



# 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

# Fast food company needs marketing campaign impact analysis

## 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.

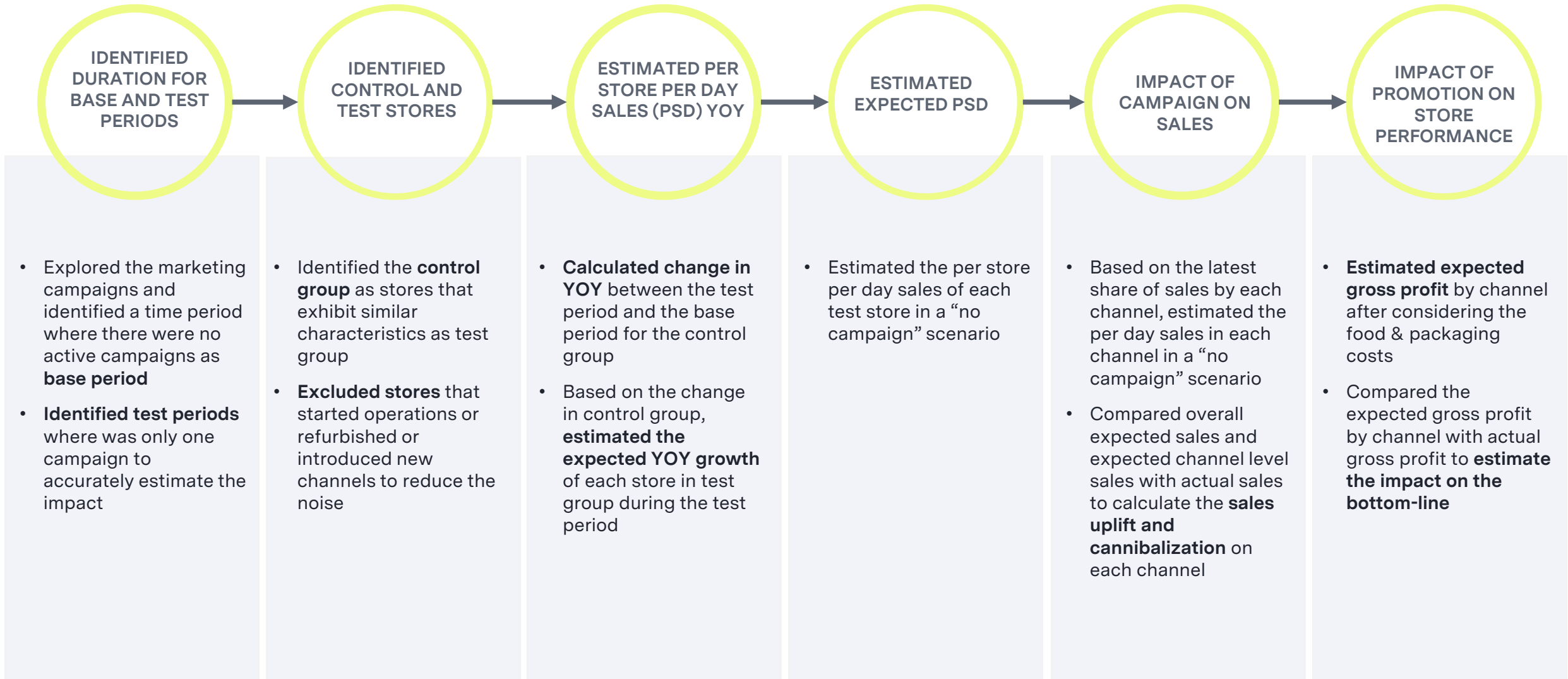
### KEY RESULT

- ~2% increase in gross profit

