

Monthly ROI-Based Implementation Planning Drives Growth For CPG Brand - ROI Rocket

INDUSTRY

CPG

CLIENT

A Top Consumer Products Brand

CHALLENGE

- Relying on a yearly traditional MMM
- Receiving yearly insights on marketing with less to no actionability

RESULT

- Understood the ROI movement on a monthly basis
- Nonlinearly optimized quarterly plan which delivered a 17% better ROI
- Optimized plans delivery on a MoM basis, against sales KPIs

CHALLENGE

The X Future's client - One of the top Consumer Product Brand- was dependent more on their paid media spending across online (social media & web-based) and offline (TV commercials) avenues; to drive growth for their brand on the e-commerce platforms on both Brand website and marketplace.

The major problem for the brand was their inability to measure what marketing activities were causing their sales on their website and marketplace and the impact of marketing on their short-term and long-term sales.

- Their traditional Marketing Mix Modelling (MMM) that relied on multiple years of historical data were no longer working to measure their current marketing performance.
- Insights on their marketing performance were laggard in nature, and were being received only once every year, that too with minimal actionability.

They sought a measurement and attribution solution that could consolidate their marketing initiatives across multiple media sources; measure their performance on a granular level, whilst also offering actionable insights on any supposed changes they could make to achieve a better overall ROI.

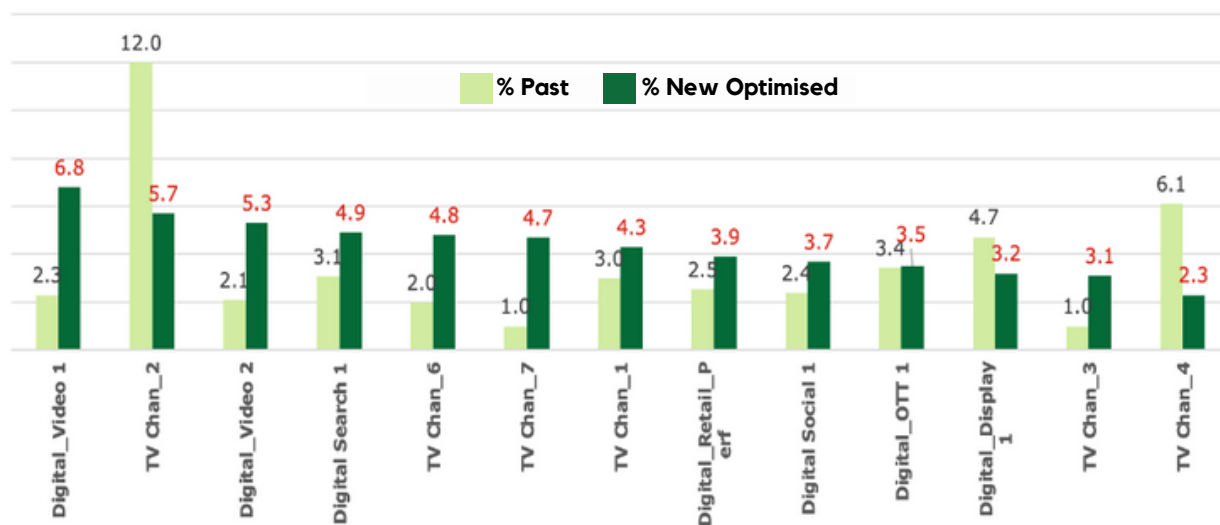
THE TXF SOLUTION - ROI ROCKET

APPROACH:

- Model was updated on a monthly basis
- **Base Model:** 110+ weeks of data that included - Digital Media Data, Offline Media Data, Web Analytics Data (different sources), online and offline sales data, Economic Factors, Covid/Holidays' Calendar, Offers/Discounts, Brand pricing, Distribution and many more
- **KPI analyzed:** Daily level Value sales
- Input data at the most granular level of Media X Ad Type X Channel X Platform X Audience

ACTIONABLE INSIGHTS DERIVED

- Accurate ROI was showcased for 90% of the total 60 Platforms (TV + Digital)
- An optimized Omnichannel Marketing Plan for 8 Scenarios were generated on a monthly basis
- Investments and Advertising Spend across different platforms were refined every month on the basis of respective sales outcomes
- The Impact of the marketing activities on the online sales as well as offline sales were also forecasted



[Investing in what works best](#)



VALUE DELIVERED

IMPACT

- TXF enabled the brand to successfully understand the movement of ROIs on a monthly basis

