

**JCPenney Drives Sustained Recovery & Growth
via MMM-Guided Optimization with OptiMine**

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

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JCPenney Challenges

JCPenney was using a legacy MMM vendor that many industry analysts had deemed a "leader", but the brand knew it had to make a change when they approached OptiMine. The current vendor's solution operated much like any other traditional MMM solution: each model refresh took several months to complete, required enormous manual efforts, and delivered model results much too late to be useful. Further, the guidance failed to go much deeper than channel levels and optimization scenarios had to be delivered via expensive, slow PowerPoint decks that the vendor had to hand-build. As a result, the solution was prohibitively expensive to operate and was creating more competitive risks for the brand.

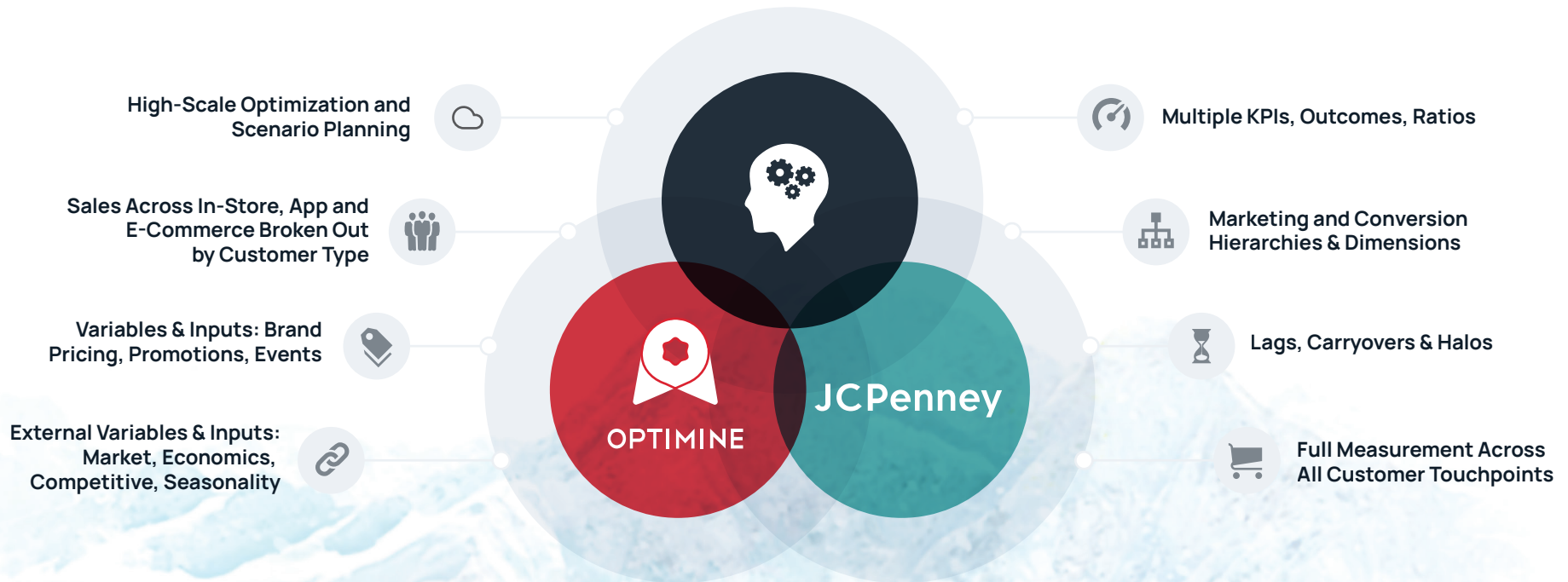
JCPenney made the decision to change to OptiMine and to fully modernize their approach to marketing measurement. With this, JCPenney also modernized its approach and speed of decision-making using the agile solution from OptiMine. And the timing was perfect as the company pursued an audacious strategy to turn around the storied brand.

JCPenney Experienced All of the Typical Challenges of Traditional MMM:



OptiMine's Agile MMM Solution

OptiMine's deep engagement with JCPenney focused on strategy, along with aligning and custom configuring the MMM solution based on their needs, data and decisioning approach. OptiMine custom-built the measurement solution and layered in deeply experienced consultants to guide the brand to improved leverage of the solution, and ultimately much higher ROI.

