

**Agile Marketing Mix Modeling Drives ROI
for Large CPG Conglomerate**

**The Science of Success in Action:
An OptiMine Case Study**

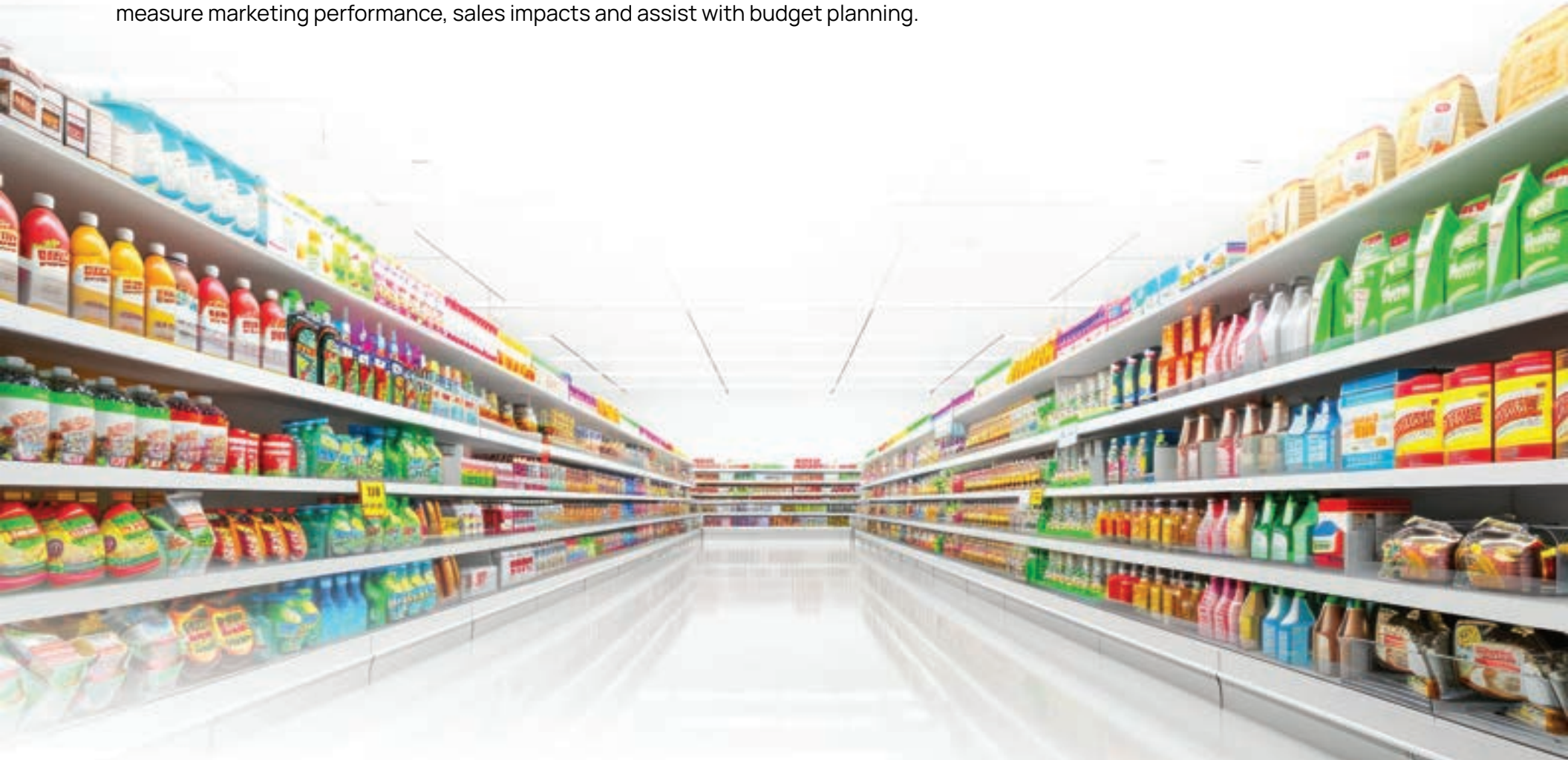
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About the Multi-Brand Consumer Product Company

OptiMine's client, a large multi-national, multi-brand food and snacks company, operates across the globe selling dozens of brands with many formulations, extensions and packaging choices. The company operates a central analytics organization that supports individual brand and marketing teams by region with a combined advertising budget well into several hundred million dollars.

