



TRANSORG
ANALYTICS

Market-Mix Modeling for a fortune 500 FMCG company

Objective

- A global fortune 50 FMCG company wanted to improve marketing efficiency by identifying the contribution and ROI of certain factors such as promos, advertisements, etc.
- Optimize spend across conventional and digital media.

Approach

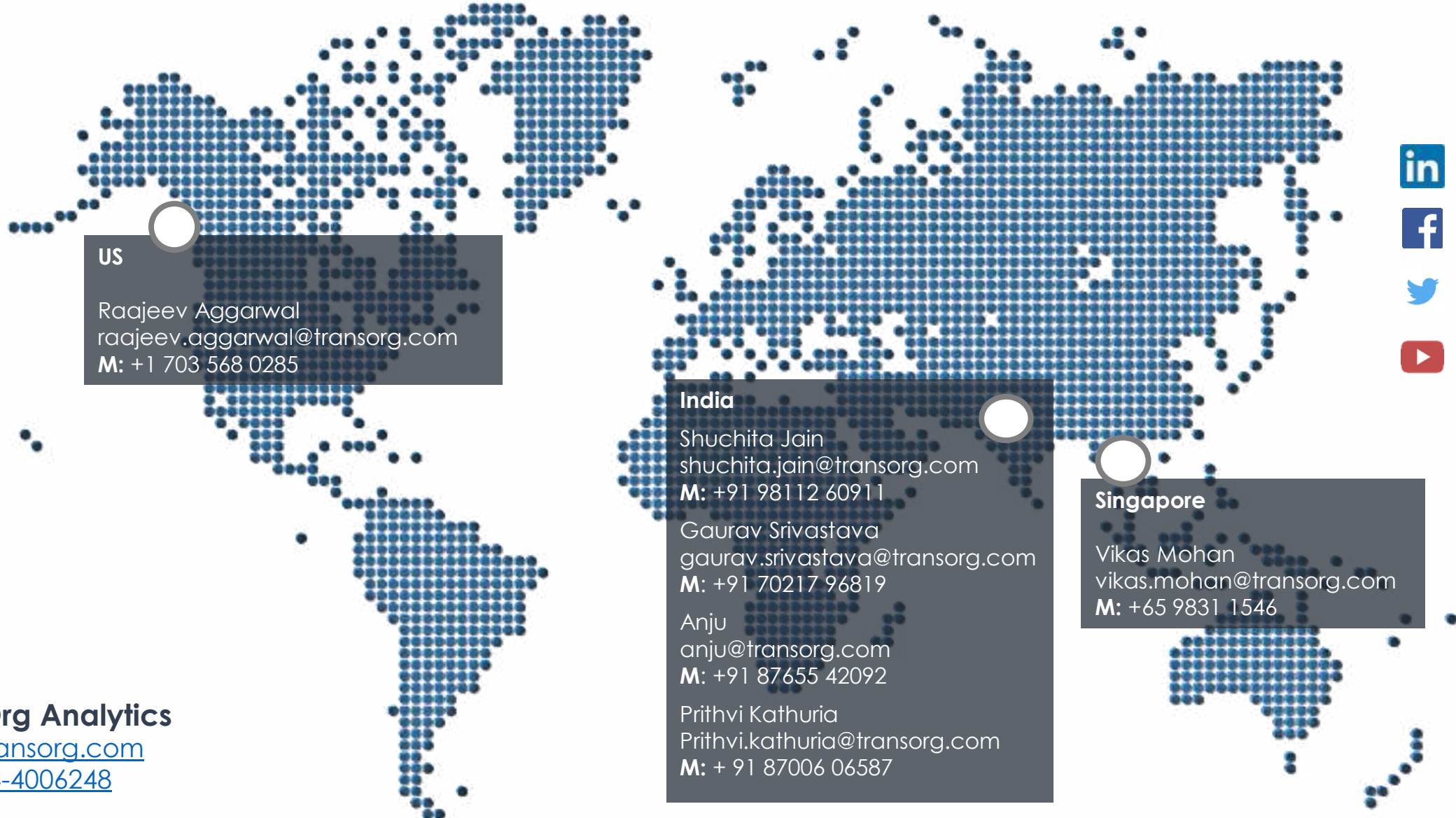
- Built a market mix model to estimate sales volume contributions and ROI of each marketing channel.
- Identified marketing channels having non linear impact on sales and applied relevant transformations.
- Created independent variables such as no of distributors, holiday flags, temperature, regional demographics, average percentage discount, average base price, digital Impressions and TV GRP, etc.
- Built a primary model using linear regression with randomized coefficients at region level to find the contributions of the variables
- Built a secondary linear regression model was built by breaking down the contribution of primary variables into micro components.
 - For example, divide the contribution of TV into categories such as, cable, sports, late night tv, etc.
- Optimized budget allocation with the help of model output by doing simulations for various scenarios.

Impact

- The output of the model is used by the business team for marketing decision to optimize the ROI by realigning the budget allocation for different channels

Contact us





We are a phone call away!



US
Rajeev Aggarwal
raajeev.aggarwal@transorg.com
M: +1 703 568 0285

India
Shuchita Jain
shuchita.jain@transorg.com
M: +91 98112 60911
Gaurav Srivastava
gaurav.srivastava@transorg.com
M: +91 70217 96819
Anju
anju@transorg.com
M: +91 87655 42092
Prithvi Kathuria
Prithvi.kathuria@transorg.com
M: + 91 87006 06587

Singapore
Vikas Mohan
vikas.mohan@transorg.com
M: +65 9831 1546

-  [LinkedIn](#)
-  [Facebook](#)
-  [Twitter](#)
-  [YouTube](#)

TransOrg Analytics
www.transorg.com
[+91-124-4006248](tel:+11244006248)