

# Marketing campaign impact analysis

### Fast food chain

Estimated the impact of various marketing campaigns both on top line and bottom line and accordingly suggested the best campaign based on the business objectives

#### Picture this...

You're looking to estimate the impact of each campaign based on multiple metrics such as sales uplift, profit uplift, and ROI and the best campaigns for increased gross profits. Currently, you launched multiple overlapping marketing campaigns across different platforms to boost the company's sales. However, there was no visibility into the performance and the impact of these campaigns on sales and profits.

#### You turn to Accordion.

We partner with your team to estimate the impact of various marketing campaigns both on top line and bottom line and accordingly suggest the best campaign based on the business objectives, including:

- 1) Procuring data from multiple sources, validating with the existing database, and identifying discrepancies. Collaborating with business and technical teams to clean and finalize the data for the analysis
- 2) Identifying test and control stores, isolating time periods for overlapping campaigns in order to estimate the accurate impact of each campaign
- 3) Designing customized frameworks to forecast sales and profits from each channels and compared it with actuals to estimate the uplifts
- 4) Deploying various techniques to measure the statistical significance of the uplift estimations

#### Your value is enhanced.

You have the visibility into quantitative performance of all the company's historical campaigns that helped to plan the marketing budgets appropriately for future years. You have the marketing teams now that target ROI for marketing spends across various channels such as outdoor, in-store, partner platforms, and more. Also, you have the potential of ~2% increase in gross profits due to reallocating marketing spends across various campaigns.

#### **KEY RESULT**

 ~2% increase in gross profit

#### **VALUE LEVERS PULLED**

 Marketing campaign impact analysis

### **Approach & Methodology**



- Explored the marketing campaigns and identified a time period where there were no active campaigns as base period
- Identified test periods where was only one campaign to accurately estimate the impact
- Identified the control group as stores that exhibit similar characteristics as test group
- Excluded stores that started operations or refurbished or introduced new channels to reduce the noise
- Calculated change in YOY between the test period and the base period for the control group
- Based on the change in control group, estimated the expected YOY growth of each store in test group during the test period
- Estimated the per store per day sales of each test store in a "no campaign" scenario
- Compared overall expected sales and expected channel level sales with actual sales to calculate the sales uplift and cannibalization on each channel

Based on the latest

share of sales by each

channel, estimated the

per day sales in each

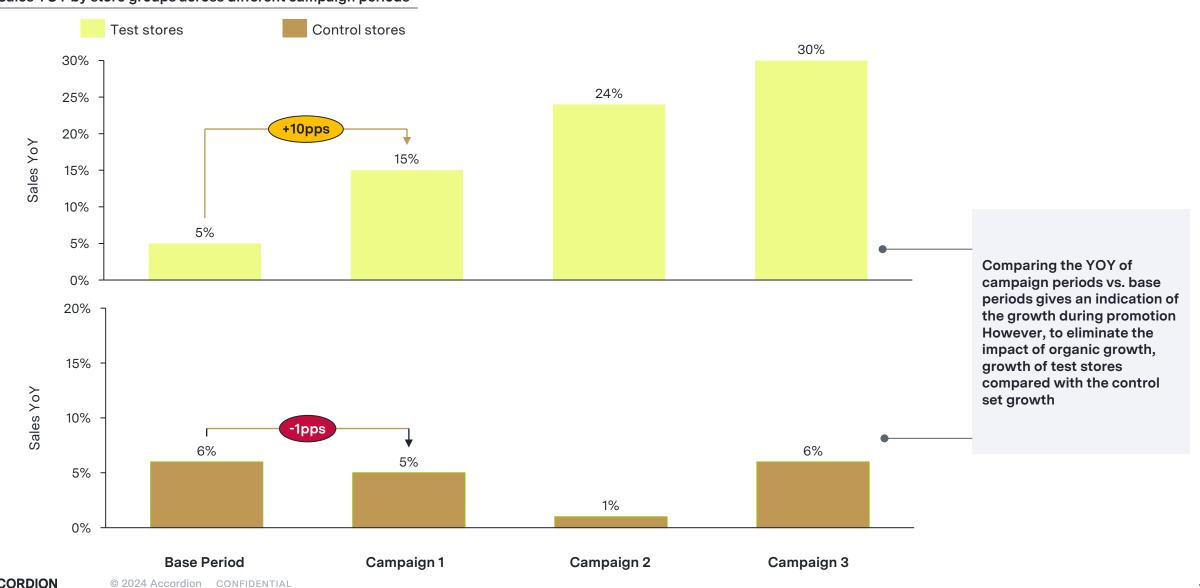
campaign" scenario

channel in a "no

- Estimated expected gross profit by channel after considering the food & packaging costs
- Compared the expected gross profit by channel with actual gross profit to estimate the impact on the bottom-line

