



Marketing Intelligence with Market Mix Modelling

Advertising and marketing are vital for business success and play a key role in enhancing brand image, building customer loyalty and differentiating a business from its competition. With increase digitization, competition so intense and so many available marketing channels, companies use multiple media channels and promotions such as TV, radio, internet, mobile and print advertising as well as price discounts, coupons and bundled offerings.

Businesses need to actively monitor the effectiveness of all the above components and keep a close eye on which channels are actually driving the sales.



Boost in marketing effectiveness



Improve ROI on market spends



Business scenario testing

Our Solution Capabilities

Forecasting Capability

Forecast the ROI with the highest level of accuracy across different time horizons – short or long term across large datasets.

Predictive Modelling Capability

Predict the impact of key performance indicators on the expected outcome to obtain the best possible outcome for different combinations of marketing mix.

Simulation Capability

Simulate the real time marketing mix parameters to understand the effect of marketing mix on ROI for various marketing initiatives.

Reporting Capability

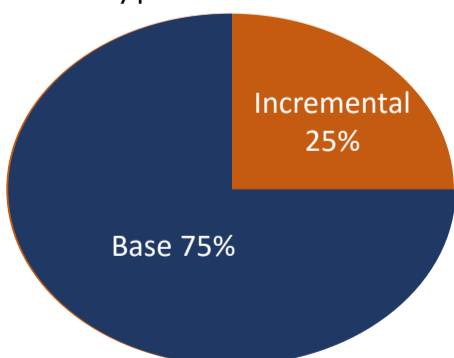
Monitor the performance of the Market Mix Modeling.

Optimization Capability

Optimize the different combinations of simulated capabilities to determine what the optimal spend mix should be.

Key Outputs from MMM Exercise

Mix models separate sales into 2 types of sales drivers



Incremental Drivers:

These are the controllable elements implemented by the marketing team like:

Above-the-line, Below-the-line and Through-the-line

Base Drivers:

The base outcome for a business is the sales that are achieved in the absence of any incremental marketing activity like:

Distribution, Price, Seasonality and Macro variables

About TransOrg Analytics

TransOrg Analytics is a Big Data and machine learning solutions and services company transforming businesses. Our solutions and products encompass advanced analytics, data engineering, data science, machine learning, artificial intelligence and smart data visualization and come with tenured 11+ years of experience across multiple geographies like North America, Middle East, APAC and India.

We have delivered millions of dollars in incremental top line revenues via 300+ projects of varying complexities for 60+ India and international clients including FMCG companies like PepsiCo, Marico, Britannia and GSK Consumer Healthcare among several others.