

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 Course5 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).

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 Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.