



Media Planning by Leveraging Consumer Search Data

CLIENT

**Leading multi-national
beverage company**

INDUSTRY

**Consumer Goods
and Services**



Business Impact

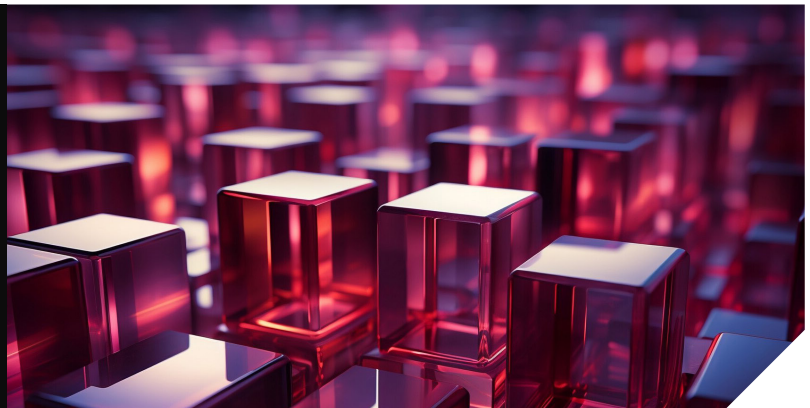
- Digital Search spend optimized
- Lift in business outcomes from search spend



Business Challenges

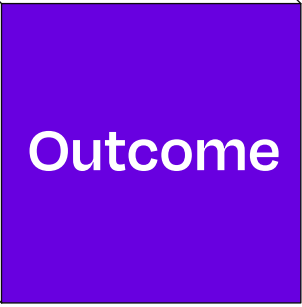
- The C5i advanced analytics team had been engaged with the client for over 3 years. As a proactive exercise, we ran experiments on data and observed a high correlation between sales of Nutrient based products and symptoms of Influenza. We hypothesized that this relationship could be used to optimize media spends through right targeting and messaging. The objective of the exercise was to analyze consumers' search behavior and predict Influenza like illness (ILI).

C5i's SOLUTION APPROACH



The approach taken was to build a real-time Search-based forecasting solution which:

- Analyzed Google search behavior and provided weekly forecast of ILI.
- Clustered regions/cities with similar patterns of Influenza like Illness.
- Built **machine learning models** to define a relationship between real-time Google search behavior which helps campaigning and messaging.
- Provided insights of search to the digital marketing team for them to position the nutrient based products to these markets only.



Outcome

- Specific campaign targeting in regions with high prevalence of influenza like illness.
- Messaging based on demographic profiling and people search keywords on google search engine.
- Forecasting campaign execution impact, predicting sales & campaign ROI.

About Us

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

