

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.

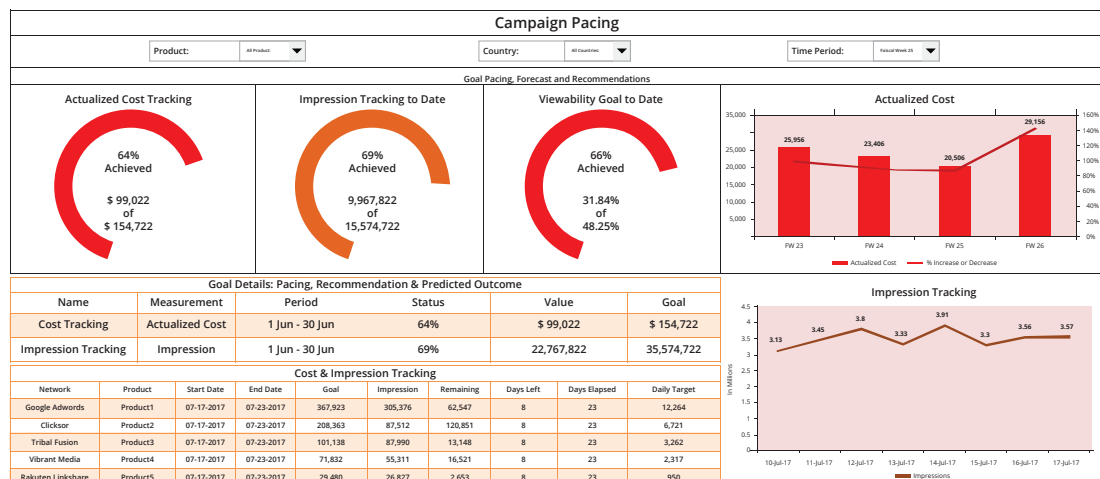
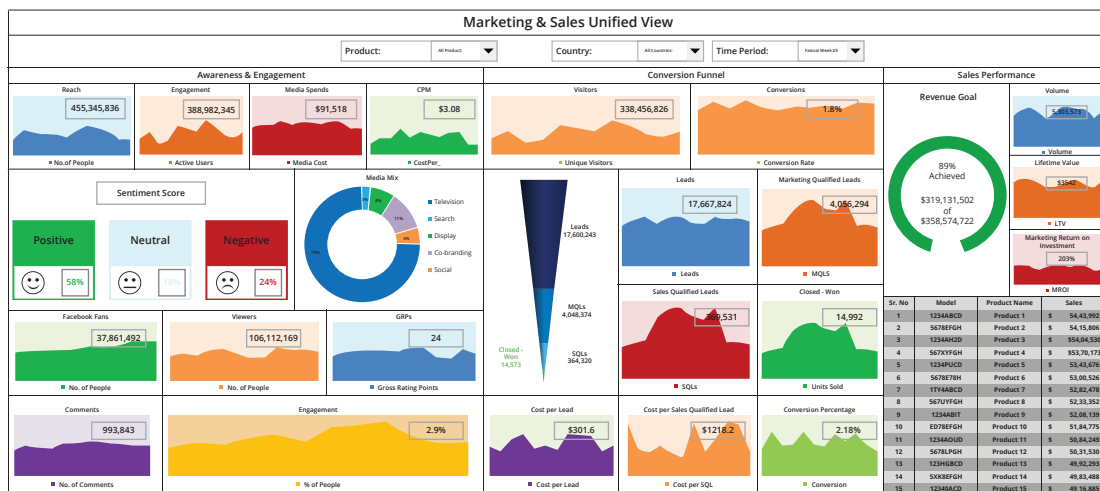
Approach

- 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.

- Position our Digital solution architect at their location (3 regions) to construct a standard measurement framework, and collaborate with the in-house BI team in setting up data pipelines to extract data from multiple sources using REST/SOAP APIs, and FTP Landing Zones (CSV/TAB) and stage it on the Data Layer
- Deploy Course5 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 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.