

Celebrity Campaign effectiveness

Luxury Makeup Cosmetics Brand

Built an automated model to calculate the ROI, media value and performance metrics of the historical celebrity collaborations

Effectiveness of Celebrity Collaborations for a Luxury Cosmetic Brand

Situation

- The client lacked analytical visibility into the effectiveness of historical celebrity collaborations and there was an opportunity to link such collaborations to other KPIs such as traffic, social media metrics etc.
- Partnered with the client to pressure test the budget for celebrity collaborations put forth by the Marketing team, by analyzing the ROI generated by historical collaborations and drawing insights for future collaborations

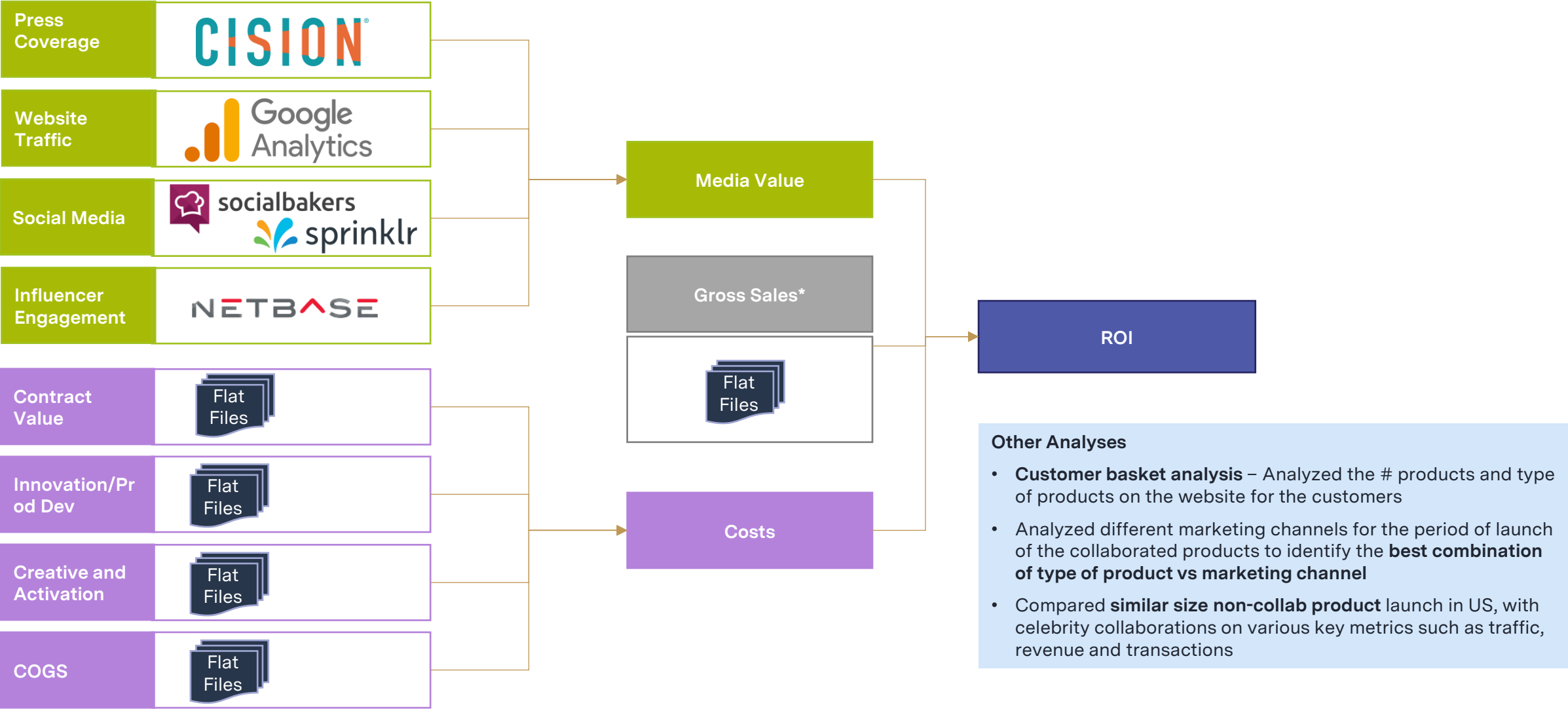
Accordion Value Add

- Analyzed historical data for celebrity collaborations by looking at time series trends for sales and social media metrics such as # sessions, # sessions/user, #transactions, % conversion, AOV, by leveraging Google Analytics, Facebook, Instagram engagement data
- Identified multiple data sources and collaborated with the data source owners to get the required data for the analysis
- Calculated the ROI of different collaborations by analyzing the Gross Sales as well as the Media Value trend over the years
- Analyzed the seasonality and cannibalization factors based on launch month, duration and category of the collaborations
- Set up an automated model to generate actionable insights for ongoing celebrity collaborations and tweak the marketing strategies real-time

