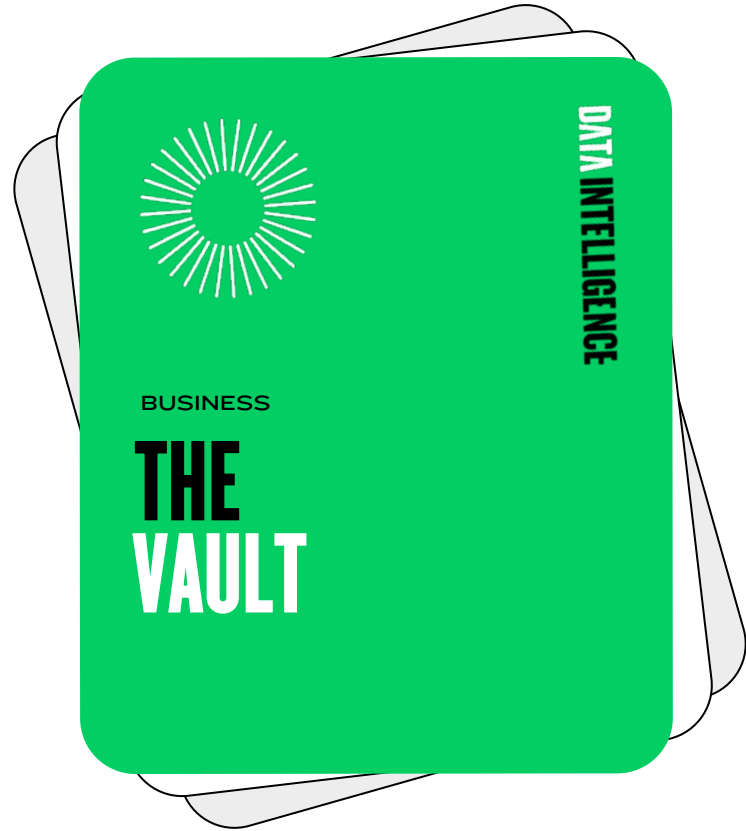


DATAiNTELLIGENCE

THE VAULT

Optimize **BEST.**



WHAT IS?

THE VAULT is a proprietary tool that aggregates data from econometric projects carried out at Publicis Groupe across 5 CEE markets. Leveraging machine learning techniques, it forecasts sales or other KPIs growth depending on the category, brand market position, its maturity, and the level of investment in individual media channels.

WHY WOULD YOU NEED IT?

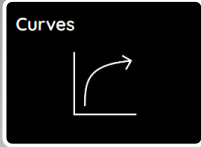
With The Vault, marketers can make more informed decisions about how to allocate their marketing budget, allowing them to maximize returns on investment and ultimately achieve better business results.

WHAT CAN WE TRACK?

Available in form of an interactive web application with Curves, Planner and Optimizer functionalities, it serves accordingly to:

- * Check the relative effectiveness and optimal weights of a given touchpoint.
- * Forecast business outcomes from planned campaigns and media scenarios.
- * Defining the optimal media-mix and fighting for maximizing ROI or setting a sufficient media budget to achieve business target.

CASE STUDY



MARKET: ROMANIA

CATEGORY: RETAIL

SUBCATEGORY: SUPERMARKETS

BRAND POSITION: LEADER

BRAND MATURITY: MATURE

CHALLENGE: To determine the optimal media mix if 30% of TV budget would be moved to other channels

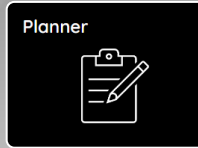
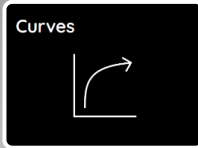
The client asked us to evaluate sales impact if budget saving from TV (generated by using two product offers in the same TVC – max 30%) is re-allocated to other media channels.

