Ad4Sales by MarketingScan Pushes the limits of Sales Impact Measurement with 350,000 Representative Households

The Single Source XXL Ad4Sales Panel Expands Further: Providing Unmatched Insights into Advertising Effectiveness

MarketingScan, Orange Advertising, SFR, and Coopérative U announce a significant evolution of their Ad4Sales solution, once again advancing the limits of advertising effectiveness measurement.

The Single Source XXL panel has grown from 220,000 to 350,000 representative households, with nearly 300,000 eligible for addressable TV, enabling unparalleled analysis of advertising campaign impact.

This innovative solution connects TV exposure data from opt-in Orange and SFR subscribers with actual purchase data from Coopérative U customers, all in strict compliance with European data protection regulations.

In concrete terms, Ad4Sales creates a direct link for each household between being exposed to an advertising campaign and purchasing (or not purchasing) the brand in stores in the weeks following exposure. The data collection is passive, deterministic, and free from any declarative or probabilistic processes.

With an expanded panel, MarketingScan further extends the possibilities for measuring sales incrementality, customer acquisition, and shopping basket impacts. Ad4Sales can precisely assess advertising impact by product reference, week, region, with or without promotions. The solution also optimizes media planning by analyzing target impacts, exposure levels, dayparts, and TV consumption behaviors.

Campaign effectiveness diagnostics are delivered quickly, immediately after the campaign, eliminating the wait for factual data to aid decision-making.

A Proven Solution, Now More Powerful

Launched two years ago, the Ad4Sales approach has already been adopted by many advertisers and media companies, confirming its value in measuring advertising effectiveness.
Ad4Sales has received the CESP's "Visa Efficacité" and has been integrated into the Union des Marques' framework.

Its application has addressed a wide range of needs, from analyzing halo effects on campaigns for low-penetration brands to optimizing media plans and measuring ad impact on specific targets or creative content.
Ad4Sales also broke new ground by measuring the effectiveness of addressable TV campaigns on FMCG sales and hybrid retail media campaigns combining digital TV and in-store activation.

With a strengthened representative panel, Ad4Sales continues to provide advertisers with precise data and actionable insights, enabling real-time campaign optimization.

Toward Objective and Even More Effective Incrementality Measurement

As an independent trusted third party, MarketingScan has developed this unique system to push the boundaries of advertising effectiveness measurement and significantly deepen current possibilities. With this new Single Source Ad4Sales expansion, new measurement opportunities emerge, evaluating campaign performance for linear and/or addressable TV, replay, as well as TV linked to digital or out-of-home advertising (OOH, DOOH).

In 2025, MarketingScan is solidifying its leadership in the market, offering a benchmark solution for all media players seeking to optimize advertising effectiveness.

"With our diverse store formats and dynamic performance, we are proud to contribute to the quality of the Single Source Ad4Sales, which will be even more powerful in 2025 for measuring advertising impact on sales."
– **Éric DUPRE, Director of Data, Studies, and Customer Insights at Coopérative U**

"SFR is delighted to leverage its expertise in measuring audiences through its set-top boxes to support the scaling up of the Ad4Sales system, enriching the capabilities for TV media effectiveness measurement."
– **Julien PILLET, Head of Advertising Services and TV Audience at SFR**

Contact

Want to learn more about Ad4Sales?
Contact **Fabien Vital** at: **fabienvital@marketingscan.fr**

About MarketingScan

MarketingScan, a subsidiary of Médiamétrie and GfK, a NielsenIQ company, specializes in consumer goods and assists advertisers, media agencies, and advertising companies in decision-making based on consumption and sales data.

Its expertise spans two key areas: product testing (innovation, packaging) and marketing effectiveness measurement (media, CRM, merchandising, promotion) under real-life shopping conditions.

MarketingScan leverages a wide variety of data and unique, complementary tools:

- National data from loyalty cards of various retailers

- Sales and purchase data from hypermarkets and supermarkets in three representative test areas

- Alternative media plan testing capabilities through its unique TV studio

Learn more at: www.marketingscan.fr
LinkedIn: MarketingScan

About Orange Advertising

Orange Advertising is the advertising arm of the Orange Group, managing all advertising spaces across its operator ecosystem, including desktop, mobile, tablets, IPTV, and concept stores. With nearly 25 million clients and as one of France's largest audience hubs, Orange reaches 9 million unique visitors daily on its portal, making it a beloved brand among the French. Its data is unique and activatable across various contexts in a trusted relationship between the operator and its users.

Learn more at: www.orangeadvertising.fr

About Altice France and SFR

Altice France is a major player in French telecommunications.
Through SFR, France's second-largest operator, Altice France supports nearly 27 million customers daily. Boasting a fiber-optic network with 39 million eligible connections, SFR was the first to launch 5G in France and also covers 99.9% of the population with 4G.

In 2023, Altice France achieved revenues of €11.2 billion.

Follow the group's news on **X (formerly Twitter): @AlticeFrance**

About Coopérative U

With 1,726 points of sale under the Hyper U, Super U, U Express, and Utile banners in France and abroad, as well as over 75,000 employees, Coopérative U is a local player committed to promoting economic vitality around its stores. Holding an 11.8% market share, it highlights a networked cooperative model that benefits the entire supply chain within each region: local farmers, breeders, and stakeholders.

Learn more at: www.magasins-u.com
Follow the group's news on **X (formerly Twitter): @ULesCommercants**