

# LIVE MODELS DRIVE PORTFOLIO GROWTH WITH SPEED TO INSIGHTS

Our client, a large multi-national company, was benefiting from a robust Commercial Mix Modeling framework that went beyond Marketing Mix Modeling to include greater granularity and deep understanding of the total business. Aiming to increase speed to insights and guide its marketing teams towards maximizing portfolio growth, the client sought to benefit from a comprehensive “real-time” measurement framework. Analytic Partners and the client worked closely to engage all stakeholders and create a framework for Live Models to provide continuously updated insights. After a successful pilot, the project was expanded across multiple businesses.



## CHALLENGE

Our client's existing commercial mix modeling program had a strong history, serving as the central marketing ROI measurement framework and the basis for future-focused planning and budgeting decisions. However, the client's tools for real-time performance lacked a comprehensive quantified measurement of the impact of their in-market drivers. Without good insight on real-time business performance, decision-making was delayed, and opportunities were missed.

## SOLUTION

Analytic Partners introduced a LIVE Model framework that allowed for “real-time” insights as data is made available. A significant organizational commitment, assisted by Analytic Partners change management services, ensured smooth implementation. Two key success enablers were defined, strategically planned out and executed:

- ▲ Revamping the Data Infrastructure to feed models with fast, high-class data
- ▲ Balancing Speed and Depth of cadence with on-demand and scheduled support

By leveraging services integrated with GPS Enterprise, Analytic Partners' proprietary technology, Live Models fundamentally changed the way the client leveraged marketing measurement.

## RESULTS

Analytic Partners' LIVE Models were swiftly finalized, with a significantly faster cadence to maintain up-to-date models to inform business decisions. Additionally, Analytic Partners provided continuous on-demand analytic support for real-time / right time decision-making. LIVE modeling provided the robustness of a holistic Commercial Mix Model, but in a fraction of the time required. What started as a pilot was quickly expanded to other businesses. Since expansion, insights delivered led to changes in communication plans that drove profit for the organization and ROI growth.

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## PROJECT DETAILS

### IDENTIFY OPPORTUNITIES:

The two key success enablers in detail:

Revamping the data infrastructure to feed models:

- ▲ Increasing cadence of data elements captured
- ▲ Removing and preventing data lags
- ▲ Improving level of data to match level of analysis
- ▲ Improving data mapping

Balancing speed and depth of cadence:

- ▲ Allocating on-demand analytic hours for custom model deep dives
- ▲ Holding ongoing workshops with the marketing team to provide guidance on findings and actions towards objectives

### OPTIMIZE MODELING FLOW:



**Setting model  
parameters**

**Automated data  
ingestion**

**GPS-E batch  
modeling**

**Modeler approved/  
intervention**

**Share-out of  
Model Results**

### GAIN INSIGHTS:

- ▲ Early reads on new campaigns provide confidence to stay in-market or signal the need to replace poorly performing advertising, leading to marketing ROI improvements.
- ▲ Volume drivers are quantified to improve understanding of business performance and focus the organization around what matters most.
- ▲ Consumption demand and shipment forecasts can be updated on an ongoing basis to increase precision.
- ▲ Rapid reads allow for more experimentation in-market.
- ▲ Accelerated cadence and up-to-date results mean a measurement-based discipline can be established for all planning and execution decisions.

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