

Advanced Marketing Analytics For a Top Automotive Company

Background

In the post Covid global economic recovery, a leading Automobile Indian OEM unveiled many innovative products / variants in the PV segment to meet an insatiable demand for cars in a highly competitive market comprising aspirational and price-sensitive buyers.

Desired State

The client's objective was to deploy Advanced AI/ML models that quantify impact of historical marketing spend and tactics on volume sales. Management wanted an optimized budget planner to achieve high ROMI and thereby gain higher market share.

Challenge

An Automotive Giant disrupted market by rapidly launching and selling innovative PVs. They needed an advanced MMX solution that measures impact of historical marketing spend and tactics on sales. They lacked expertise to create the best marketing mix of traditional and digital marketing tactics. Also, a simulator and budget optimization tool for brand managers.

Solution Framework

01 Analysis

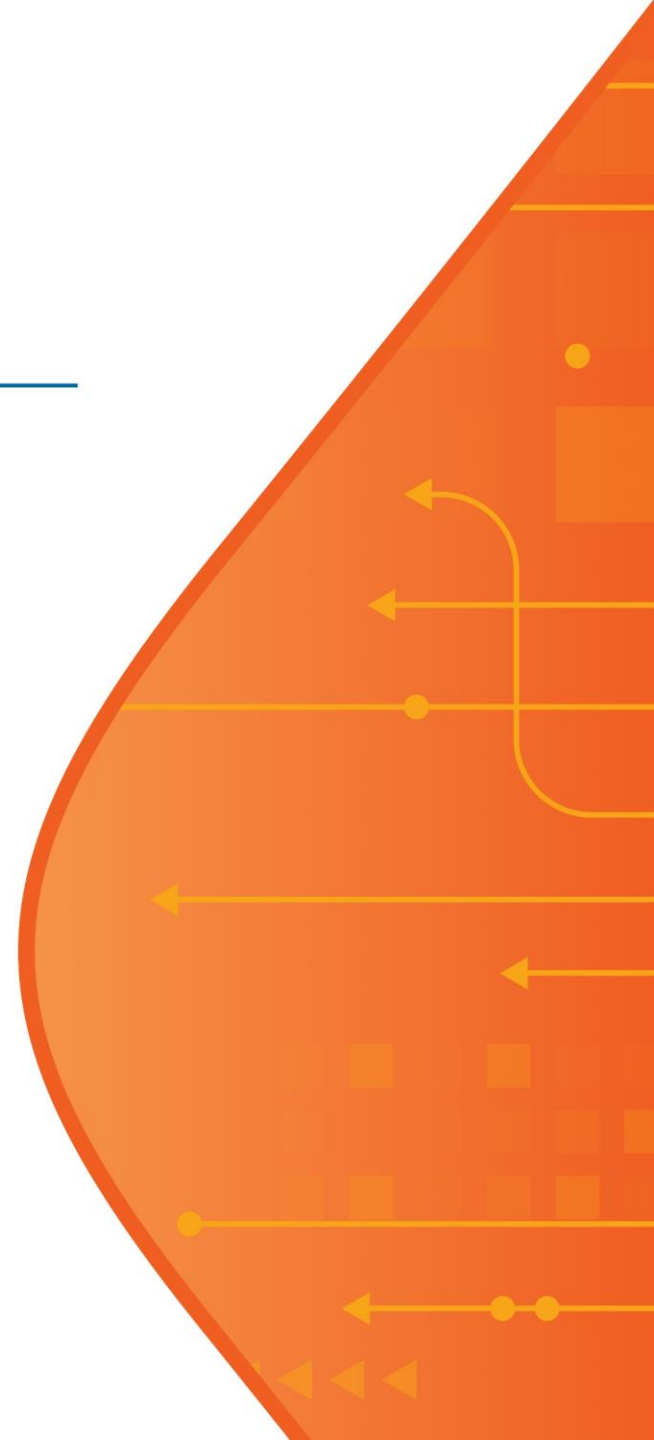
Identified historical sales trends and its relationship with marketing and non-marketing activities at national and regional levels across all PV brands.

02 Methodology

Built Multi-layer models per brand using Hierarchical Bayesian method. Arrived at the significant factors and their contributions. Prepared Head-Room charts with Spline regression. Used beta's to develop the optimizer and simulation tool for budget planning.

03 Benefits

The model recommended that the client should continue spending on individual brands so that brand equity keeps on growing. Also, it was observed that marketing investment on high segment PVs had a halo effect on the sales of mid and lower segment PVs.



Impact

Outcome

Our approach led to a **25%** increase in ROMI, leveraging investments for mid-segment brand performance. TV adverts had the most impact at **GRP 150** for Brand A and Print adverts had the second most impact at Inserts of **60**

Long Term Benefit

The marketing media having the most impact leveraged fresh budget. With prevailing **network expansion, promotional offers, brand recall**, and unprecedented demand, sales goals exceeded strengthening the overall market position