STRATEGIC DECISION-MAKING

- Social media budget of the brand was increased - moving from brand search to performance campaigns
- TV budget was optimized within the better-performing platforms

AGILE DECISION-MAKING

- Shift of budgets were made from the No 1 Social Platform to No 2 Social Platform
- Programmatic buy was moved to display from video for the biggest platform

RESULTS

17% Improved ROI

On existing AD budget of INR 250 Crores

About The X Future

We are a team of finance, business and tech evangelist with an experience of working with some of the biggest financial and tech organizations in the world. We have first hand experience of solving the core business challenges with an indept understanding of business logic, coupled with knowledge of latest technology solutions. This enables us to deliver top-notch automation and enterprise performance management solutions that helps our clients make sense of their enterprise data, and drive value across their organization.



avj@thexfuture.com



db@thexfuture.com

ROI-Based Marketing Planning Drives Growth For An Online Insurance Provider - ROI Rocket

INDUSTRY

Financial Services

CLIENT

An Online Insurance Provider

CHALLENGE

- Unable to comprehensively measure their omnichannel marketing ROI
- Falling Marketing ROI across all medias

RESULT

- Understood the marketing performance on a city level
- Optimized Omnichannel Marketing Performance which delivered a 24% better ROI
- Optimized the budgets between different platforms of digital

CHALLENGE

The X Future's client - An Online Insurance Provider - was generating a high amount of leads from many sources. However, their biggest problem was to identify which channel was contributing to more Marketing qualified leads and what exactly was the cross channel impact of marketing activities.

With the provider using both - Digital & Print media as a mode of marketing across 35 cities, their major problem was their inherent inability to measure which marketing mode was the most efficient and generating the maximum amount of sales opportunities and ROI, overall.

- Using traditional Marketing Mix Modelling (MMM) was not cutting it and the client was struggling to comprehensively measure their omnichannel marketing performance and gauge ROI
- Their Total Media initiatives, strategically adopted to touch-base cities was evidently dropping due to zero visibility around their performance

They sought a measurement and attribution solution that could consolidate their marketing initiatives across multiple media sources; measure their performance on a granular level, whilst also offering actionable insights on any supposed spend allocation changes they could make to achieve a better overall ROI.

THE TXF SOLUTION - ROI ROCKET

APPROACH:

- Model was updated on a monthly basis
- **Base Model** : 850 days of data that included - Digital Media Data, mass media Web Analytics Data (different sources), online sales data, Macro Economic Factors, COVID Calendar, Holidays' impact,
- **Sales KPI analyzed:** Daily level Quotes
- Input data at the most granular level of Media X Ad Type X Channel X Platform

ACTIONABLE INSIGHTS DERIVED

- Successfully distilled out the marketing attribution and ROI across all media channels at a consolidated as well as a standalone city level
- TV was observed to be a very critical medium for non-metro cities.
- Live Cricket ROI was found to be lesser compared to the regular TV ROI
- Accurate Digital channel ROIs were also shown across various platforms
- Digital Branding was noted to be performing well on live cricket compared to live TV
- Print Media as a mode of marketing was concluded to be not working well for the client

Market Priority Drove The Media Weightages

% Attribution To Sales	All 35 Cities	Top 7 Metros	Other Cities
Digital	23.9	28.2	19.8
Print	1.0	0.9	1.2
OOH	2.4	2.9	2.0
TV	25.2	17.0	33.1
Media	52.6	49.0	56.1
Base Sales	47.4	51.0	43.9

- **TV plays a larger role in smaller towns**
- **Digital leads in larger metros**



VALUE DELIVERED

IMPACT

- TXF enabled the brand to successfully understand the movement of ROIs

STRATEGIC DECISION-MAKING

- TV as a marketing mode proved to be a must to enhance purchasing intent in non-metros
- Print's ROI turned out to be poor and was hence, delisted
- Digital Branding proved to be performing the best during live sports
- Usage Out-Of-Home (OOH) Advertising was further strategized

AGILE DECISION-MAKING

- Optimized the budgets between different digital media platforms

RESULTS

24% Improved ROI

In Terms Of Daily Sales Quotes Received

About The X Future

We are a team of finance, business and tech evangelist with an experience of working with some of the biggest financial and tech organizations in the world. We have first hand experience of solving the core business challenges with an indept understanding of business logic, coupled with knowledge of latest technology solutions. This enables us to deliver top-notch automation and enterprise performance management solutions that helps our clients make sense of their enterprise data, and drive value across their organization.



avj@thexfuture.com



db@thexfuture.com