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Marketing Mix Modelling

As part of a data-driven business model





Who are we?



Stefan Hulsbos
Data Analytics Consultant
at
**DIGITAL
POWER**



Rui Conde
Data Analytics Lead

FrieslandCampina 



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14.1 billion
euros revenue



Facilities in
31 countries



21,715
Employees



15,137
Member dairy
farmers



Export to
>100 countries



Every day
millions
of consumers



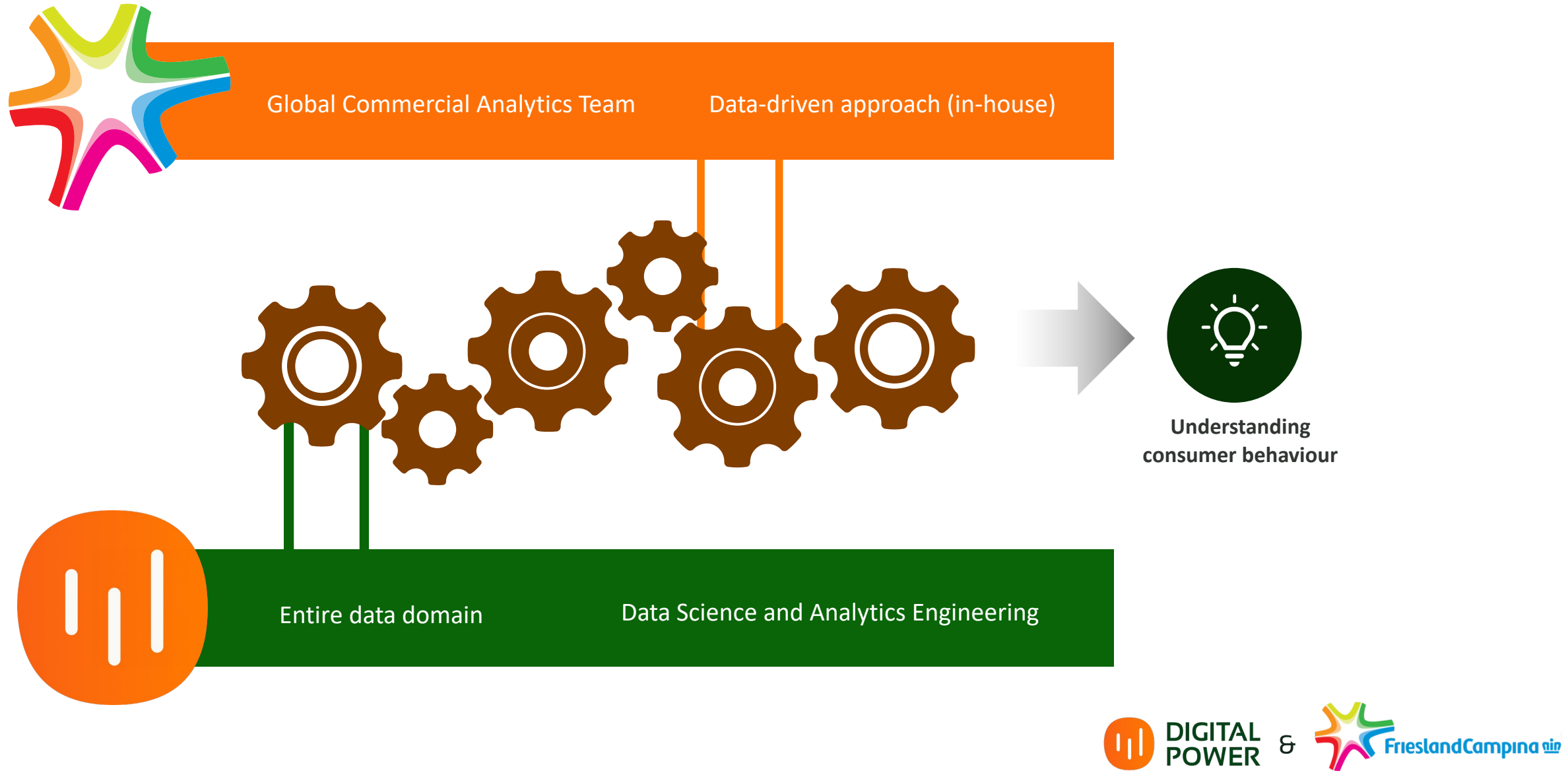
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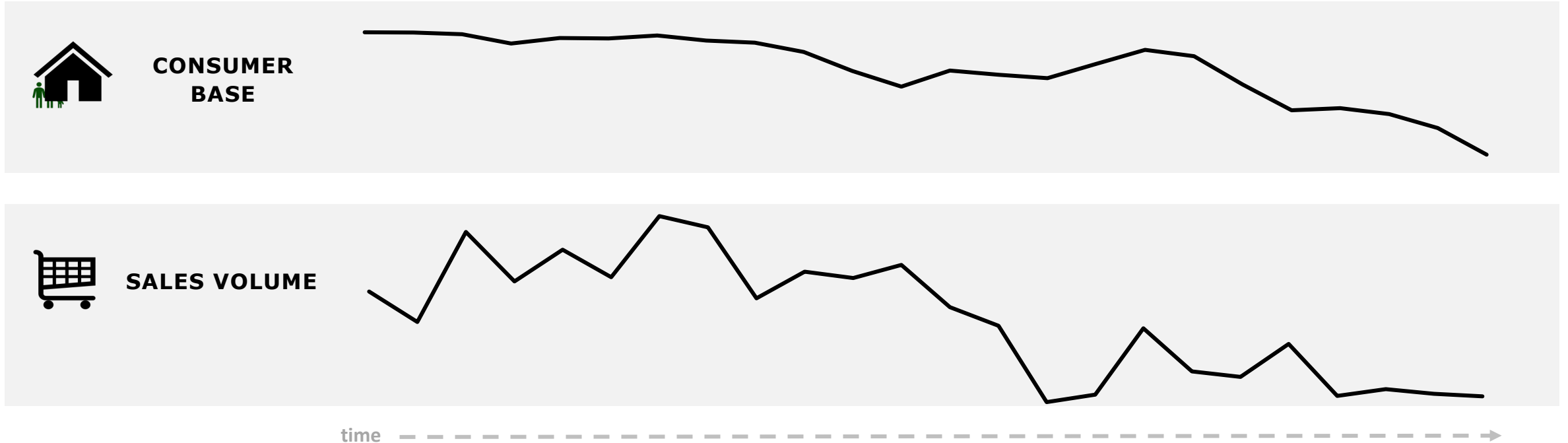


Fruitful partnership to reach our common goal



Business challenge we are facing

What is driving this loss?