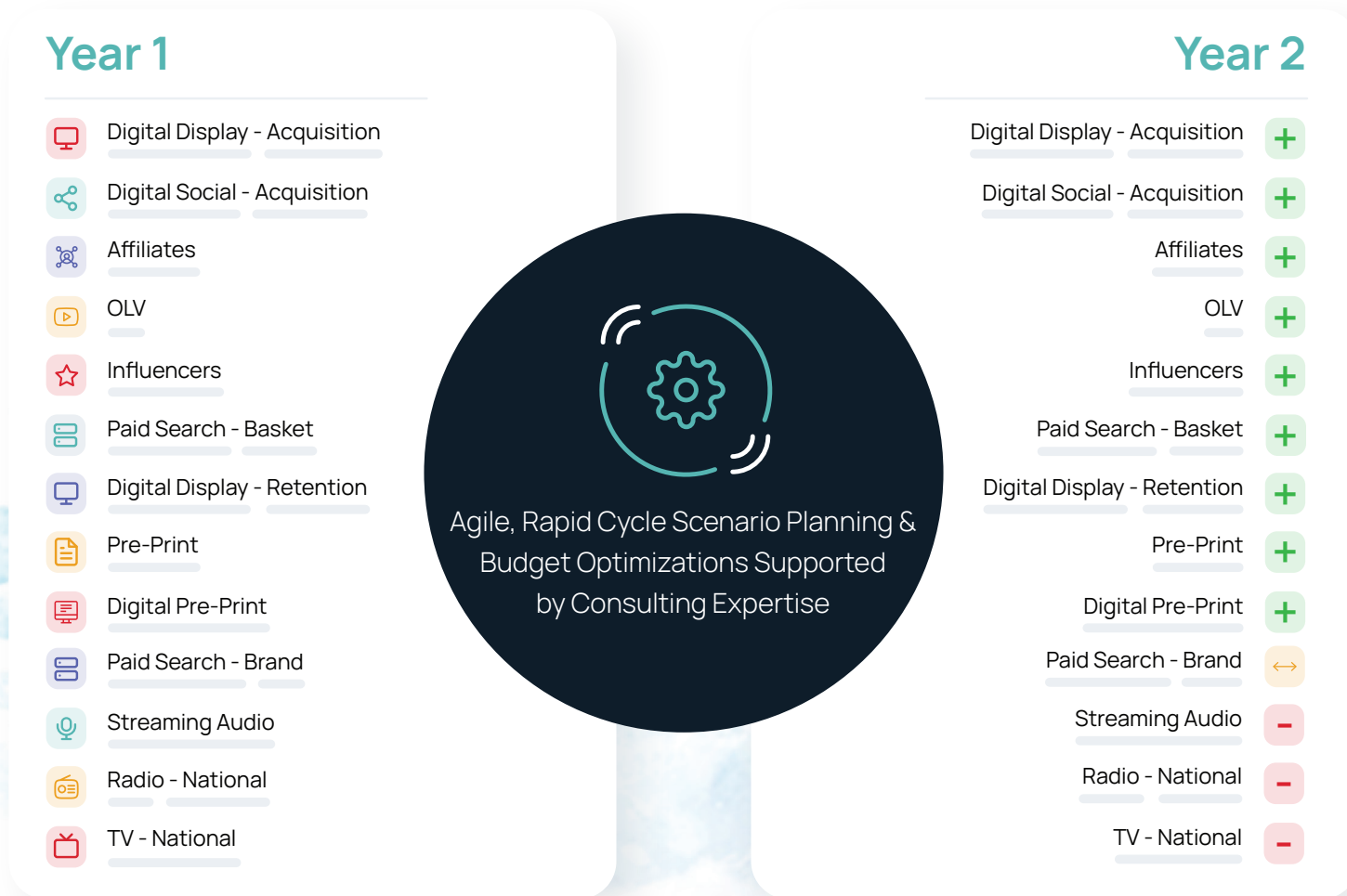


OptiMine Custom Built Solution & Services for Brand



Agile Scenario Planning & Optimizations Drive Enormous Lift

A primary area of benefit with OptiMine's solution is that JCPenney can run much faster and more agile scenario plans, whether on the fly for immediate-term, tactical decisions, or for deep planning tied to their formal budgeting process. In either case, the process is incredibly fast, hyper-detailed, and the improvements have led to substantial performance gains for the brand.