STAGES OF ANALYSIS

It was necessary to:

- 1) consider as a starting point a standard activity week during the year and calculate the ROI curves for each individual media channel
- 2) determine the current plan impact in sales (Planner)
- 3) multiple scenarios were built to analyze the impact in sales of each media channel investment
- 4) recommend to client the best delivering scenario in terms of sales

CASE STUDY



MARKET: ROMANIA

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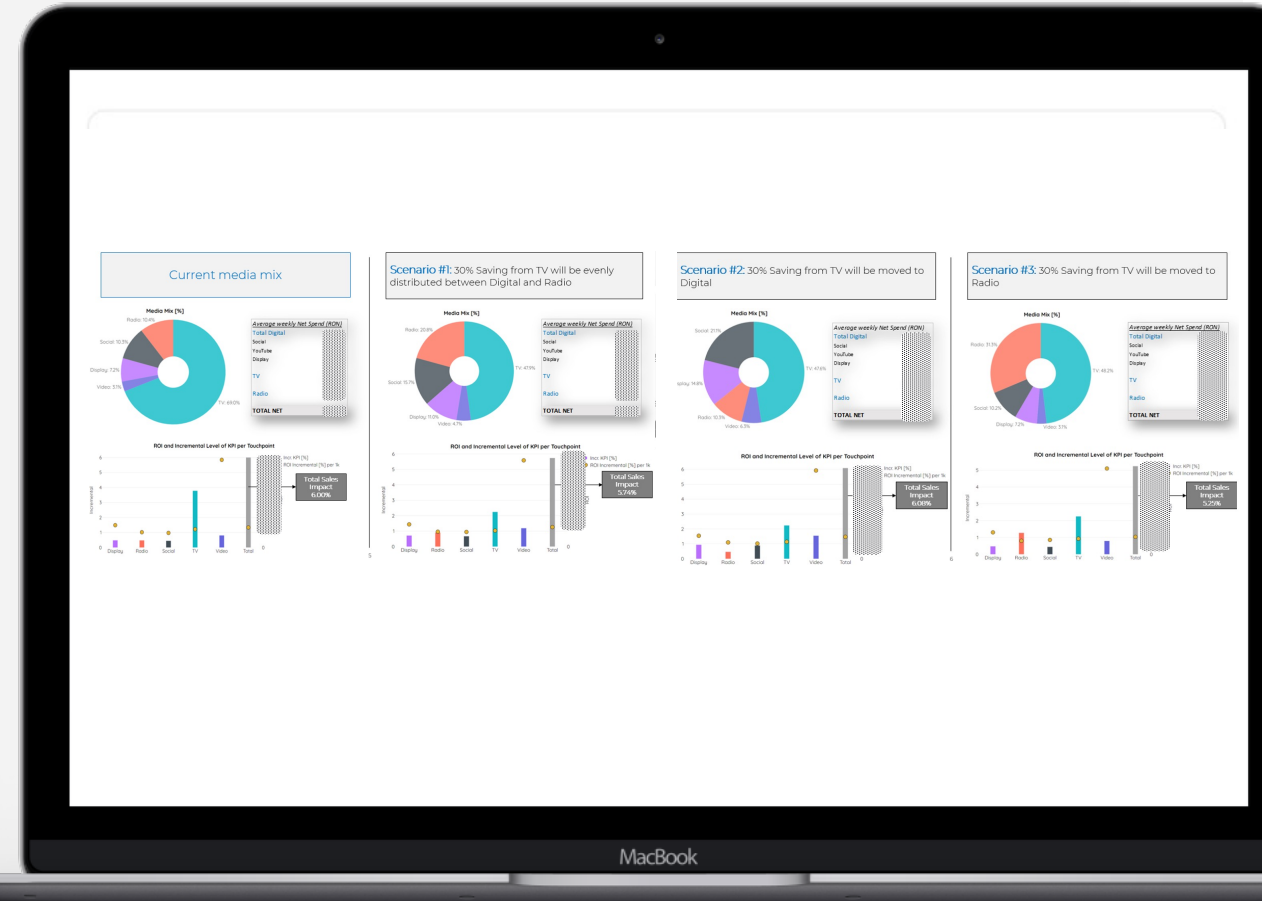
BRAND POSITION: LEADER