Understanding consumer behavior

What consumers do



+

What consumers feel and think



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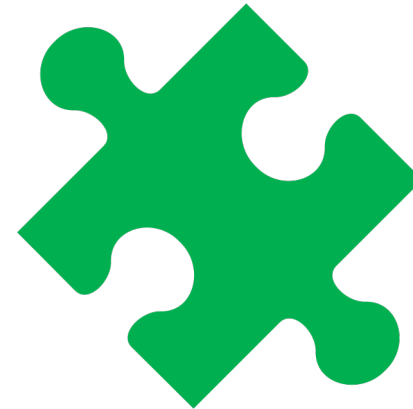
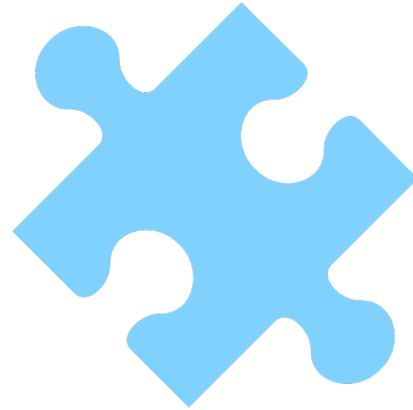


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Influencing consumer behaviour

Which factors are contributing to our sales?

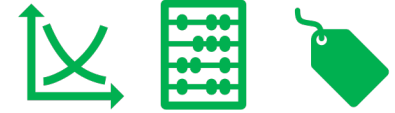
PRODUCTS



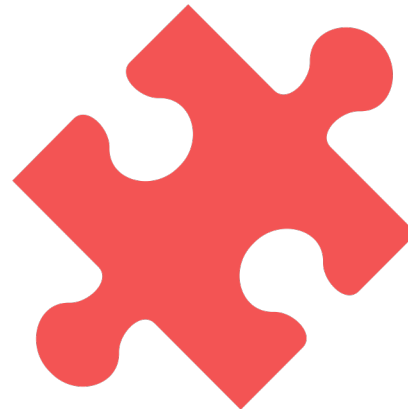
MEDIA



PRICE



DISTRIBUTION



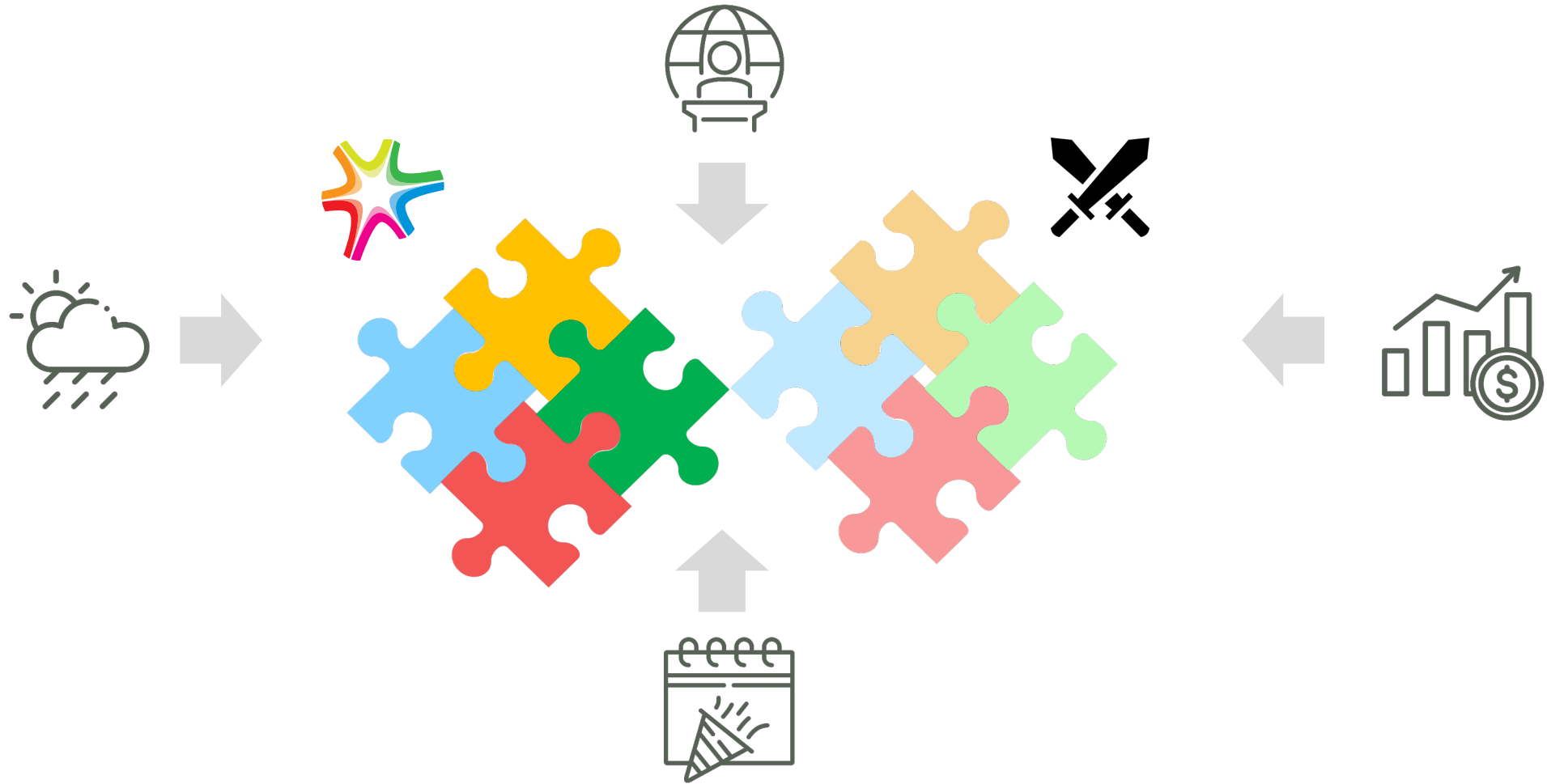
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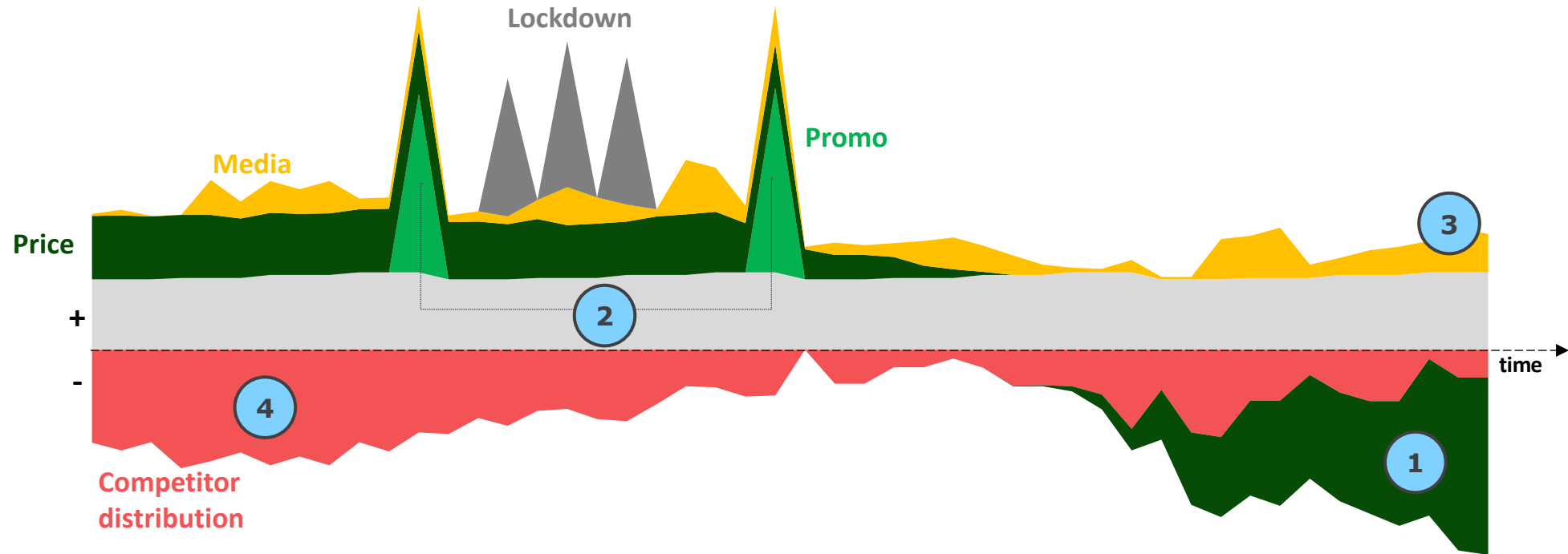
Influencing consumer behaviour