The company also relies on Nielsen for sales data, which is highly summarized and rolled up by week. This data is also missing key retail partners and lacks more precise shopper profile data. The company uses traditional marketing mix modeling ("MMM") to measure marketing performance, sales impacts and assist with budget planning.



Key Challenges: Overcoming the Limitations and Drawbacks of Traditional MMM

The company had run squarely into the most common challenges with MMM: extremely slow and delayed model updates, inability to scale the solution to all of the company's brands beyond their largest ones, prohibitively expensive to use more widely, highly summarized guidance lacking detail and precision.

Because of these challenges, the company believed strongly that it was leaving economic improvements and performance lift opportunities on the table. It brought OptiMine in to address these challenges and more.

01

MMM models only refreshed 1-2 times per year and were months late upon delivery.

02

Measures were too summarized and lacked detailed breakouts by audiences, segments, campaigns and creative.

03

The company couldn't measure Retail Media Network performance in detail, and as a result could not optimize these investments.

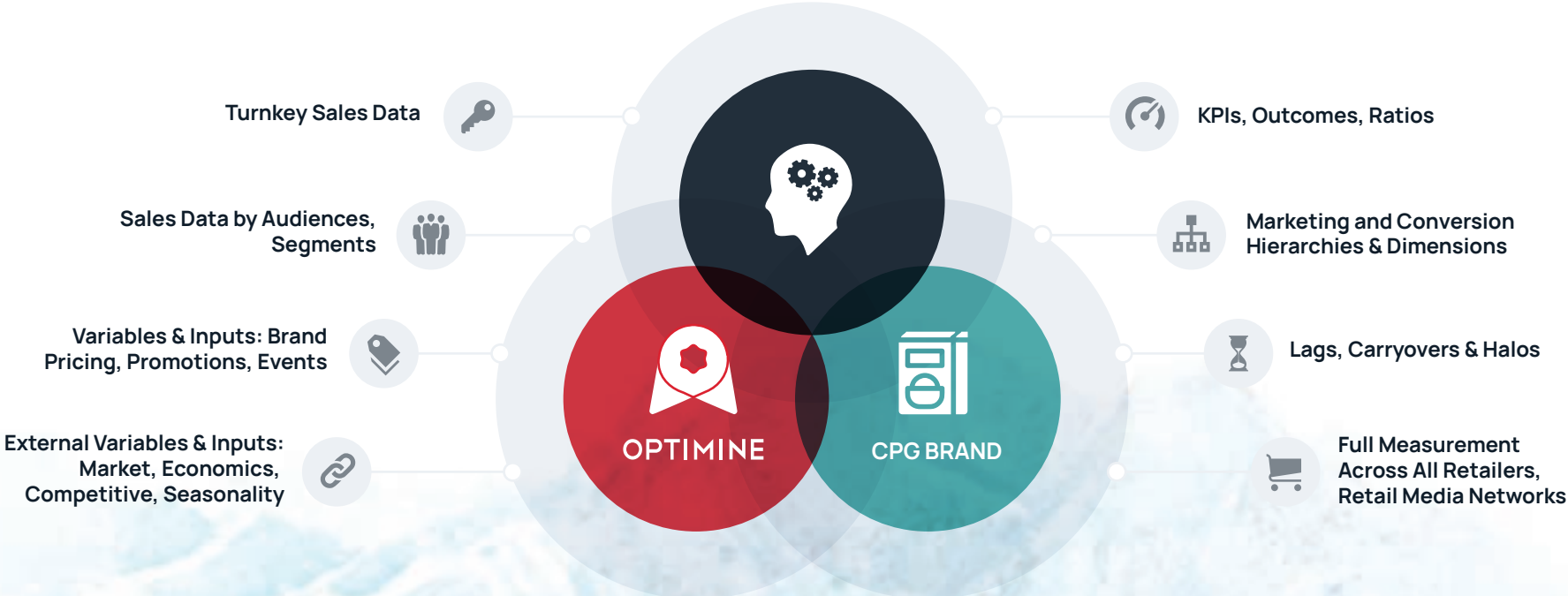
04

Their MMM models could not be scaled to all of their brands because of high costs and huge support requirements.



