

Success Stories

Marketing Mix Modeling for a Global Pharmaceutical Company

CHALLENGE

Optimize budget allocation across the various marketing channels used to promote a product.

Maximize business results by understanding and estimating each channel's impact on revenue, market share, and other key financial metrics.

APPROACH

Established data collection and processing procedures to understand relationships between investments and performance.

Developed optimization algorithm to define the impact and saturation curve of each marketing channel.

Allocated investments to maximize return under the new budget distribution.

WORKSTREAMS

1 DATA ENGINEERING

Gather and process data for applications and algorithms.

2 DATA SCIENCE

Data understanding and exploitation, developed algorithms and analysis with scenarios and recommendations.

Results

- +28% in prescription volume (target drug) with budget reallocation and no incremental spending.
- +21% revenue in generic drugs by reallocating marketing investments more efficiently.
- High-potential vs. saturated channels to enable data-driven decisions for future budget prioritization