### VALUE LEVERS PULLED

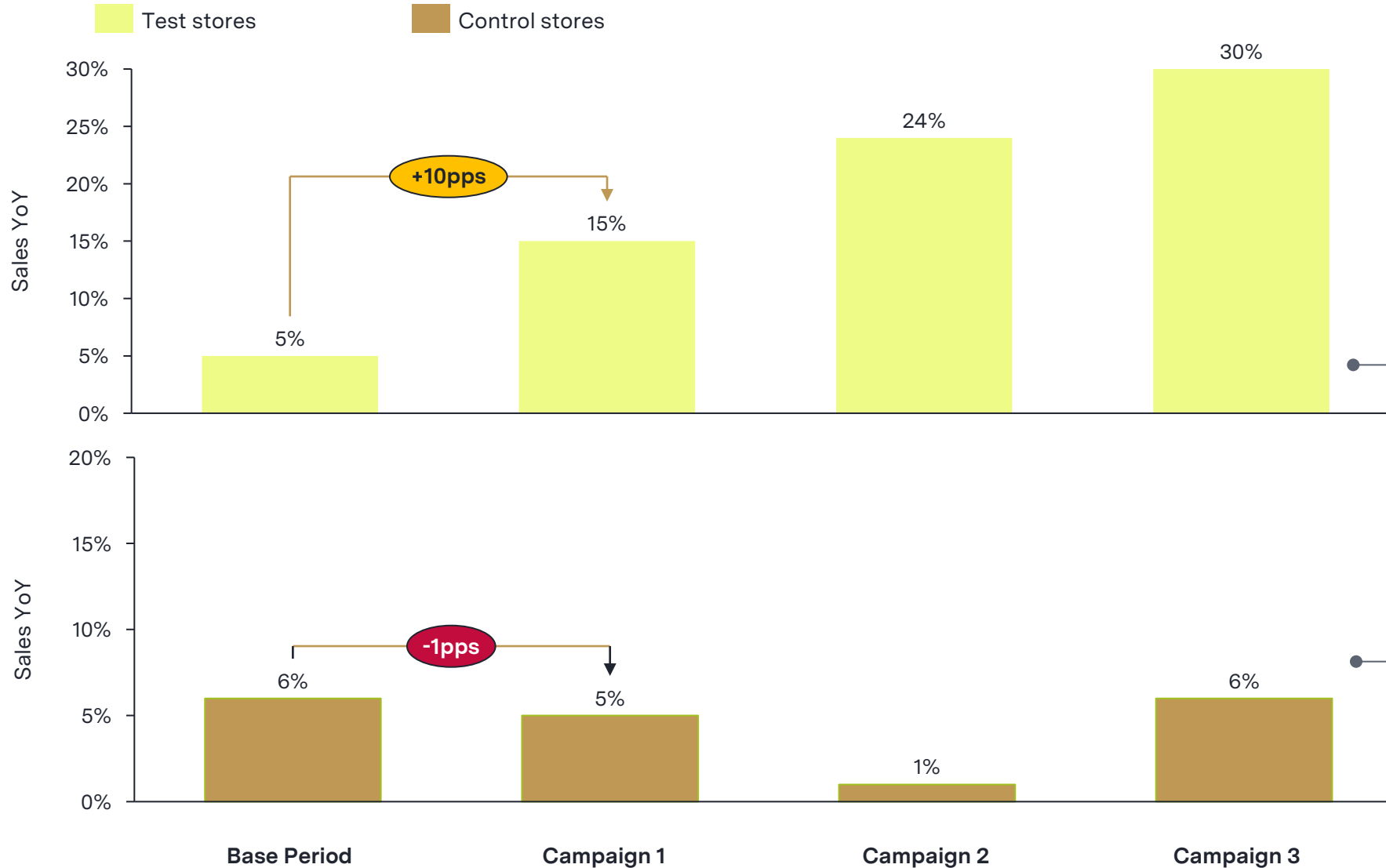
- Marketing campaign impact analysis

# Approach & Methodology



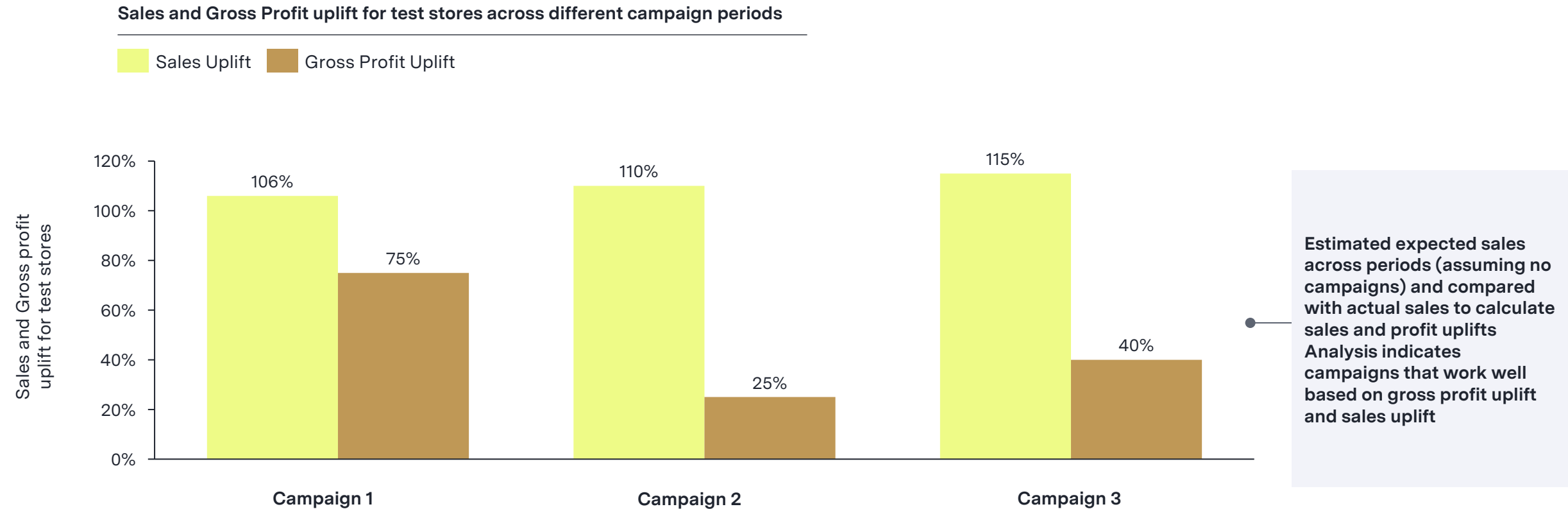
# YOY growth comparison for test & control stores

