



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

Luxury makeup cosmetics brand needs real time tracking of celebrity campaign effectiveness

Picture this...

You're looking to pressure test the budget for celebrity collaborations, by analyzing the ROI generated by historical collaborations and drawing insights for future collaborations. Currently, you have no analytical visibility into the effectiveness of historical celebrity collaborations and there is an opportunity to link such collaborations to other KPIs such as traffic, social media metrics etc.

You turn to Accordion.

We partner with your team to build an automated model to calculate the ROI, media value and performance metrics of the historical celebrity collaborations, including:

- 1) Analyzing 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
- 2) Identifying multiple data sources and collaborating with the data source owners to get the required data for the analysis
- 3) Calculating the ROI of different collaborations by analyzing the Gross Sales as well as the media value trend over the years
- 4) Analyzing the seasonality and cannibalization factors based on launch month, duration and category of the collaborations
- 5) Setting up an automated model to generate actionable insights for ongoing celebrity collaborations to tweak the marketing strategies real-time

Your value is enhanced.

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

CELEBRITY CAMPAIGN EFFECTIVENESS

KEY RESULT

- Reduction in contract cost by 20% -30%

VALUE LEVERS PULLED

- Digital marketing analysis
- ROI analysis
- Campaign effectiveness analysis

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

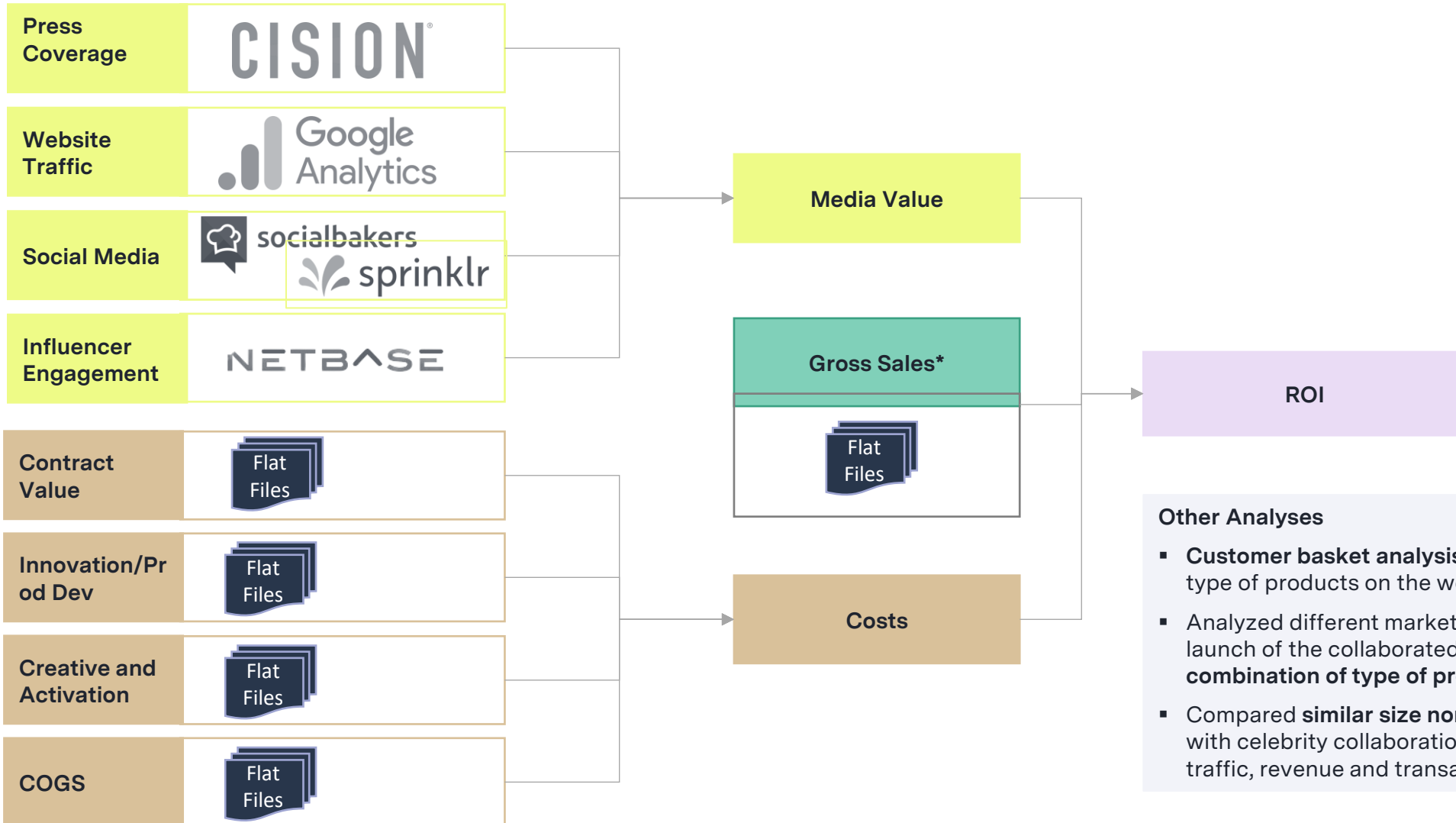
Accordion Value Add

- 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
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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

