



Marketing ROI Analysis

Premium Beauty and Wellness Company

Evaluated marketing spend across various campaigns by channel, such as retail and DTC, and estimated the ROI based on customer lifetime value to effectively identify channels/campaigns with higher profitability

Premium beauty & wellness brand needs to budget its marketing spend

Picture this...

You're looking for evaluation of impact of upper funnel and lower funnel marketing across channels (retail, direct, etc.) and to incorporate the learnings into the next marketing budget. You have spent ~15% of revenues on advertising and promotions and have limited visibility into omni-channel ROI by marketing vehicles.

You turn to Accordion.

We partner with your team to evaluate marketing spend across various campaigns by channel, such as retail and DTC, and estimate the ROI based on customer lifetime value to effectively identify channels/campaigns with higher profitability, including:

- 1) Developing a robust model that compare the ROI at a campaign level (BOGO offer etc.), campaign type level (\$ vs. % discount), and channel level (retail vs. DTC)
- 2) Customizing ROI calculations and methodologies based on channels to account for loyalty DTC customers (based on lifetime value) and one-time retail customers
- 3) Identifying the campaigns with the highest ROI within each channel (e.g., DTC, search vs. Facebook, etc.)
- 4) Designing a methodology and suggesting tests that would help evaluate ROI of overall brand campaign for DTC and retail channels

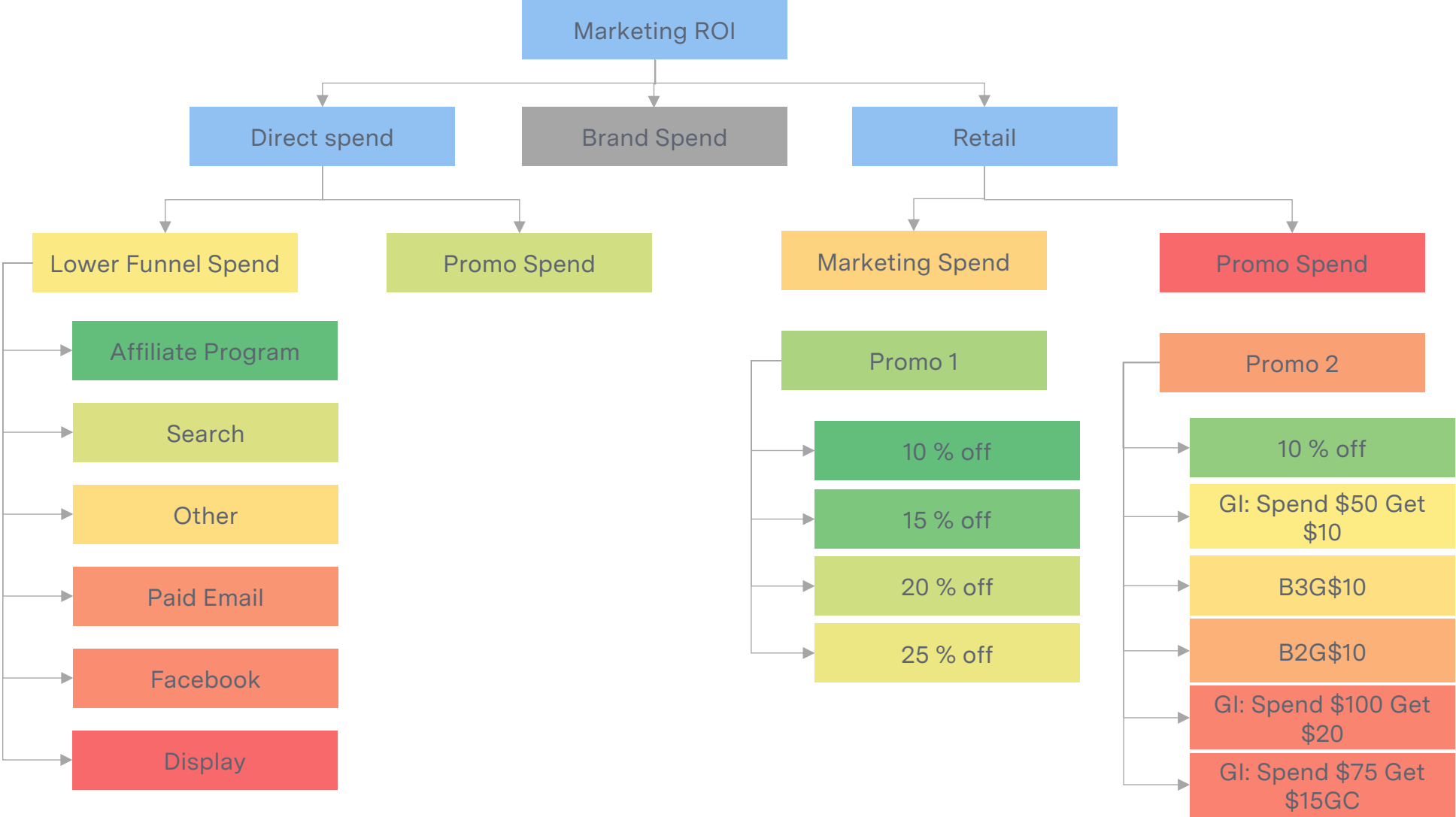
Your value is enhanced.

