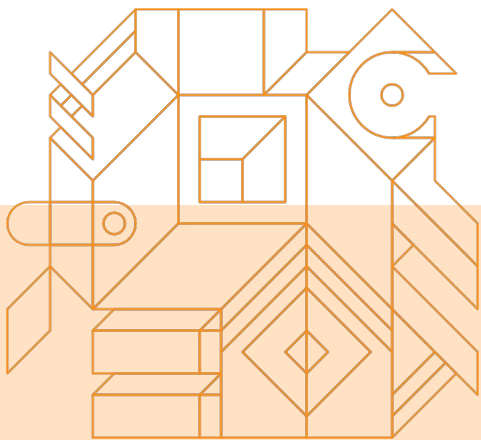


Market Mix Modeling

For Retail and CPG



Solution Overview

Tiger Analytics' Market Mix Modeling (MMM) solution helps organizations quantify the impact of marketing spend on end outcomes like sales and traffic. It also helps to simulate and optimize future marketing spends.

Features

- Intuitive User Interface, making it easy for business stakeholders to use it for planning activities
- Ability to scale-up to accommodate multiple brands, channels, regions and marketing touchpoints

Tiger's Marketing Mix Solution



Our MMM solution comprises of a combination of advanced analytics assets and templates, and customizable dashboards, by enabling organizations with Smart Insights, it is aimed at helping organizations focus on the Art of Business thereby helping them drive more value from various marketing initiatives and increasing their Return on Investment

Industrialized solution designed to enable automation, reusability and standardization for accelerated and risk optimized realization of program goals

MMM accelerators to fast-track implementation

Pre-built Accelerators and Templates

Accelerate manual and tedious tasks to jump start the journey

Customizable dashboards and applications

Foundational deliverables, customizable for easy reuse enabling high deliverable velocity

Best Practices and frameworks

Modular architecture, easily integrable to existing system and expandable for future

Tailor-made MMM Approach

Continuously test, validate and refresh the model to be in sync with the marketing decisions

Consolidate, visualize, understand historical marketing spends



Model contribution of each marketing driver to sales



Business insight driven imputation / adjustments



Spend optimization insights / scenario tools



Integrate and test the model insights in Business Decision



Value Proposition & Customer Implementations

The solution is built to drive scale and efficiency, utilizing best-in-class modeling techniques to ensure the recency and actionability of insights. It offers end-to-end ownership of the process, accelerating time to market by 30-50%, while maintaining a continuous refresh process to ensure model continuity. The system is designed to scale across multiple brands, markets, and marketing touchpoints, providing a comprehensive 360-degree view across all marketing and internal channels. It integrates multiple data sources, including media, external and macro-economic factors, and internal elements, delivering an adaptable approach. Furthermore, the industrialized solution enables automation, reusability, and standardization, ensuring accelerated and risk-optimized realization of program goals.

Success Stories

Marketing Mix Modeling for a Large CPG Company



Value Delivered

Identified scenarios to reduce the market spend by **35%**, while at the same time increasing **ROAS by 9%**

Marketing Mix Analysis for a Leading Wine Retailer



Value Delivered

Identified close to **\$20 Million** of marketing spend across markets and channels for potential reallocation



www.tigeranalytics.com

About Tiger Analytics - Partner

We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to provide certainty to shape a better tomorrow.