



Leading Retailer in the US

CLIENT

**One of the Largest
Retailers in USA**

INDUSTRY

Retailer



BUSINESS IMPACT

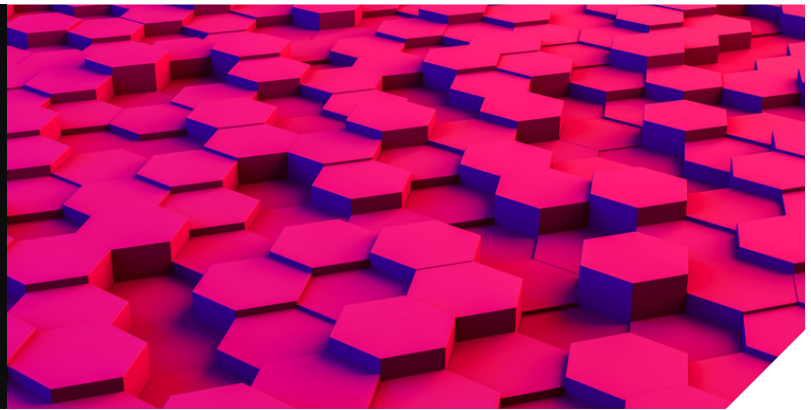
- Improved productivity of regional and global marketing teams
- The client team was able to proactively gauge the performance of the campaign measures and compare them against the forecasts



BUSINESS CHALLENGES

The client was spending 6-7% of their annual sales towards ATL (Television, Print & Digital) & BTL campaigns, and less than 2% towards co-marketing with eminent brands and retailers to promote their consumer and commercial product lines. For last 2 quarters, the client was not able to meet their monthly and quarterly targets for both their brand awareness and performance based campaigns. In the absence of an integrated marketing measurement infrastructure, the client was not able to dissect the problem, and understand the channel dynamics and correlations.