Which factors are contributing to our sales?



The Power of Marketing Mix Modelling

Identify the most important sales drivers



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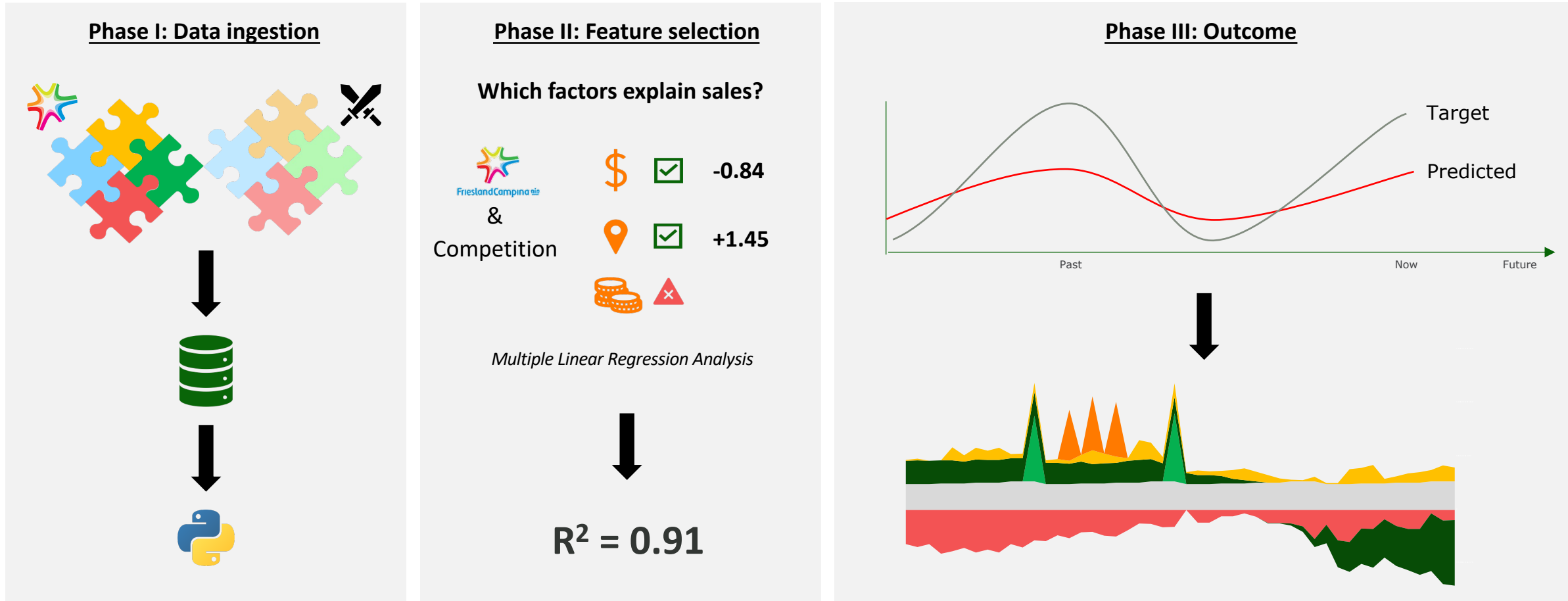