Sales YOY by store groups across different campaign periods



Comparing the YOY of campaign periods vs. base periods gives an indication of the growth during promotion. However, to eliminate the impact of organic growth, growth of test stores compared with the control set growth.

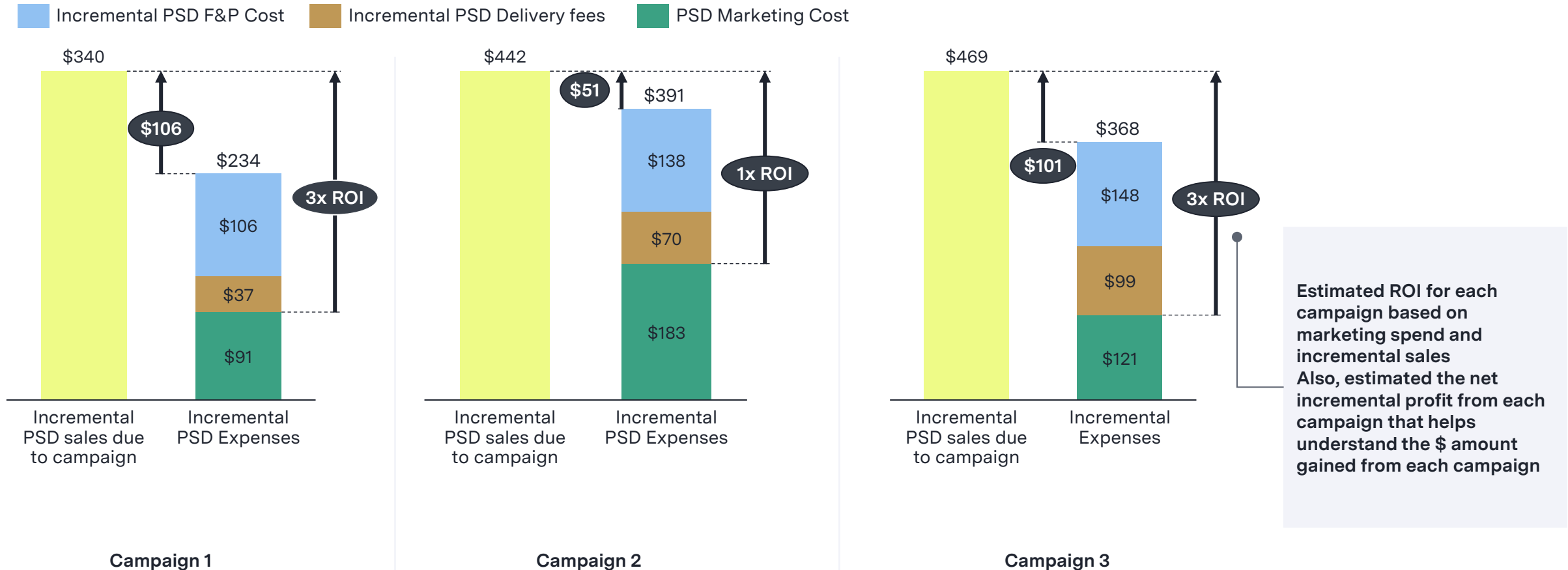
# Sales & gross profit uplifts across campaigns



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

# 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  $(\text{Incremental sales} - \text{Marketing spend}) / (\text{Marketing spend})$ ; F&P - Food & Packaging