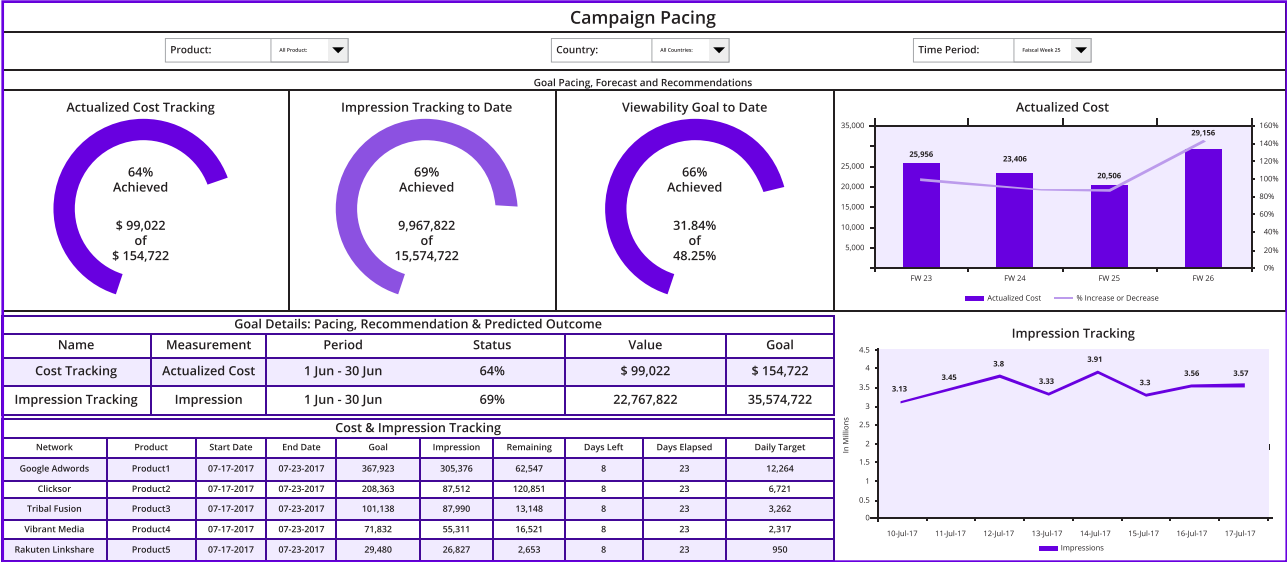
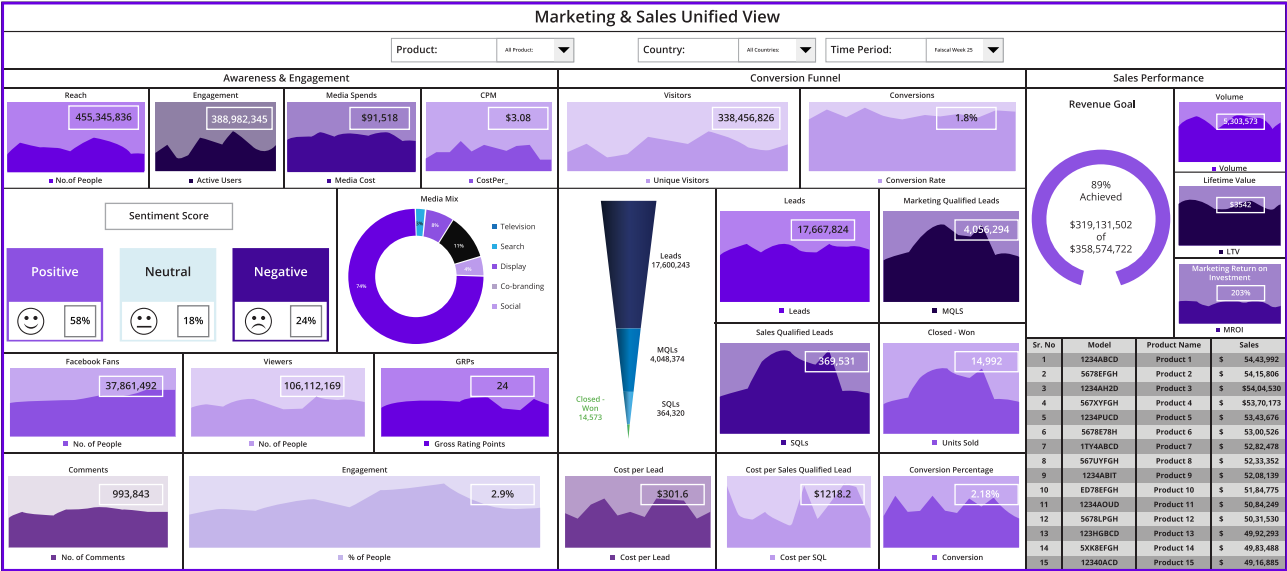
OUR APPROACH



- We initiated the engagement with a 3-week discovery workshop where in, we met the in-house Media Team, Business Intelligence Team, and the 3rd party Media Agencies managing the ATL and BTL budgets. As an outcome of this discovery workshop, we proposed the following 3 action items to the client team i.e.
- Deploy C5i Integrated Marketing Measurement Framework on the cloud (AWS/Azure) in collaboration with the in-house BI Team, and enable the data for Visualization and Statistical Modeling by building a customized marketing data mart
- Build an interactive and actionable audience intelligence portal to gauge the effectiveness of the cross-channel marketing initiatives, and sync it with B2C Sales performance using enterprise visualization platform like Tableau

OUTCOME

- Built an MTA model leveraging Bayesian Hierarchical algorithm and merged with the existing Market Mix Model built by the client agency
- Built a BI Performance Scorecard as a part of Data Governance charter to gauge the quality and integrity of data
- Reduced TAT by deploying dedicated Marketing Insights specialist for data troubleshooting, validation and ad hoc analysis (insights to the data anomalies)



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