OptiMine's Agile MMM Solution

OptiMine's Agile MMM Solution Delivers Significant ROI Lift



OptiMine Custom Built Solution & Services for Brand



Delivering Value with Precision, Detail

OptiMine delivered a deeply detailed, turnkey solution of daily sales by all retailers, retail media networks and e-commerce sites with the ability to break out marketing and customer sales dimensions into details not available in any other MMM solution. This allowed the brand to more precisely optimize media, improve marketing targeting performance and tailor strategies by retail partners- all driving up performance and ROI.



- Granular Marketing Dimensions 8-10X Deeper than Previous MMM Solution
- Programmatic Audience and Segment Breakouts
- Campaign and Creative-Level Measures
- Deeply Detailed Retail Media Network Measures

- Turnkey Sales Data by Day, Across All Conversion Points
- Breakouts by Customer Types
- Intel on New Customer Acquisition and Competitive Switching
- Accurate Views of Retail Media's Actual Incremental Contributions

Finding Performance Lift in the Details All Other MMM Solutions Miss

OptiMine's agile MMM solution uncovered detailed targeting measurement allowing the brand to understand which marketing tactics worked best for each of their key customer segments.

Media Contribution Index by Ethnicity & Gender

	White/ Caucasian Female	White/ Caucasian Male	Black/African American Female	Hispanic/ Latino Female	Asian Female	Hispanic/ Latino Male
Paid Social	99	104	123	78	81	119
TV	102	70	118	117	135	102
Custom Partnerships	104	78	124	90	63	63
Paid Digital Video	102	82	111	109	151	61
Paid Digital Display	98	111	114	82	91	67
Paid Digital Audio	107	76	121	57	119	65
Radio	111	73	93	43	40	151
Grand Total	102	88	119	90	100	91

OptiMine's "Science of Success" in action allowed the brand to look deeper into each channel and campaign to unearth the strongest and most effective investments to drive more sales.

Paid Digital Video Results by Partners & Brand

		Effectiveness	Efficiency
	Brand	2.80	225
	ProductA	0.63	37
	Brand	0.51	20
	ProductA	0.38	12
	Brand	0.28	5
	ProductA	0.74	16
	Brand	0.60	30
	ProductA	0.55	20
	Brand	0.45	11
	ProductA	0.27	5

Yahoo Deep Dive

		Effectiveness	Efficiency
Tactic	Programmatic Non-Skippable OLV	4.89	392
	Programmatic Connected TV Video	0.40	32
Targeting	3PD Purchase	2.21	177
	2PD Contextual + Demo	0.34	27
	1PD Purchase	0.30	24

Optimizing the Value of Retail Media Networks

Retail Media Networks:

Do they deliver truly incremental revenues, or are they just pay-to-play?

OptiMine Delivers Answers:

Measuring RMNs' incremental value and optimizing RMN marketing to deliver better results.



Finding which placements & investments work, and which don't



Focus on Incrementality: Most RMNs over-state the impact of ads. OptiMine quantifies the incremental value of campaigns for a more accurate measure of true value.



Smarter analytics guide to smart results- even in pay-to-play environments by optimizing within the RMN budget

Optimizing the Value of Retail Media Networks

Kroger Precision Marketing:
Incremental Marketing
Impact: **14%**

ROAS by Placement:



Details Key to Optimizing Retail Media Networks

OptiMine delivered detailed performance breakouts within each retail media network. This allowed the CPG brand to optimize spend and lift performance even though they were in a “pay-to-play” situation where overall budget commitments could not be changed.

Conclusion

OPTIMINE'S SCIENCE OF SUCCESS DELIVERS LARGE GAINS FOR CPG BRAND:

1
18%

Lift Driven by Full
Budget Optimization
and Agile Scenario
Planning

2
23%

Lift in Paid Social Using
Detailed, Granular
Measures and Intelligent
Budget Allocation

3
26%

Performance Gain in Retail
Media Network-Driven
Sales (Even in Pay-to-Play
Situations) by Measuring
all Placements and
Tactics to Find Lift

4
10MM+

in Cost Savings by
Paring Back
Unproductive Media



Contact US

Contact us today to schedule a demo or meet with OptiMine to learn how you can leverage our advanced analytics to lift your marketing performance.

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