

## Client Landscape

**Challenges** our customers are facing ..

Significant change in **consumer behavior**

Growth in **Digital channels** and emergence of **D2C**

**Regulatory restrictions** limiting pricing and marketing programs

**Multiple** brands, categories and products in the portfolio with varied marketing and promo activities

Analyzing impact across **different market sizes**

# Organizations are looking for a new generation solution to edge out competition..

## CURRENT STATE

## FUTURE STATE

	<b>Data</b>	<ul style="list-style-type: none"> <li>✗ Data residing outside, non-integrated and unharmonized</li> <li>✗ Can not be used for any other requirement</li> </ul>	<ul style="list-style-type: none"> <li>✓ Harmonized data available in Client Env available or other use-cases</li> </ul>
	<b>Process</b>	<ul style="list-style-type: none"> <li>✗ Once a year, adhoc process</li> <li>✗ On request models are generated</li> </ul>	<ul style="list-style-type: none"> <li>✓ Always on process</li> <li>✓ Models refreshed as soon as data is available</li> <li>✓ Active business engagement</li> </ul>
	<b>Analysis</b>	<ul style="list-style-type: none"> <li>✗ Adhoc analysis</li> <li>✗ Reactive to business needs</li> <li>✗ Black Box</li> <li>✓ Portal and PPT based</li> </ul>	<ul style="list-style-type: none"> <li>✓ Always on set-up</li> <li>✓ Data driven with proactive risk identification</li> <li>✓ Tool driven and supported by Insights</li> <li>✓ Reduced time to insight</li> <li>✓ Open Box</li> </ul>
	<b>Reporting</b>	<ul style="list-style-type: none"> <li>✗ Reporting limited to model findings</li> <li>✗ Not predictive enough</li> </ul>	<ul style="list-style-type: none"> <li>✓ Focus on being predictive</li> <li>✓ User centric design</li> </ul>
	<b>Capability</b>	<ul style="list-style-type: none"> <li>✗ Unable to evolve rapidly to meet the needs of the business</li> </ul>	<ul style="list-style-type: none"> <li>✓ Ability to experiment and evolve the solution to meet future needs</li> <li>✓ Ability to leverage models developed in other aspects of the business</li> </ul>

### Leading to Business Insights that is..

**Timely**

**Actionable**

**Reliable**

**Accurate**

**Relevant**



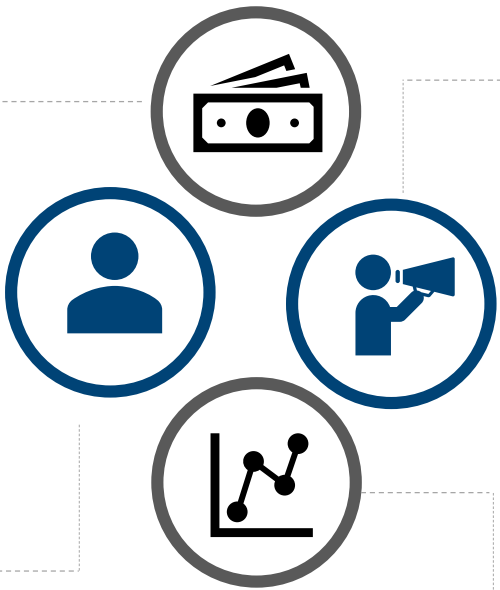
# ..Which help answer key business questions

## BUDGET & FINANCIAL

- **Optimal Marketing plan** to maximize profits given a fixed budget
- **Allocation of marketing budget** across different tactics and campaigns for best **MROI**
- Which geographies, channels, consumer segments, have the **largest lift and MROI**?

## COMPETITIVE

- Which **competitor's** advertising campaigns are having the largest **negative impact** on sales?
- Which **Competitive media** has the most **negative** impact
- Most effective plan to counter competitors media plans



## MARKETING & MEDIA

- Most **sales effective and efficient** marketing tactic for a given demographic segment
- **Drill deeper into MROI** for a given Campaign
- What's the difference in MROI for Network TV advertising and Cable TV advertising?
- **Year-Over-Year net change** on sales from changes in the Marketing Mix?

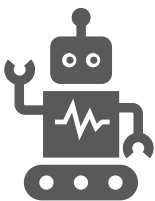
## DIGITAL

- Identification of **emerging Digital channels**
- How do **Influencers** impact brand?
- How will **e-commerce** shopping change consumer interaction with brands?
- Understanding the **consumer Digital journey**

# Introducing TA's Market Mix solution to help client navigate the gap



TA's Market Mix solution comprises of a combination of **advanced analytics assets, domain expertise & data science skills**. It is aimed at helping organization focus on the **Art of Business** while we enable **Smart Insights** to help drive more value from various marketing initiatives thereby increasing Return on Investment



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

**Pre-built Accelerators and Templates**  
*Accelerate manual and tedious tasks to jump start the journey*

**Customizable reports and dashboards**  
*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*

## Comprehensive Market Mix 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

# Key Highlights of Our Marketing Mix Solution