Impact

- The ROI analysis provided visibility into the effectiveness of collaborations and the impact on the brand, both from sales and media value perspective
- Duration of the celebrity campaigns and subsequently the contract cost, reduced by 20%-30% (based on the sales trend of the historical celebrity campaigns)
- The collaboration impact model helped the marketing team in tracking the ongoing celebrity collaborations on a week-to-week basis and take appropriate actions proactively

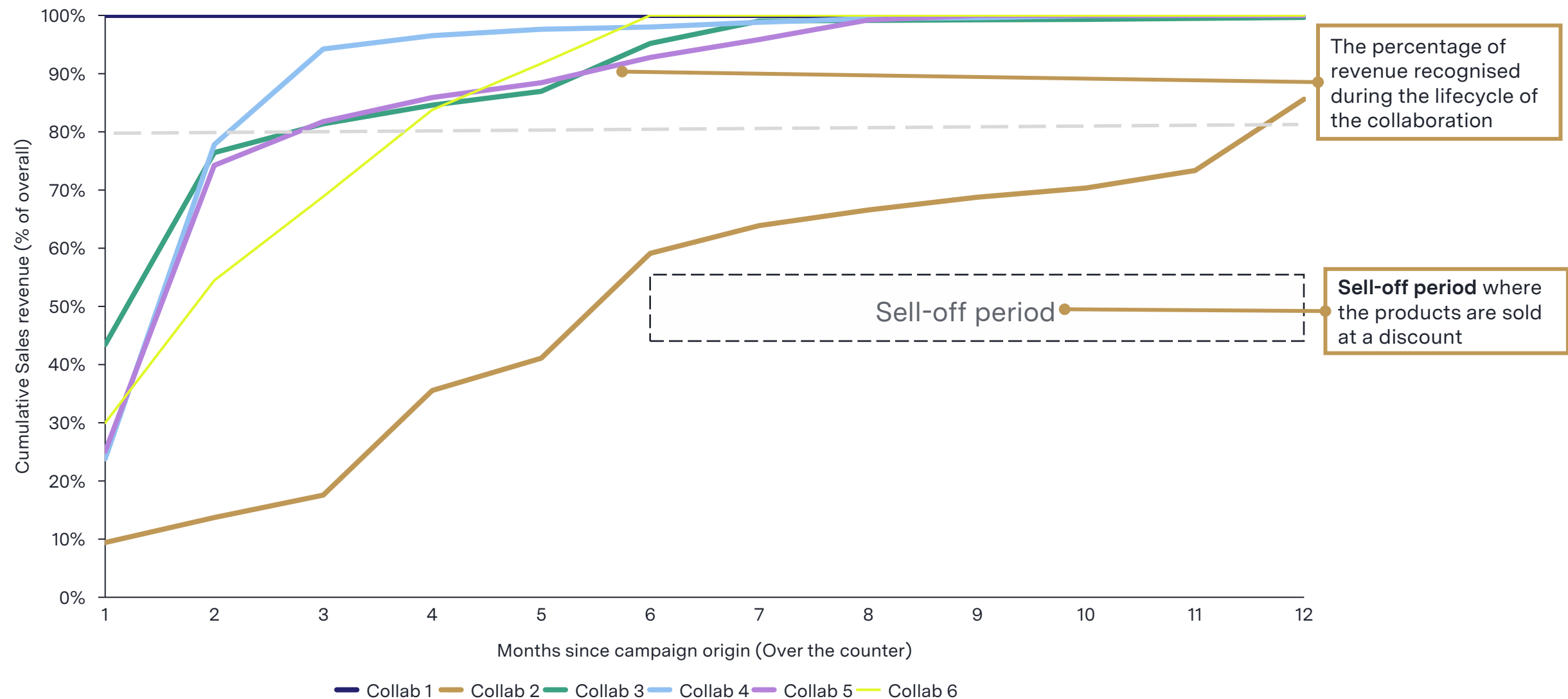
Methodology/ Approach



*Retail Sales were unavailable for the celebrity collaboration at the time of the analysis

