DATAiNTELLIGENCE

MARKETING MIX MODELLING

Brings **VALUE** in profit.

WHAT IS?

Our data solution uses computer-processed mathematical equations to predict brand growth, calculate the ROI behind marketing investments and enable data-driven marketing & business decisions.

WHY WOULD YOU NEED IT?

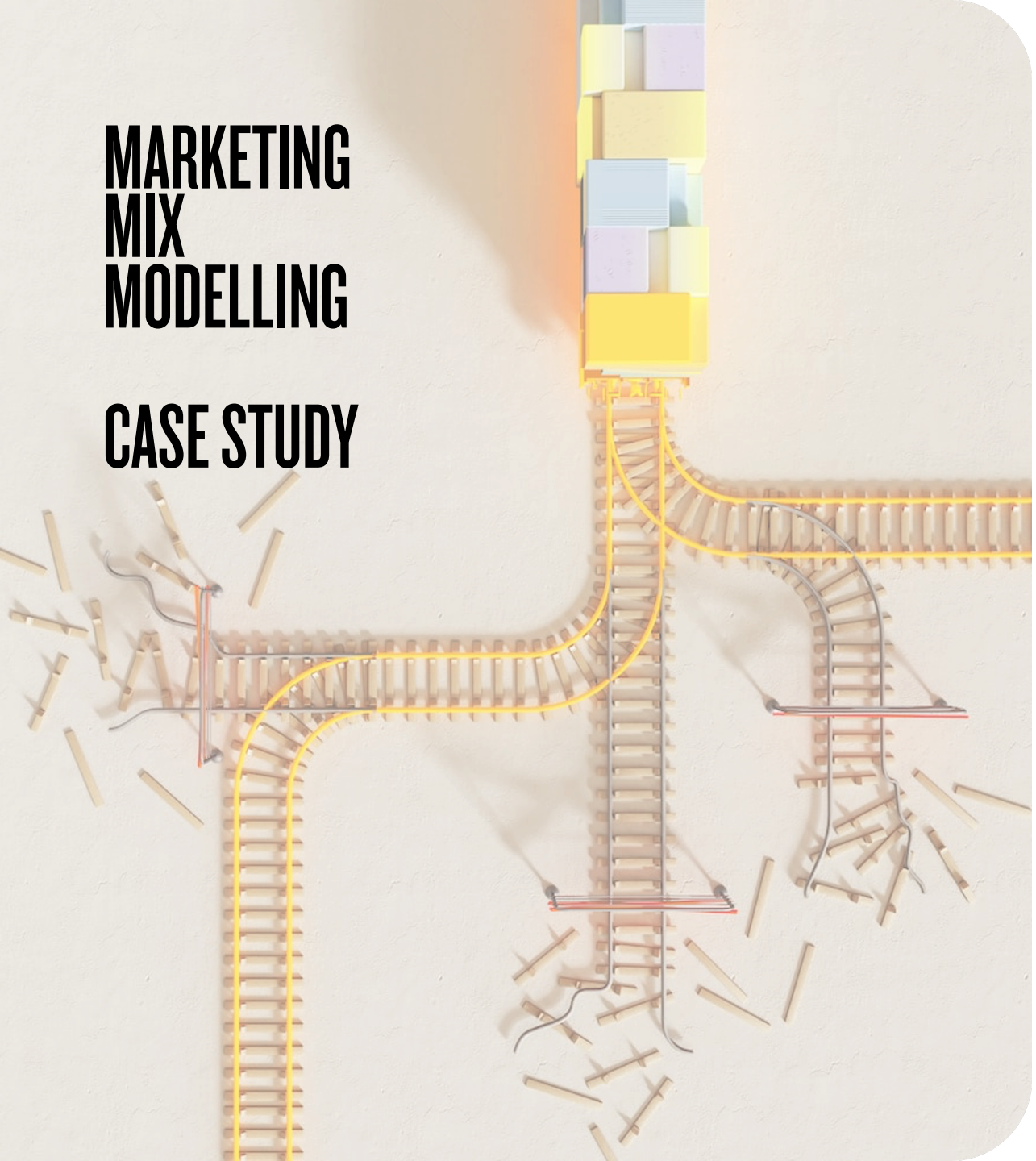
You can process all the data you have to create a valuable forecast of your brand or business, evaluate the current performance & identify sources of growth.

OUTCOMES

- **Impact in business KPIs & ROI of different communication channels**, platforms or marketing tactics
- Portfolio communication & **brand impact**
- Optimal **planning scenario to reach target KPIs**
- **Future sources of business growth**

MARKETING MIX MODELLING

CASE STUDY



Context

In a triple crisis context (energetic and economic, topped by the Ukrainian war), a Romanian retailer needed to optimize its media investment so that will maintain the last years' growth.

Challenge

The challenge was to determine each media channel ROI and reallocate the sped so that the business objectives are met. On top of that, we needed a worst-case scenario optimization to minimize the effects in case the media spend had to be cut.

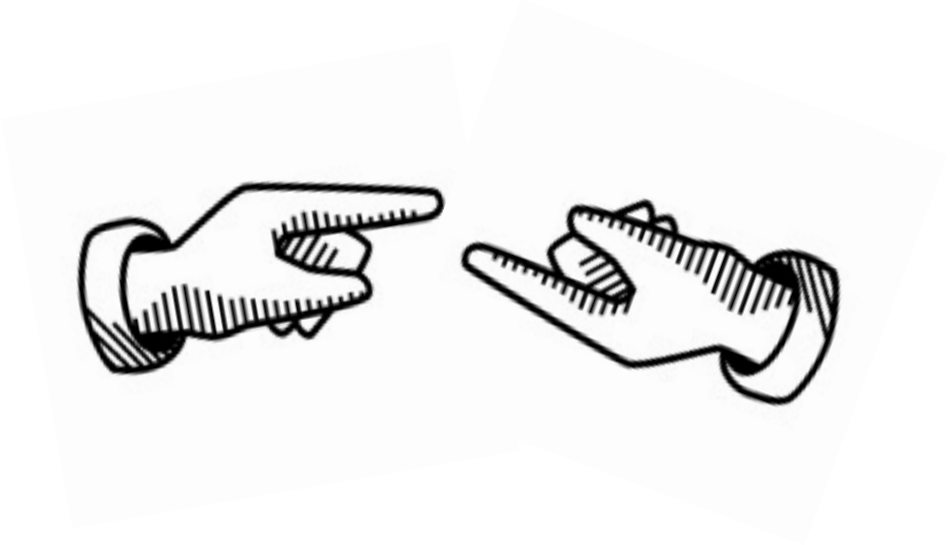
Solution

We assessed the impact that each platform and tactic had on both sales and store traffic. Using 3 years of daily data both in terms of results and media spends on each platform and tactic, adding macro-economic data and context variables to capture the impact of the complex events that occurred.

Results

By shifting some of the spend from awareness online video and TV to outdoor and Google Performance tactics the overall media mix **ROI improved by 67% from the currently €13.9 to €23.9.**

LET'S STAY IN



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