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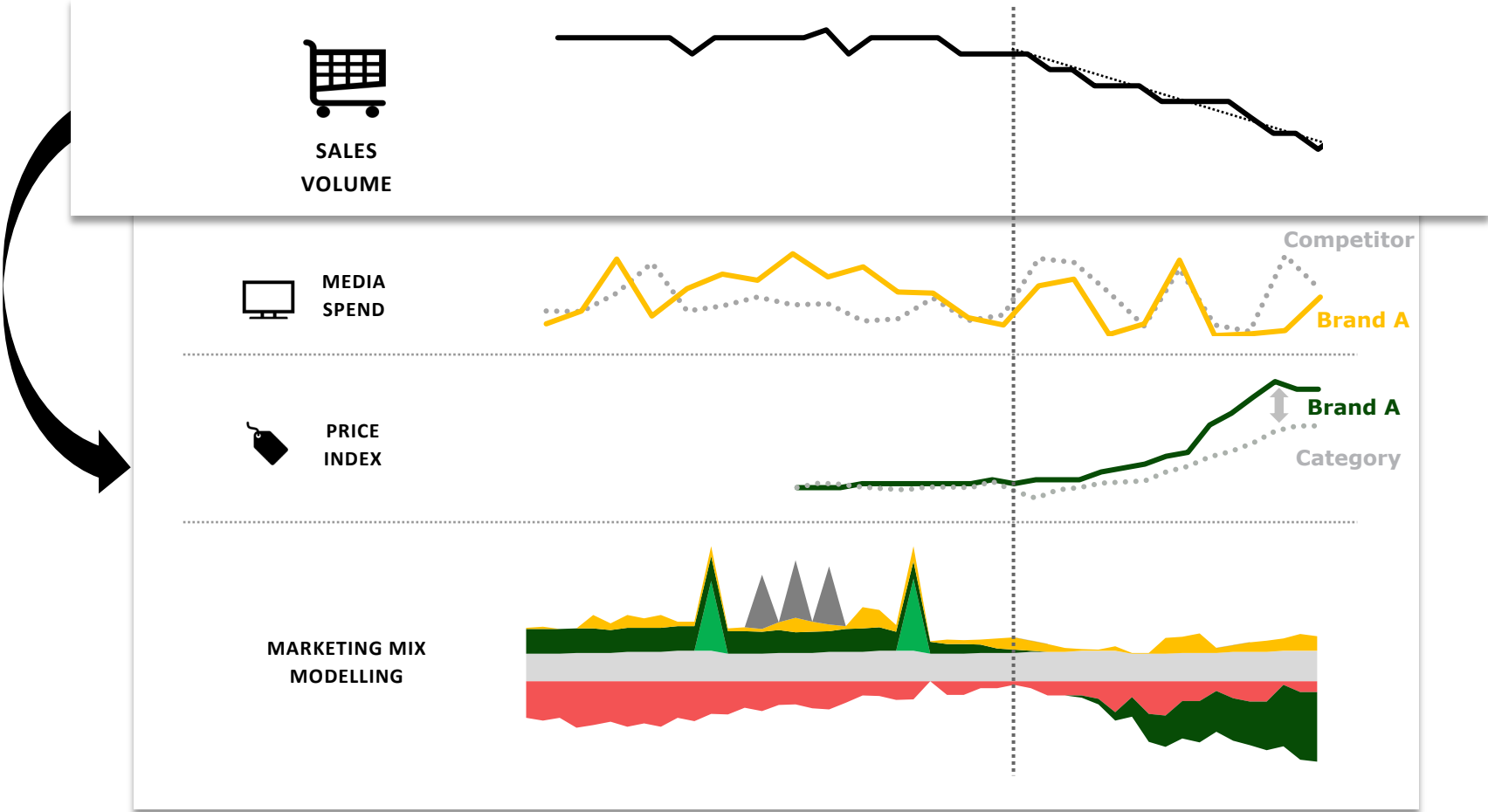
Understanding Marketing Mix Modelling

How does it technically work?



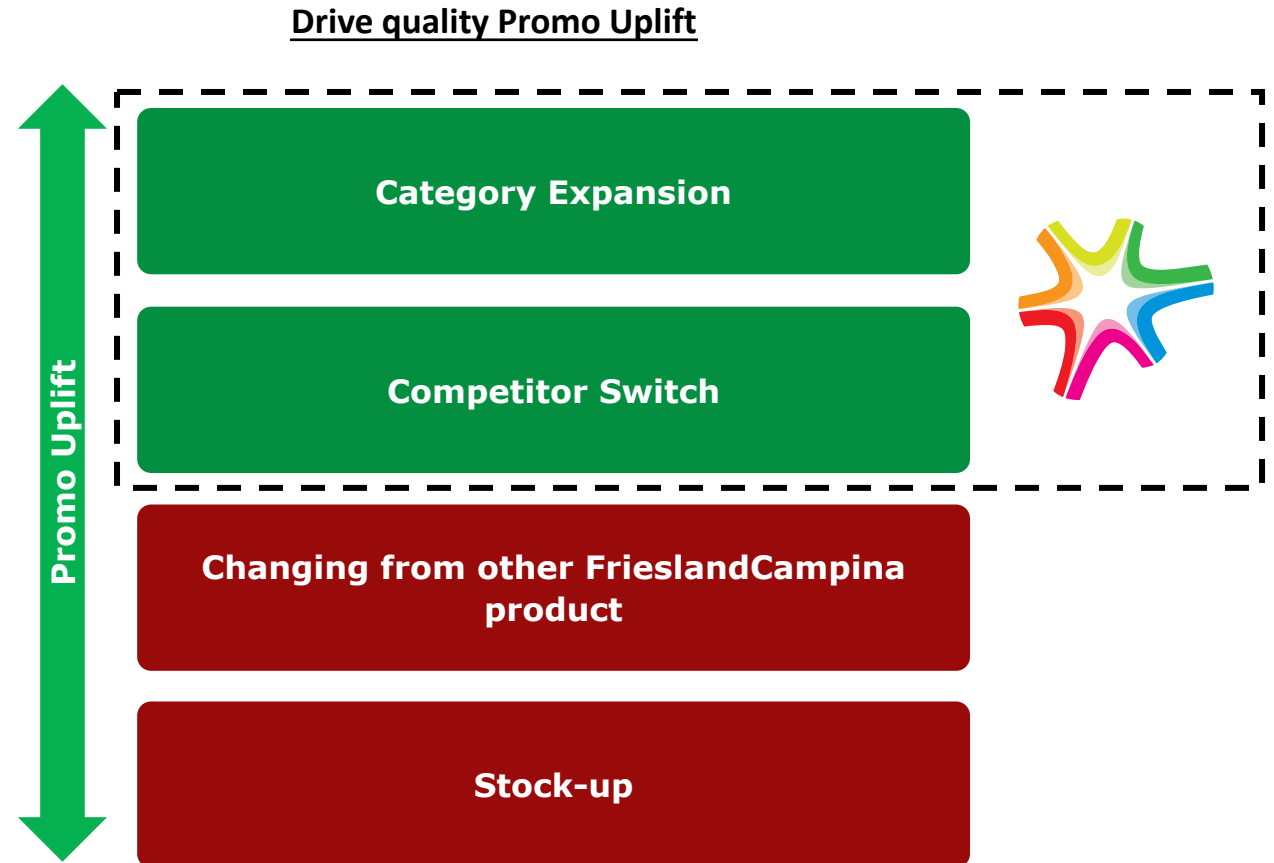
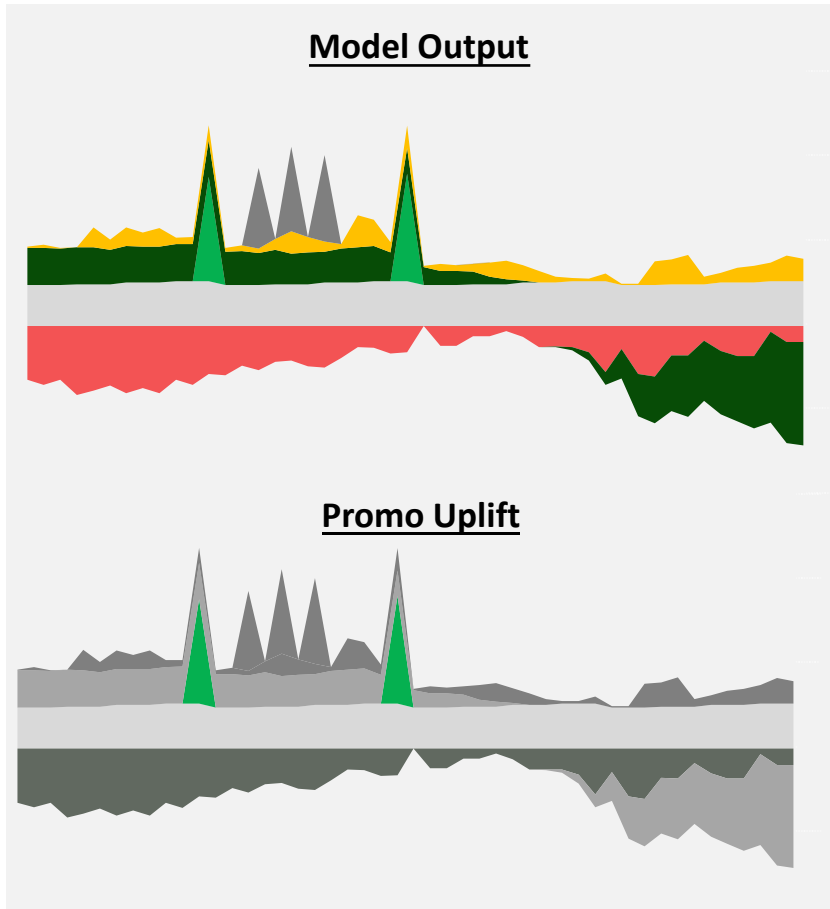
Storytelling with Marketing Mix Modelling