You have the analysis enabling you to gain visibility into marketing spend across channels and understand the profitability of various advertising and promotional campaigns. You also have the insights from the analysis help you make informed decisions on the optimal mix of marketing spend and develop a robust marketing strategy for the next budget.

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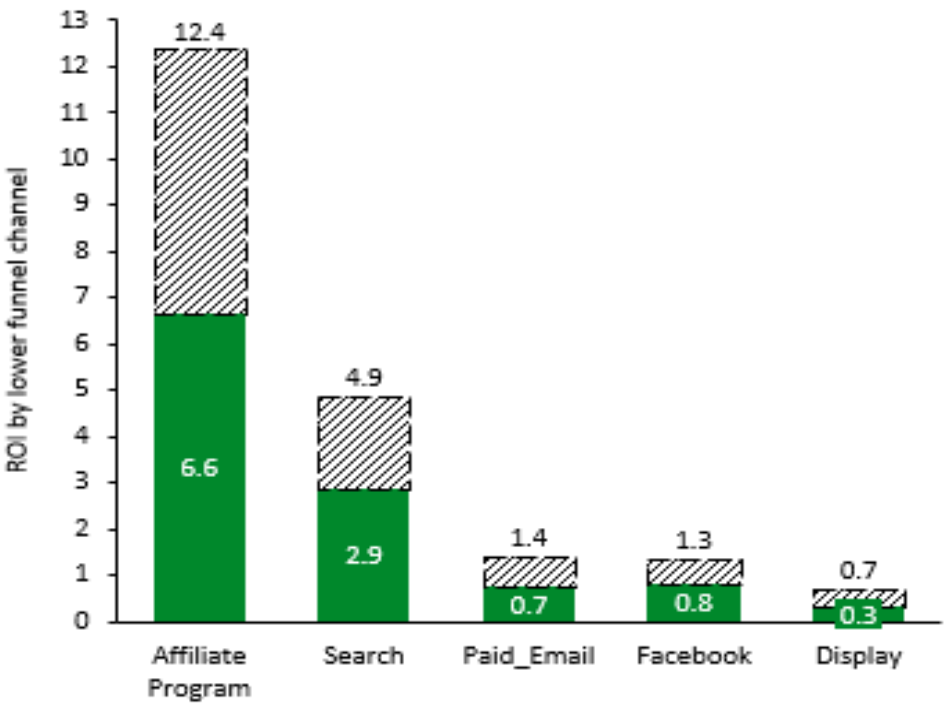
- Price elasticity analysis

Hierarchy of marketing & promo campaigns evaluated



Sample results informing marketing mix for the following year

Lower funnel ROI¹ by channel for DTC



ROI from various channels for DTC

Comparison of various promos based on ROI for Retail channel