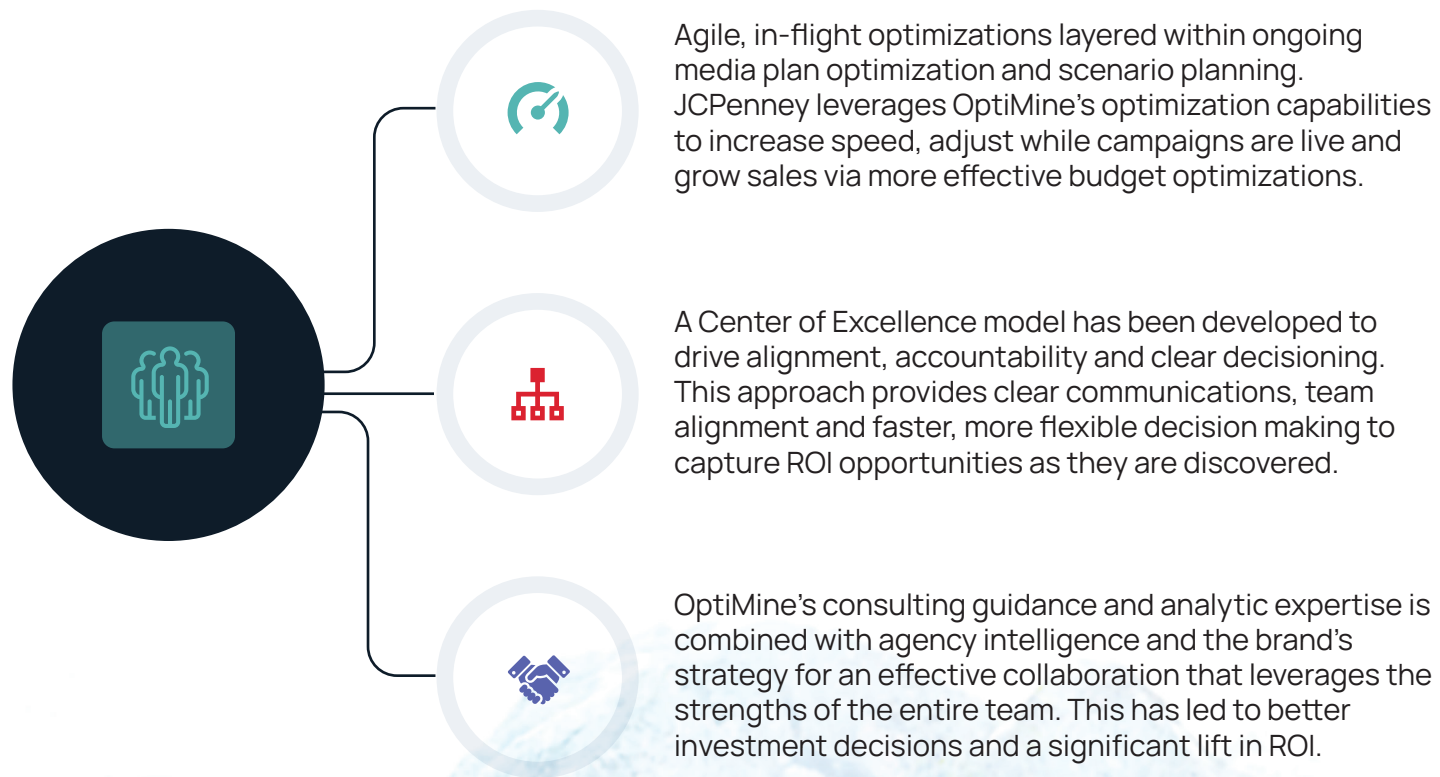


JCPenney Generated Verified **Revenue Lift of Over \$300MM** Over Two Years Using OptiMine

Collaboration & Expert Guidance Lead the Way

OptiMine's Expertise & Consulting Guidance:

OptiMine's consulting guidance and best practices are combined in collaboration with JCPenney's center of excellence ("CoE") and agency partner expertise to deliver agile planning and optimization processes.



WHY OPTIMINE? AGILE MARKETING MEASUREMENT



Fastest Solution

Rapid implementation for fastest ramp to value.



Most Actionable

The deepest, most granular measures for precise guidance and immediate action.



Privacy Proof

No PII, Identity Data nor Cookies used in OptiMine's solution- EVER.



Expert Consulting Services

Deeply experienced analytic consulting to help you achieve your goals.



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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