Deep dive on key drivers – Integrated Story



Storytelling with Marketing Mix Modelling

Deep dive on key drivers – Promo effectiveness



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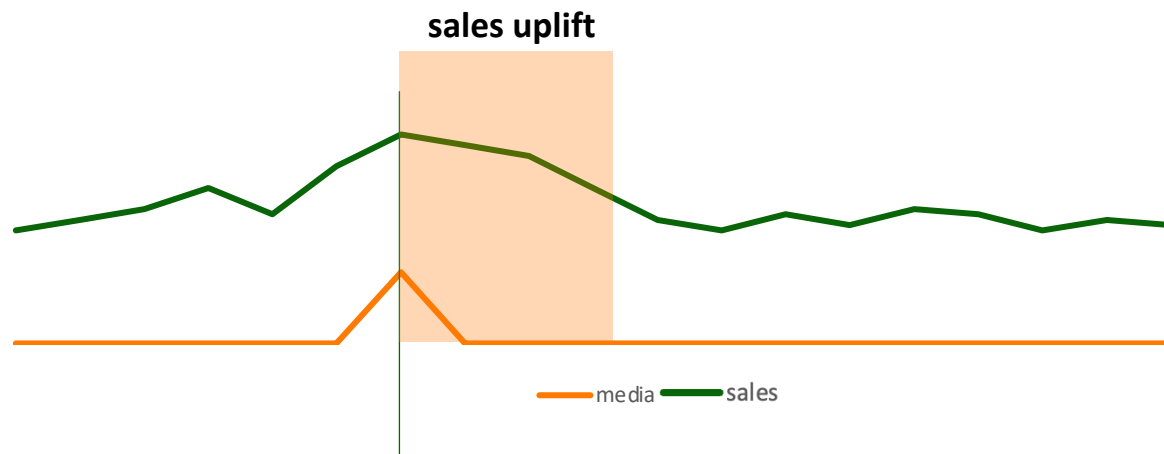
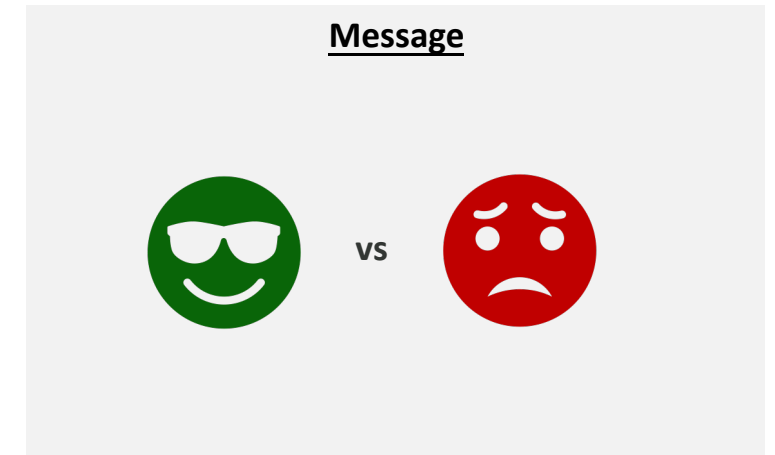
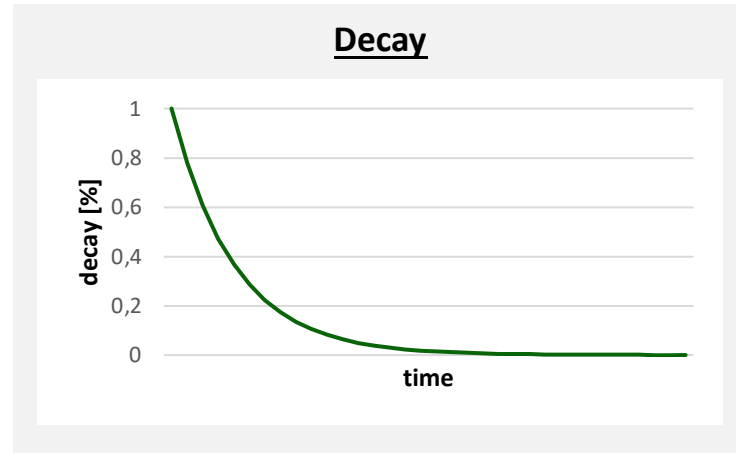
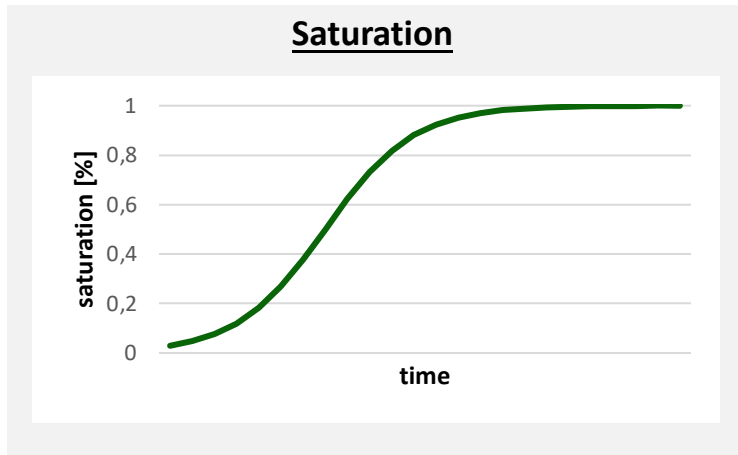


