

Challenge

The client, faced with a challenge of marketing products to consumers with multiple touch points, wanted to measure the contribution of various channels and touch points to revenue growth. In particular, the client wanted to determine the contribution of offline ads and online ads to revenue growth. The client's objective was to identify avenues of highest Return on Investment and utilize those to drive up profitability and revenue

Solution

BAXIA Group used both internal and external data combined with various modeling techniques to construct multiple marketing mix models to assess the return on investment for various channels of marketing and touch points. We accurately identified key drivers of sales and provided estimates of the contribution of each marketing channel to revenue growth

Results

The client implemented strategies to utilize marketing channels with the highest return on investment leading to an increase of almost 40% in the return on investment.