

DATAiNTELLIGENCE

MARKETING MIX MODELLING

Brings **VALUE** in profit.



WHAT IS IT?

Our data solution uses computer-processed mathematical equations to predict brand growth, calculate the ROI (Return on investment) 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 on business KPIs & ROI of different communication channels, platforms, or marketing tactics.
- Portfolio communication & brand impact.
- Optimal planning scenario to reach target KPIs (Key performance indicators)
- Future sources of business growth.

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CASE STUDY



Context

In a triple crisis context (energetic and economical, topped by the Ukrainian war), a Romanian retailer needed to optimize its media investment to maintain the last year's growth.

Challenge

The challenge was determining each media channel's ROI and reallocating the media budget to meet the business objectives. 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

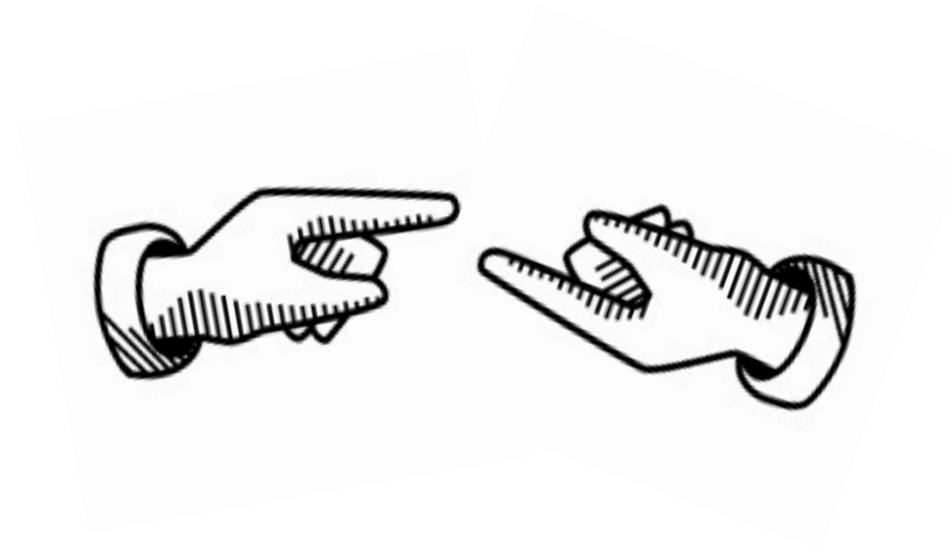
We assessed each platform and tactic's impact on sales and store traffic. We used three years of daily data regarding results and media spending on each platform and tactic, adding macroeconomic data and context variables to capture the impact of the complex events.

Results

By shifting some of the spending from awareness online video and TV to outdoor and Google Performance tactics, the overall media mix.

ROI improved by 67% from the current €13.9 to €23.9, after MMM Optimization.

LET'S STAY IN



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