**IT'S ALL
GOOD!**

WHEN LIFE GIVES YOU



The effect of media is more complex than you initially think



$$\text{ROI} = \frac{\text{sales value uplift}}{\text{media spends}}$$



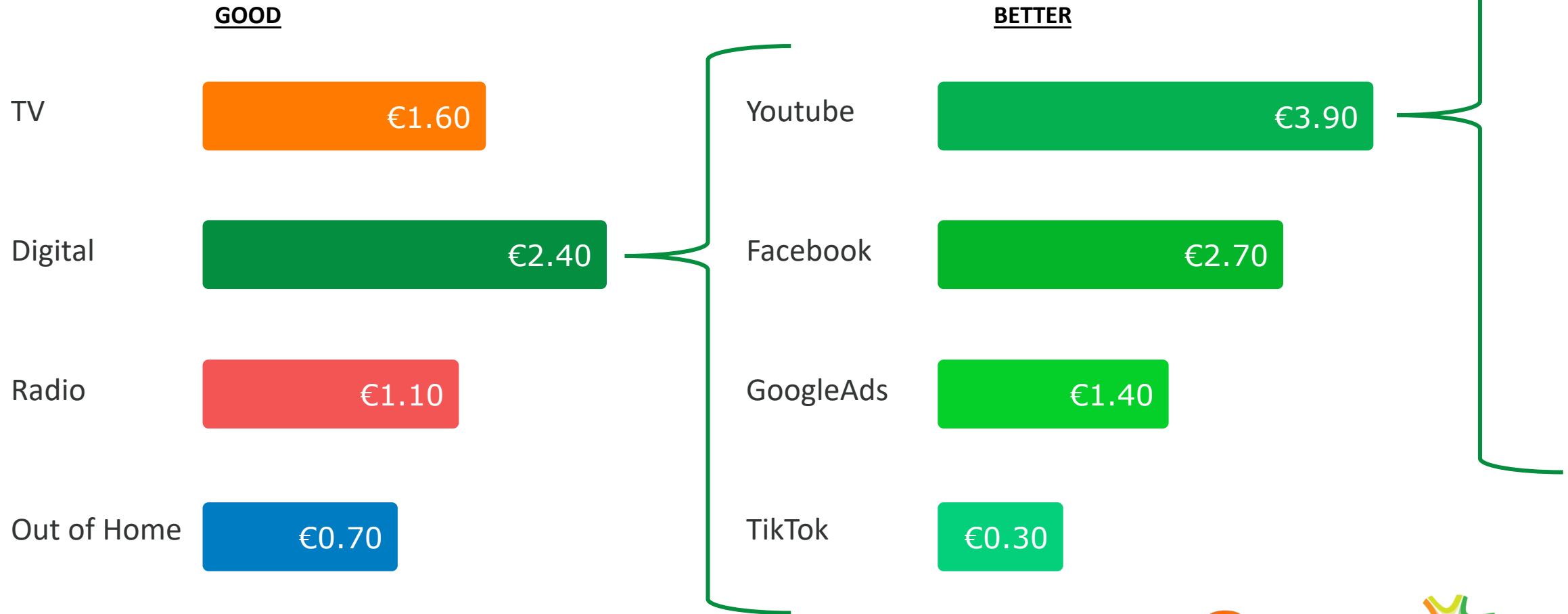
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Return on Investment for different media channels