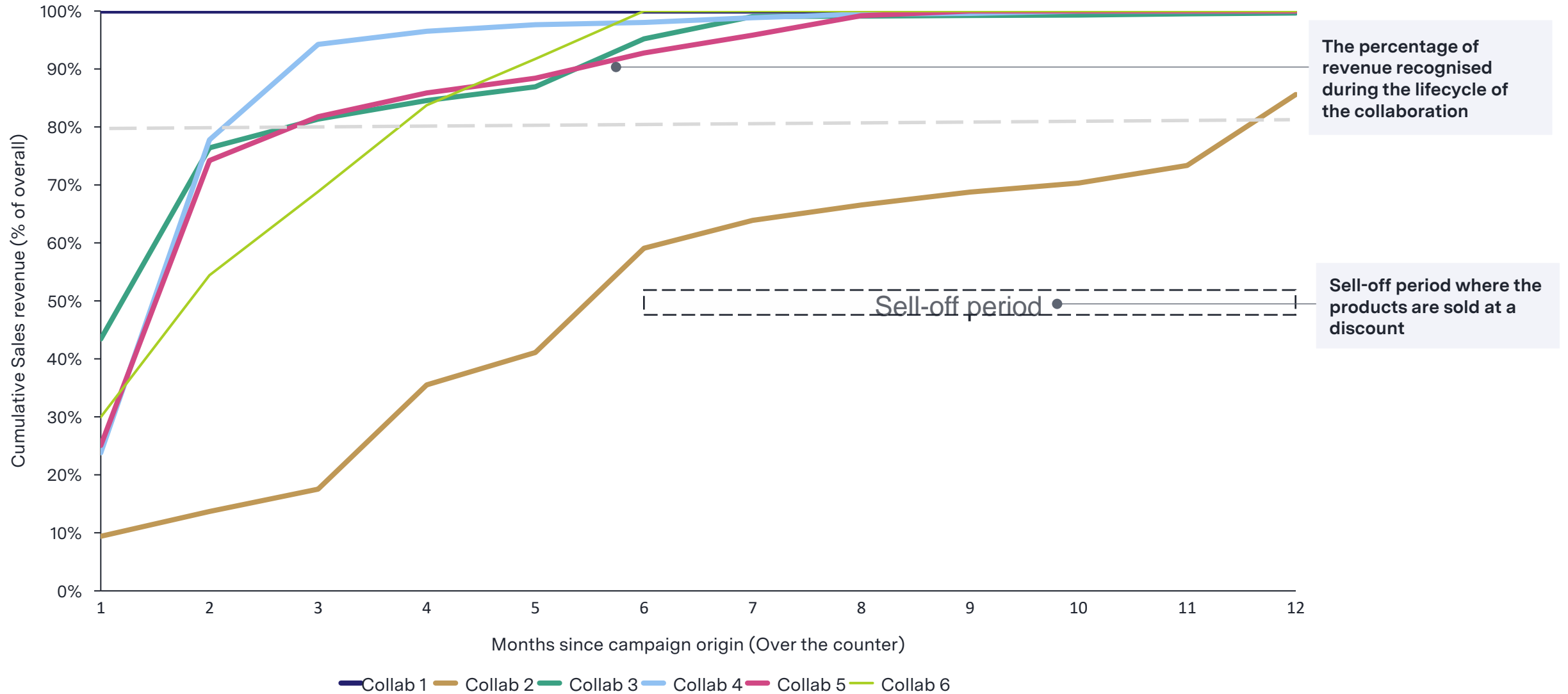
Methodology/Approach



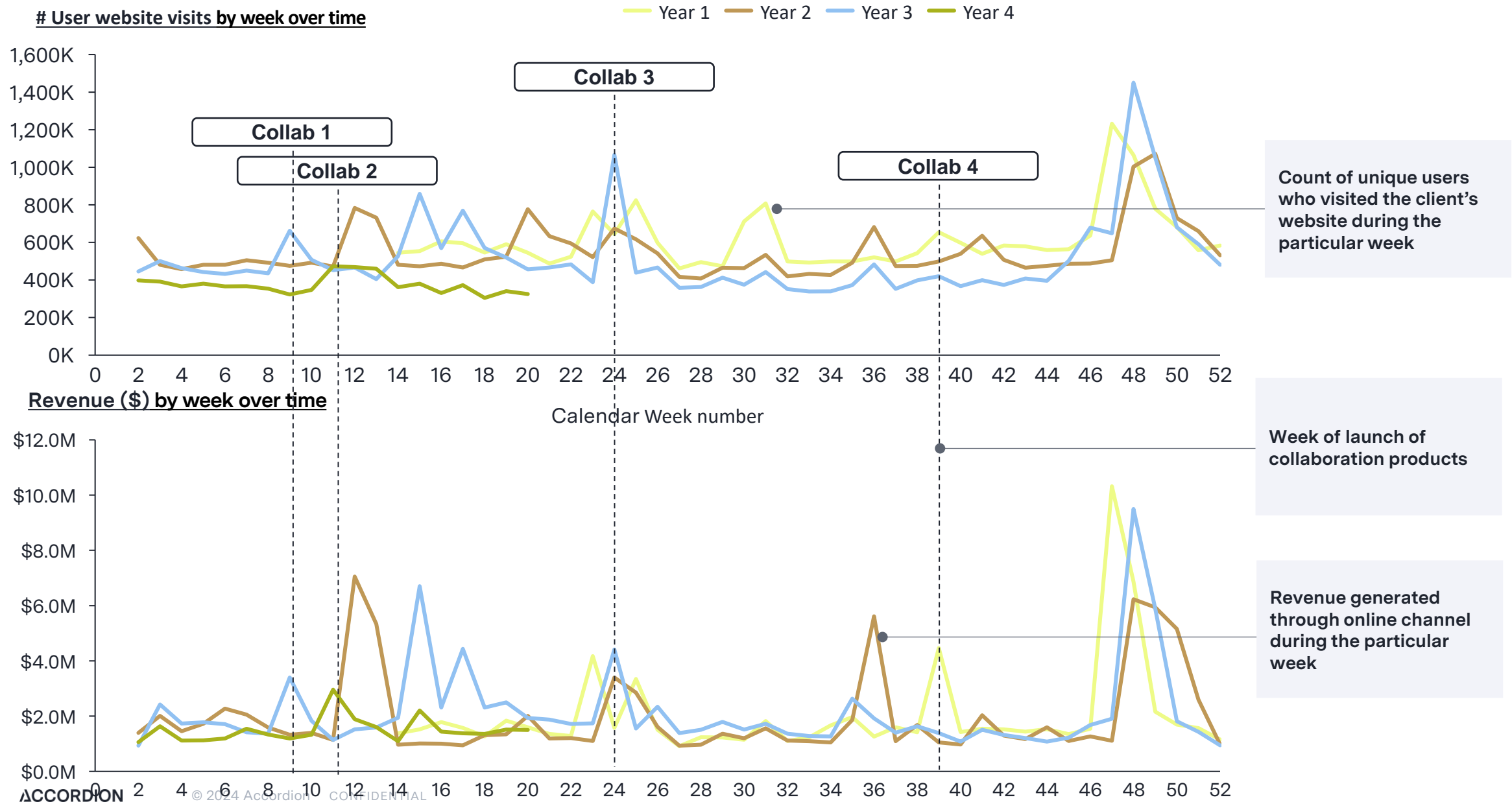
Other Analyses

- **Customer basket analysis** – Analyzed the # products and type of products on the website for the customers
- Analyzed different marketing channels for the period of launch of the collaborated products to identify the **best combination of type of product vs marketing channel**
- Compared **similar size non-collab product** launch in US, with celebrity collaborations on various key metrics such as traffic, revenue and transactions

Evolution of gross sales revenue since campaign origin



Weekly online metrics trend over time (users & revenue)



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.

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