

IPSOS MMA'S HOLISTIC MARKETING MIX MODELING

IPSOS MMA – INDUSTRY LEADERS IN MMM FOR 30+ YEARS

- Establish incremental value of all marketing touchpoints, operational activities, and external factors
- Models mapped to multiple KPIs and dimensions—products, customer segments, etc.
- Estimate short- and long-term brand value

CASE STUDY – SAVED ONE CLIENT \$30MIL TURNING AROUND INEFFECTIVE MARKETING SPEND



Situation

National Brand Executive Marketing leadership partnered with Ipsos MMA to address 3 key objectives:

- Establish a data-driven measurement program to assess Marketing performance that will aid in strategic planning and in-season adjustments
- Quantify impact of Marketing investments across a portfolio of products, with a focus on optimization to drive incremental conversions on neutral budgets
- Measure and identify the performance of upper- vs. lower-funnel marketing on short-term conversion and long-term brand health, and facilitate long-term planning strategies to help drive overall brand health



Approach

- Build DMA-level MMM measurement across 3 LOBs and 2 Customer Types, accounting for all Upper-, Mid- and Lower-Funnel Paid Media, operations drivers and external factors, with additional emphasis on Competitive Media, Government Regulations and Seasonality
- Incorporate direct measurement of Brand Health on to conversions, and secondary measurement of Marketing on to Brand Health to account for both the short- and long-term impact of Marketing
- Develop scenarios that focus on understanding the tradeoffs when optimizing between short-term conversions and long-term value

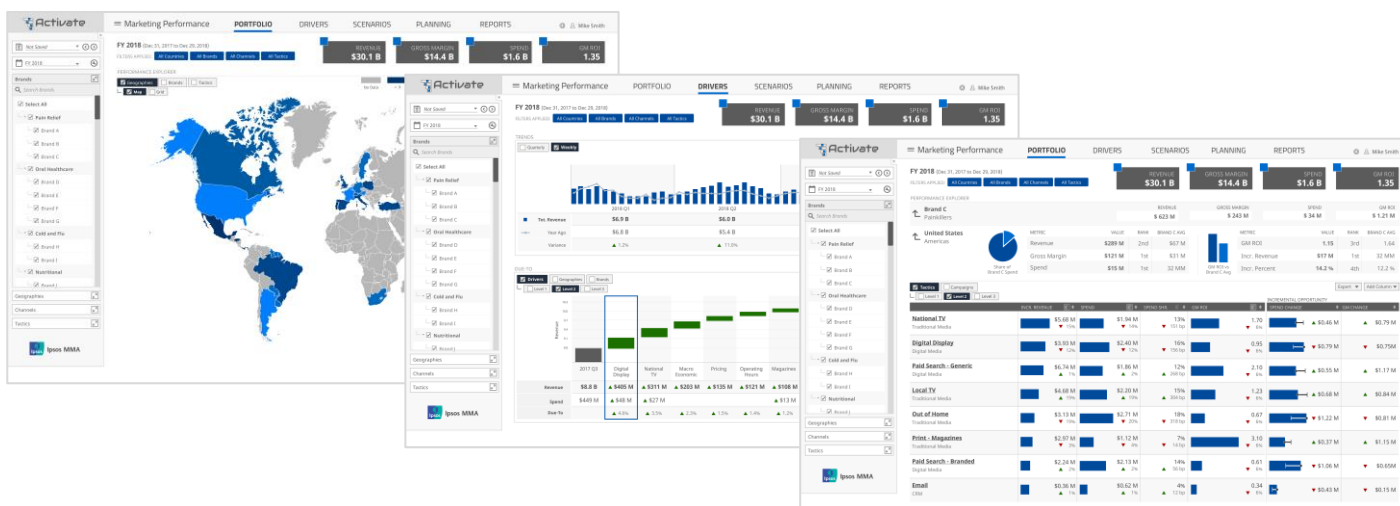


Value Delivered

- +\$30MM profit in 1-year via increased Marketing investment and targeted reallocation to key lower funnel channels (Social, Retargeting) to maximize short-term conversion, additional allocation to Upper-Funnel media (TV) to drive Brand Health

EVOLUTION OF MMM

Marketing Mix Models have evolved considerably in the past 5 years. Analysis that used to be conducted with a few dozen megabytes or gigs of data on an annual or semi-annual basis, as companies move to a unified approach, terabytes of data are being used. Models that were refreshed annually or semi-annually, are now being refreshed quarterly and even monthly. Changes in performance and consumption patterns can be read dynamically and corresponding adjustments made to recalibrate campaigns to target changing marketplace conditions and customer segments. The base analysis that is MMM is now a more rapidly evolving analysis of the brand and its consumers and is capable of providing the foundation throughout the year to read and adjust marketing, operational and promotional campaigns, while accounting for competition, economic conditions, weather and consumer trends. Because these models now include a holistic range of business drivers, many of our clients have re-branded their MMM program as Commercial Effectiveness, Business Mix or Commercial Driver Optimization. Ipsos MMA incorporates new market signals using advanced techniques, capturing synergies and calibrating media response curves by time period, location, sales channels and consumer segments to optimize for and predict dynamic shifts in consumption and engagement patterns. Now more than ever, these advanced incarnations of MMM are critically important for business planning.



For ongoing interaction with the models, the **Activate®** web-based platform allows for you and your agency partners to:

- Monitor in near-time marketing and corporate performance
- Analyze and understand the important drivers of performance changes period over period
- Optimize anything from your global portfolio to your local flighting
- Build detailed and strategic what-if scenarios using our analytic framework to predict future performance



ABOUT IPSOS MMA

Ipsos MMA is a global leader in Unified Marketing Measurement, Planning & Optimization. The company has successfully completed brand and business building analyses in almost every industry sector, on thousands of brands spanning 25+ countries. Ipsos MMA is renowned for the billions of dollars in incremental value it has created with Fortune 500 Companies through its holistic data management platform, predictive analytics, speed-to-insight, dynamic software ad consulting

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