BRAND MATURITY: MATURE

RESULTS

Using the touchpoints from our current mix, guidelines generated by Vault allowed us to:

- 1) optimize the weekly budgets for Planner scenarios
- 2) iteratively moved budgets from TV to other channels and evaluate the impact in sales



CASE STUDY

MARKET: ROMANIA

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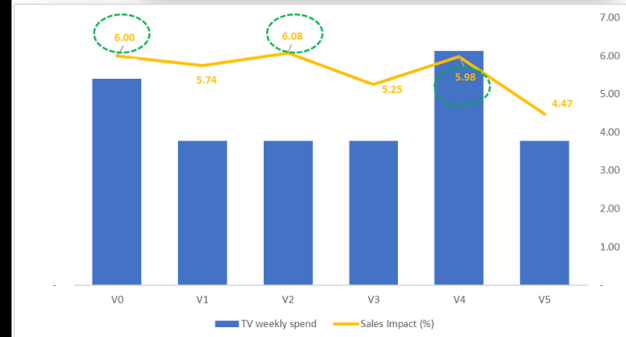
DATA INTELLIGENCE

RESULTS

We created several alternatives within the same budget, but we also took into consideration 30% budget cut from TV. The latter turned out to be the least performant, thus it was not seen as a viable option. The final recommendation was to move the budget from TV to digital channels.

CONCLUSIONS AND RECO

Vault Scenarios	Current plan	TV moved to Digital and Radio (50/50)	TV moved to Digital	TV moved to Radio	Additional 500k for TV, moved from Digital and Radio	Budget cut: 30% saving from TV
	V0	V1	V2	V3	V4	V5
TV weekly spend idx.						
Sales Impact (%)	6.00	5.74	6.08	5.25	5.98	4.47



- Shortlisted scenarios with similar impact in sales: V0, V2 and V4
- V4 is based on budget increase → will not be considered
- V0 and V2 (same level of media budget) are the most efficient
- V2 should be implemented if TV SOV remain much higher than competition → 15 sec TVC with 2 products, budget saved will be moved to digital

SPARK
FOUNDRY

MacBook

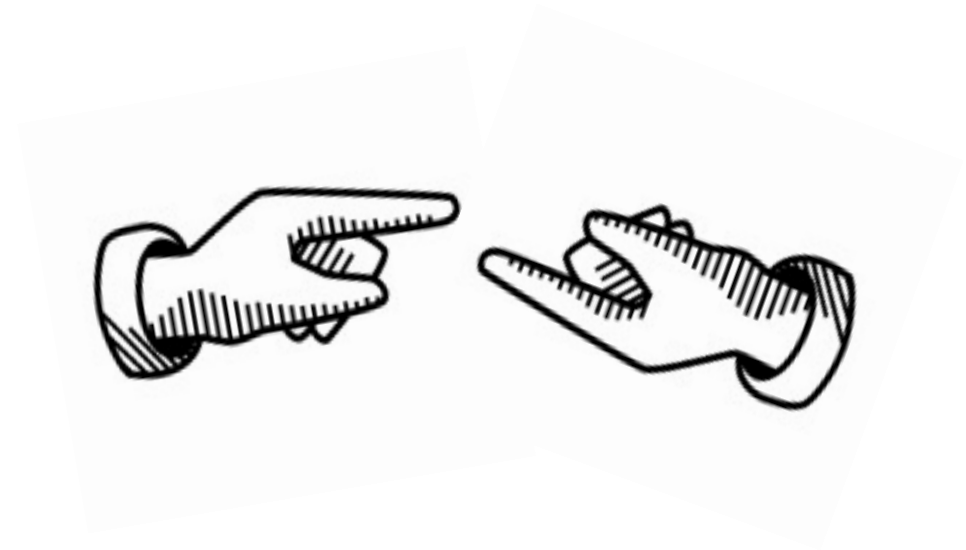
THE VAULT

Power your decision-making with AI-driven insights
and maximize your business KPI



TAKE CONTROL,
PLAN BETTER,
OPTIMIZE BEST.

LET'S STAY IN



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