



CASE STUDY

Retail Brand Evolves Measurement with CMA Live

Faced with slow and inaccurate measurement, a retail client sought to evolve beyond siloed marketing measurement. Analytic Partners provided a holistic CMA Live solution that included Commercial Mix Analytics with “always-on” Live Models that drove adoption, collaboration and growth.

BACKGROUND

Our client, a large retail chain, faced roadblocks to meet their desire to evolve into a data-driven organization and sought to overcome the baggage of historically slow and inaccurate insights and the resulting skepticism. Previous solutions resulted in limited cross-functional collaboration and “marketing-only” tools that made it difficult to reach consensus and communicate impact.

SOLUTION

To address these challenges, build organizational trust, and drive adoption of data-driven decisioning, Analytic Partners developed a CMA Live program for the client that included **Commercial Mix Analytics** and **Live Modeling**. The program transformed the organization’s approach to measurement and analytics, going from annual insights that were dated and not actionable to “always-on” models.

RESULTS

By transitioning to a holistic Commercial Mix Analytics solution with real-time, right-time results, the client was able to transform from backward looking gut-feel planning to forward looking data-driven decisioning that delivered \$100 million in annual impact.

\$100 MILLION IN ANNUAL IMPACT THROUGH:

25%

increase in media effectiveness
and ROI

14%

increase in marketing-driven
visits

12M

more physical and digital visits
annually