### YOY growth comparison for test & control stores

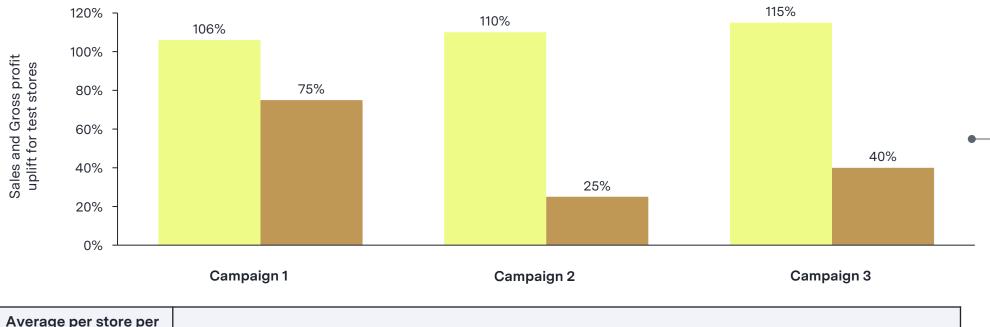
Sales YOY by store groups across different campaign periods



## Sales & gross profit uplifts across campaigns







Estimated expected sales across periods (assuming no campaigns) and compared with actual sales to calculate sales and profit uplifts
Analysis indicates campaigns that work well based on gross profit uplift and sales uplift

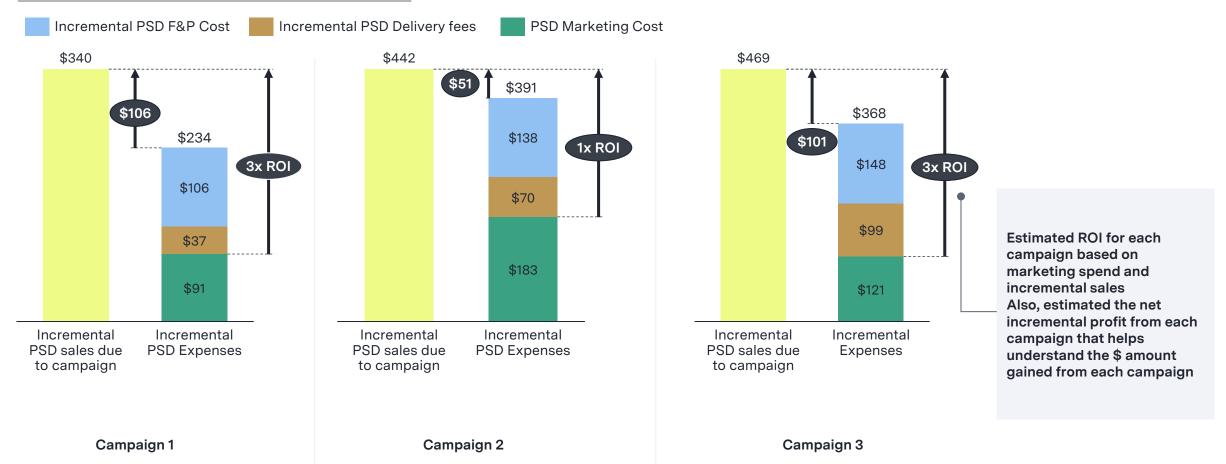
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Average per store per day Order Value	\$17	\$12	\$13
Average per store per day # of transactions	35	60	57

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### Return on investment across campaigns

Return on investment for various marketing campaigns<sup>1</sup>



Notes: 1) PSD - Per Store per Day; ROI is estimated as (Incremental sales - Marketing spend)/(Marketing spend); F&P - Food & Packaging