Data granularity is strongly linked to the quality of insights



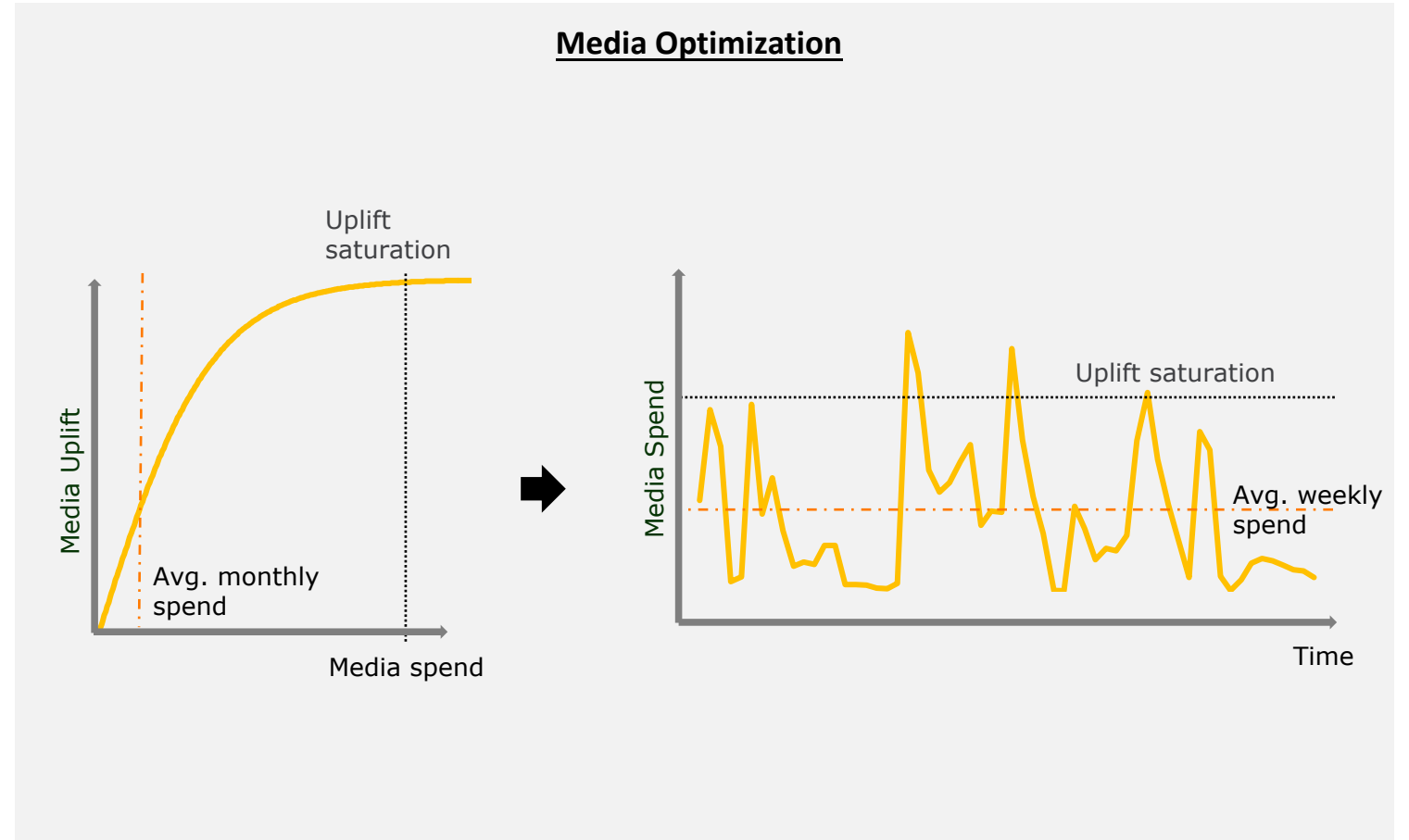
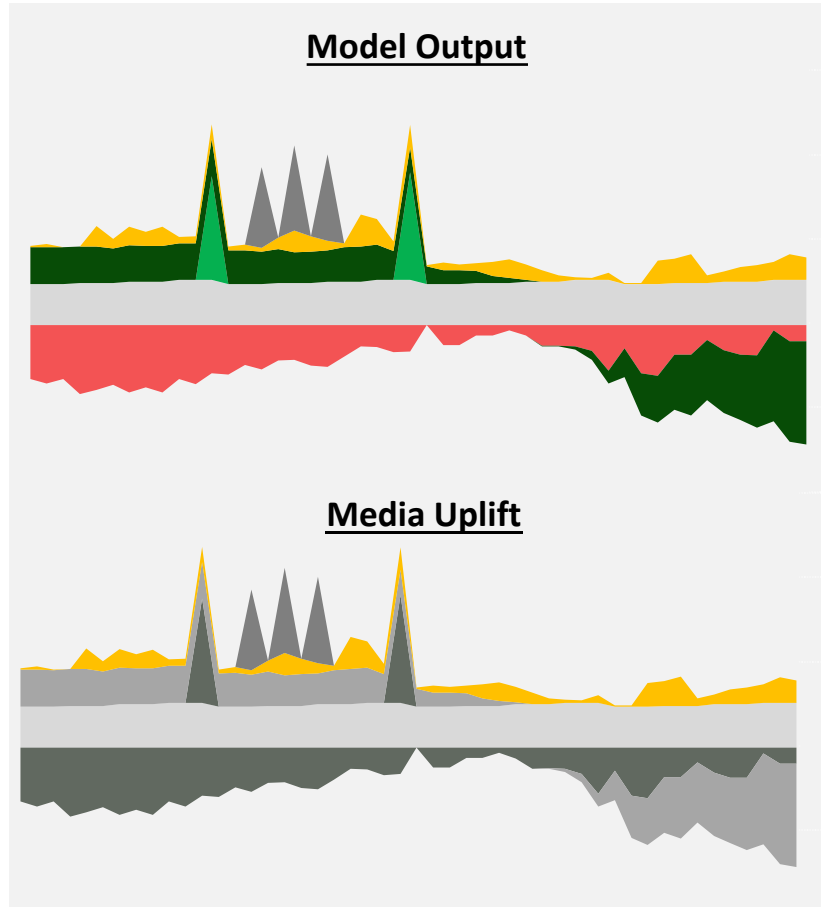
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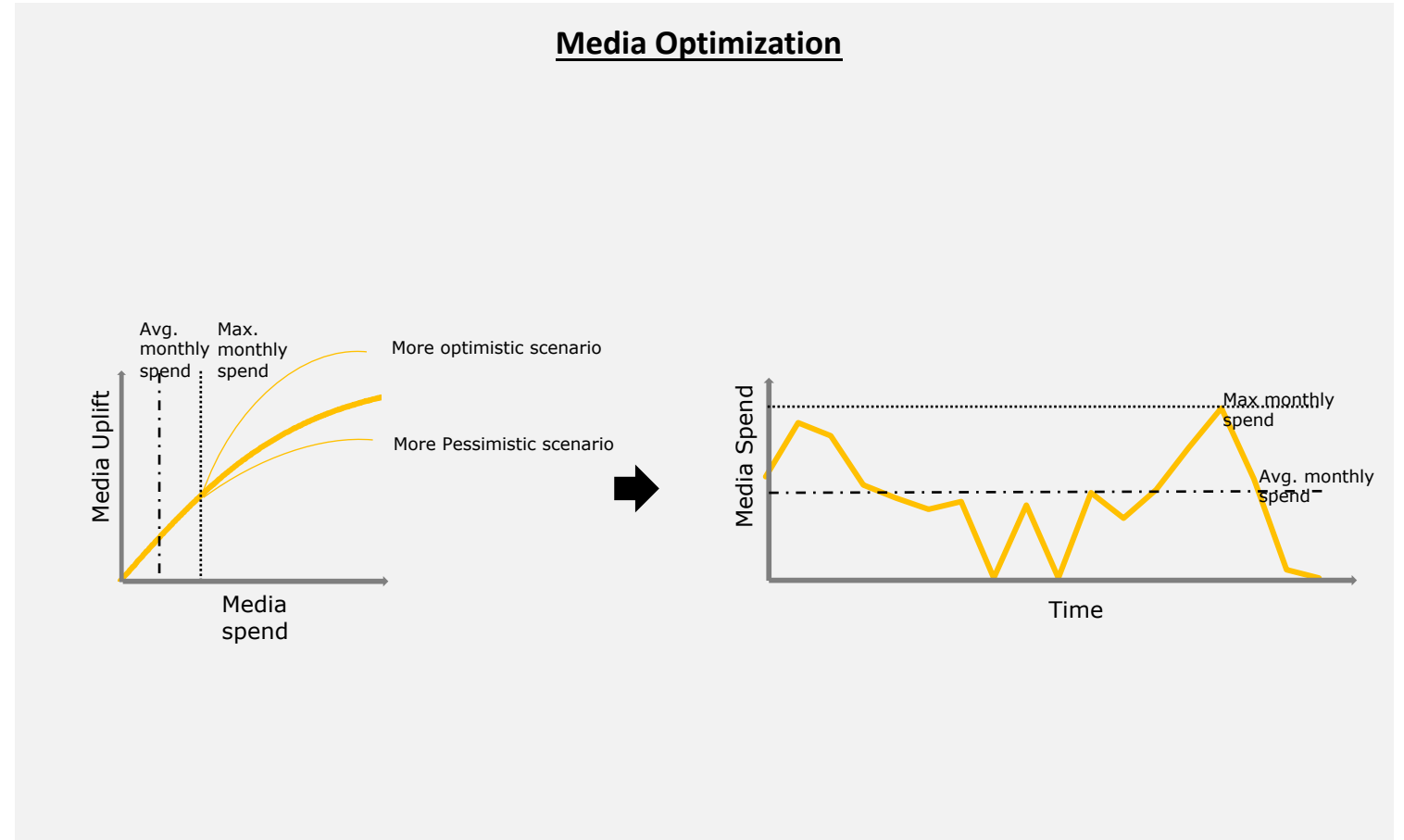
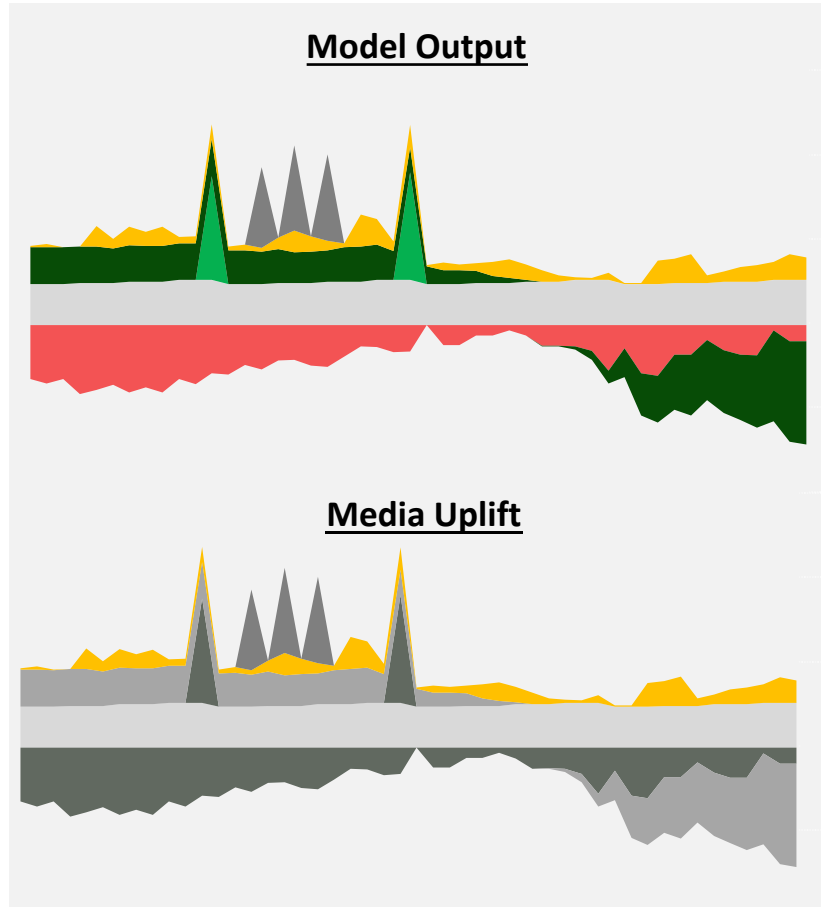
Storytelling with Marketing Mix Modelling

