

Success Stories

Global Pharmaceutical company

Challenge

How to improve visibility of customer acquisition costs, per Marketing channel? And how to optimize Marketing investments to maximize customer acquisition?

Approach

Developed a methodology to support the quantification of new customer acquisition costs per Marketing channels. Used a data-driven approach to segment channels between short-term and long-term focus, given how long it takes for customer acquisition depending on the channel. Used insights to analyze and redistribute Marketing investments to maximize revenue and ROI.

Solution

Developed a Marketing Mix Modeling (MMM) algorithm to optimize Marketing investments by channel.

Results

From 6.7% to 15% increase in revenue by reallocating Marketing investments, depending on channel and product portfolio.

