabs according to your preferences

Explorer
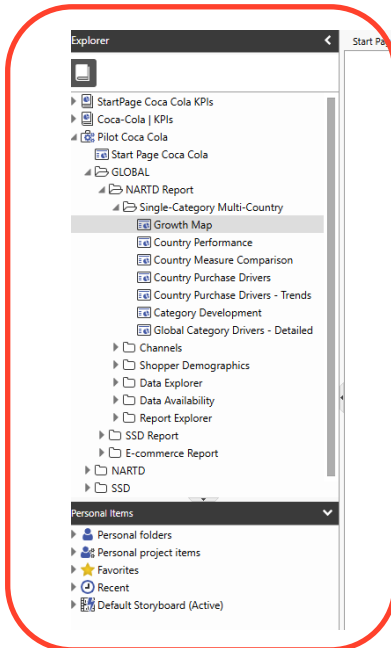
Tabs
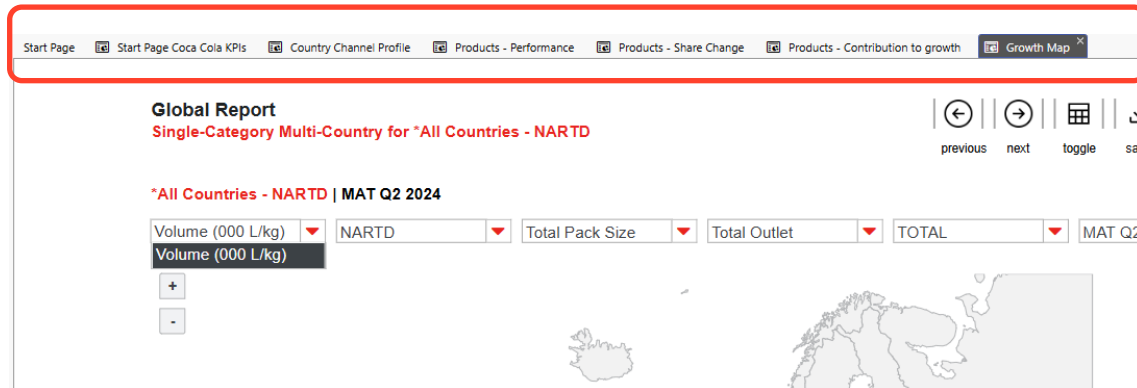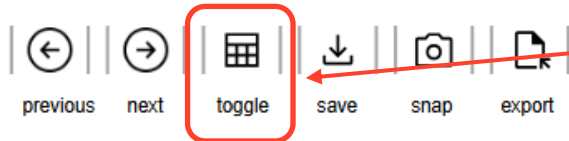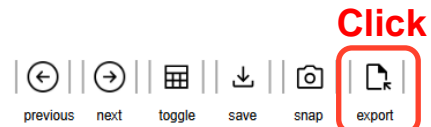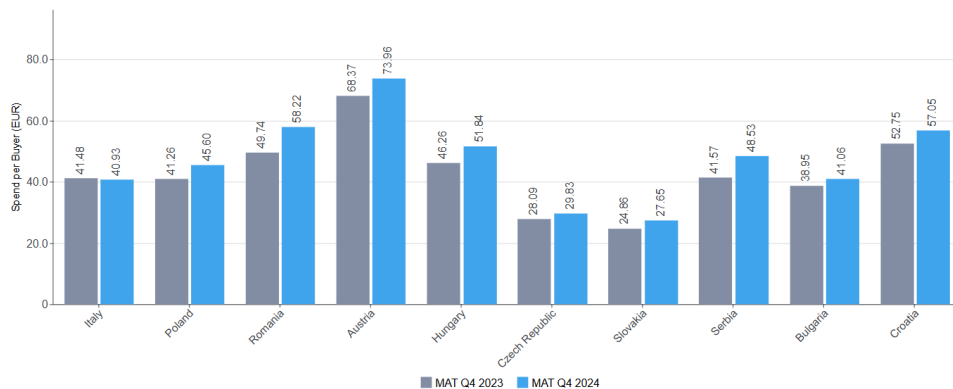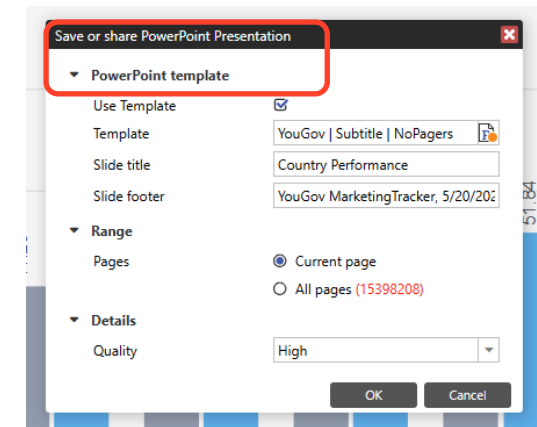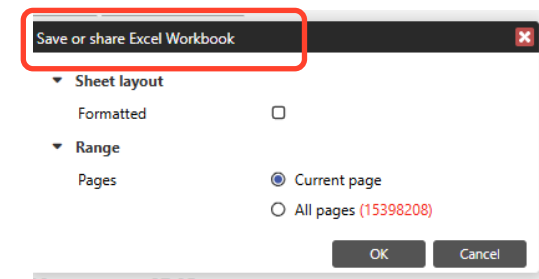
Various tips & tricks

The Toggle button does not only let you switch between chart and table but also changes download format (button "Export")

Click

From chart view you can download PPT only

Save or share PowerPoint Presentation

▼ PowerPoint template

Use Template	☑
Template	YouGov | Subtitle | NoPagers
Slide title	Country Performance
Slide footer	YouGov MarketingTracker, 5/20/202

▼ Range

| Pages | ◉ Current page |
| | ○ All pages (15398208) |

▼ Details

| Quality | High |

OK   Cancel

Click

From table view you can download numbers in excel

Save or share Excel Workbook

▼ Sheet layout

| Formatted | ☐ |

▼ Range

| Pages | ◉ Current page |
| | ○ All pages (15398208) |

OK   Cancel

	MAT Q4 2023	MAT Q4 2024
Italy	41.48	40.93
Poland	41.26	45.60
Romania	49.74	58.22
Austria	68.37	73.96
Hungary	46.26	51.84
Czech Republic	28.09	29.83
Slovakia	24.86	27.65
Serbia	41.57	48.53
Bulgaria	38.95	41.06
Croatia	52.75	57.05

Thank you!

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