Deep dive on key drivers – Media optimization



Storytelling with Marketing Mix Modelling

Case of level of media investment doesn't reach saturation

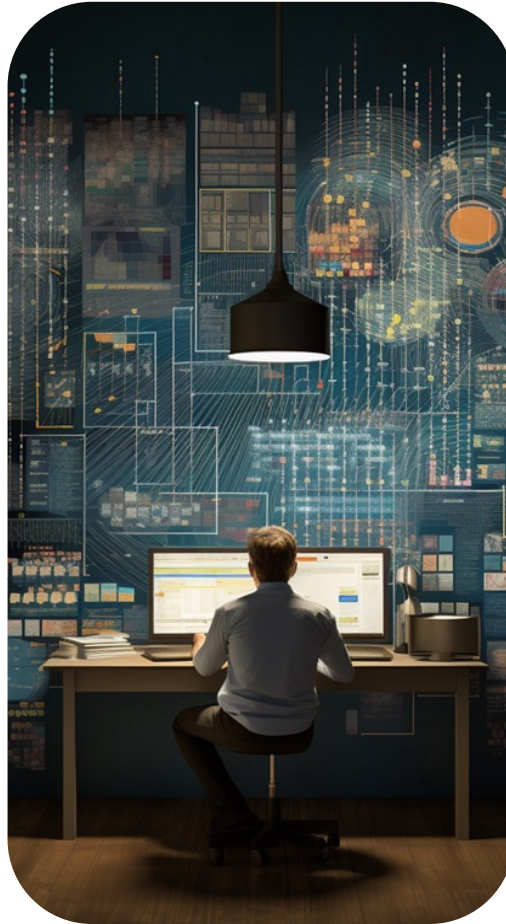


Kickstart your Marketing Mix Modelling journey

Data collection



Model development



Insights







Stefan Hulsbos

Data Analytics Consultant
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Data Analytics Lead
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Questions?

You can also find us at booth 8!



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