Evolution of Gross Sales Revenue Since Campaign Origin

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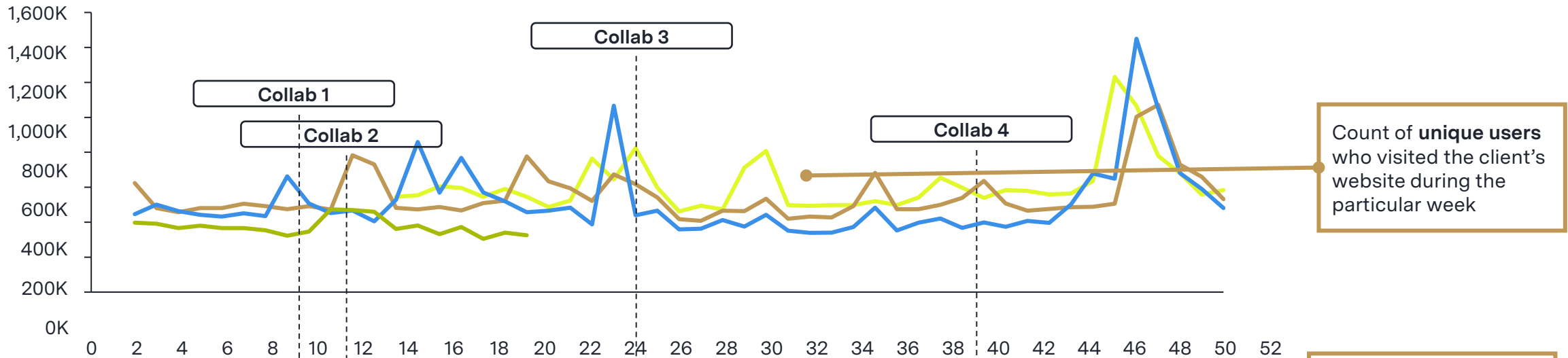


Weekly Online Metrics Trend Over Time (Users & Revenue)

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User website visits by week over time

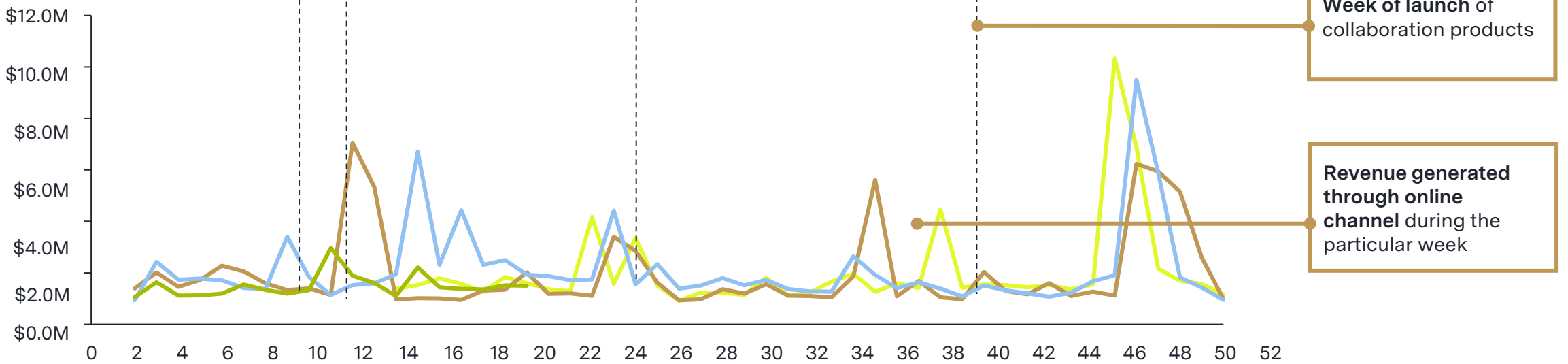
Year 1 Year 2 Year 3 Year 4



Count of **unique users** who visited the client's website during the particular week

Revenue (\$) by week over time

Calendar Week number



Week of launch of collaboration products

Revenue generated through online channel during the particular week

ROI Summary of Celebrity Collaborations

Collaboration	Time Period	Product Launch Date	Gross Revenue	Media Value	Total Returns	Collab / Contract Cost	Other Costs	COGS	Total Cost	ROI (Considering only sales)	Overall ROI
Collab 1	T – 6 to T + 6	T	\$94,722	\$112,245	\$206,967	\$9,642	\$2,319	\$15,050	\$27,011	251%	666%
Collab 2	T – 6 to T + 6	T	\$12,531	\$4,796	\$17,327	\$349	\$2,654	\$2,129	\$5,132	144%	238%
Collab 3	T – 6 to T + 6	T	\$58,991	\$86,716	\$145,707	\$3,053	\$15,982	\$1,550	\$20,585	187%	608%
Collab 4	T – 6 to T + 6	T	\$5,000	\$18,582	\$23,582	\$2,773	\$947	\$268	\$3,988	25%	491%

Includes **return** based on Gross sales and Media Value

Includes value created **leveraging various public platforms** such as Press, social media engagement etc.

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