



The Challenge

Our Solution

Results & Insights

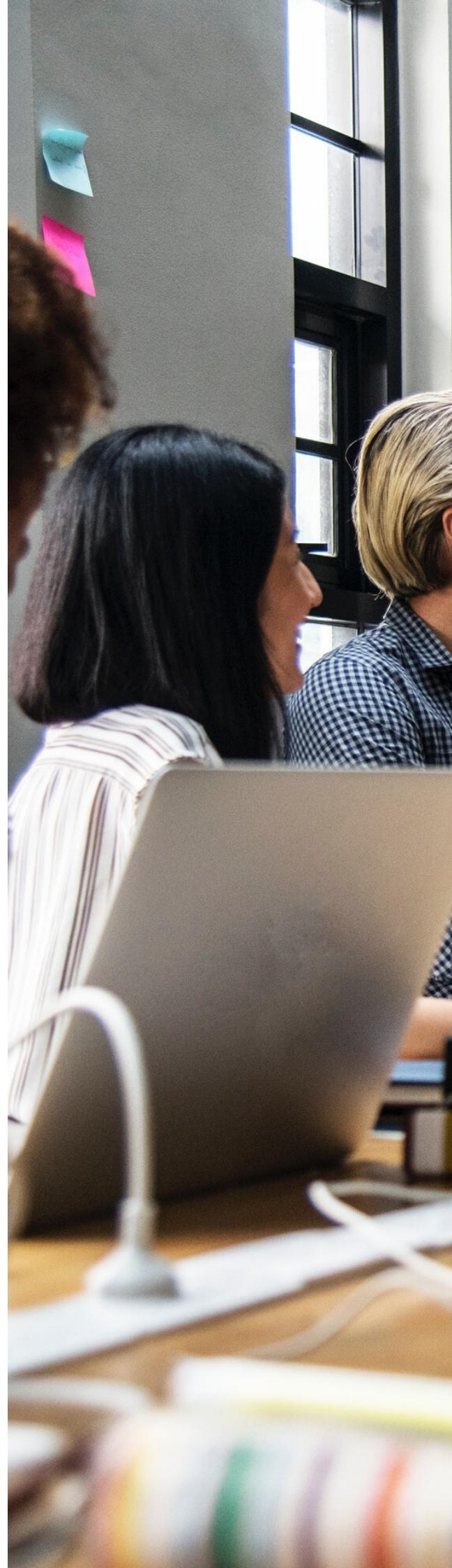


KELLOGG'S USE CASE

BY MASS ANALYTICS

THE CHALLENGE

- For FMCG companies, one of the main challenges for the brands they manage is the allocation of the marketing budget specifically across **Media & Trade**. This becomes even more complicated when one considers the impact on the brand performance in the long run.
- To be able to answer this question, Kellogg's data science team, conducted a **Marketing Mix Modeling** project to understand the true contribution of **Trade Promotions** in the absence of **Media** for one of their leading brands.
- To achieve this, it was critical to use a **quick and efficient process**, through which the whole project from data preparation to results & recommendation is automated to reach the desired output.



OUR SOLUTION

Kellogg's team collected 3 years' worth of weekly data consisting of:

- Sales Volume
- Price & Promotions
- Distribution

To be able to answer the question: Media vs. Trade Promotion, they used 2 powerful tools powered by MASS Analytics:

1. MASSFEED

MassFeed is a data preparation tool, which is able to transform different data formats coming from various standard sources (e.g. Nielsen, IRI..) into a user-friendly modelling format.



Using MassFeed, Kellogg's team was able to reduce the length of the preparation task from one week to a couple of hours.

2. MASSTER

MassTer is an end-to-end marketing mix modeling software solution that allows to:

- Identify the sales & performance drivers
- Calculate the ROI of every marketing activity
- Optimise budgets and run predictive analysis.



Best industry practices and processes were implemented to help automate most of the steps and turn Marketing Effectiveness projects into an efficient and cost-effective process.

OUR SOLUTION

MassTer allowed Kellogg's team to go through a journey composed of two phases to provide all the Results & Insight needed:

1. Visualize & Process the Data
2. Build a model & pull results

2.1 PROCESS MODULE

The data visualization and processing were performed on the fly using the “Explore & Process Modules” in **MassTer**.

This was made possible thanks to the pre-programmed processors available. As such thousands of variables have been created and ready to be tested in the next stage.

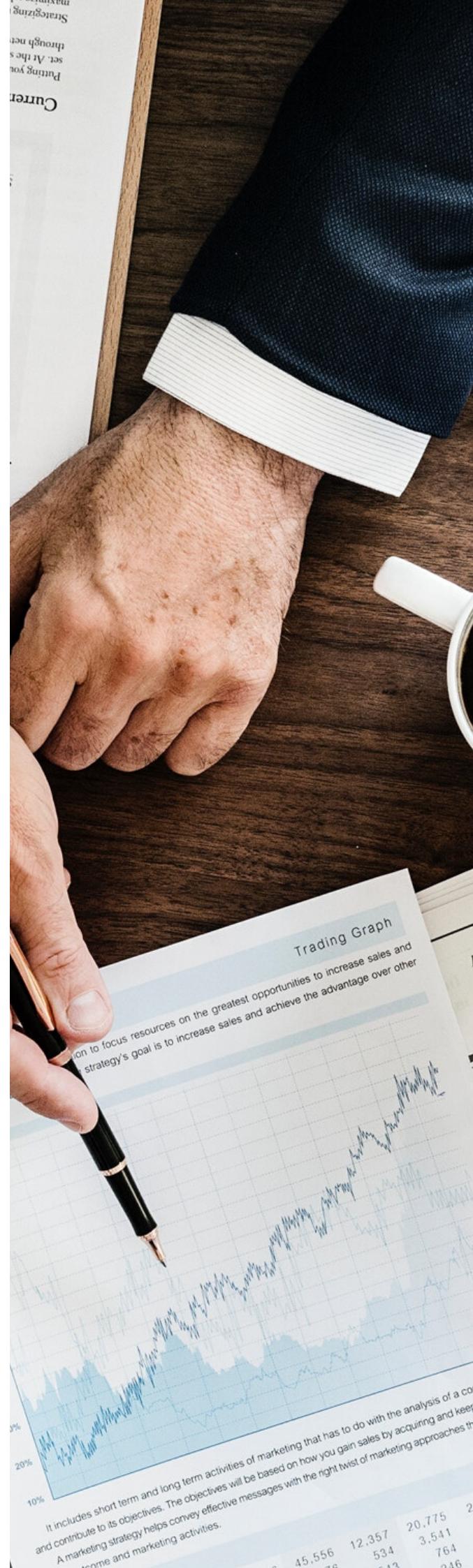
2.2 MODEL MODULE

In the Model Module, a model was automatically built using a combination of the proprietary log linear and genetic algorithms embedded into MassTer. Return On Investment and Sales Decomposition calculations were instantly extracted allowing to measure:

- The impact of the variables studied especially the Trade Promotions
- The level of saturation
- The synergy between the different variables

RESULTS & INSIGHT

- The use of MASS Analytics' tools allowed the automation of the whole process from start to finish and to deliver the needed results to enable the team to take strategic decisions to help them move the brand forward.
- Hence MassTer was successful in allowing to test for the team's hypothesis and answer the question of what directions the brand should follow through Marketing Mix Modeling measurement.
- All this while turning a process that generally lasts 8 to 6 weeks (using standard off the shelf statistical packages) into circa 7 Days without compromising the quality of the results.



ABOUT US

MASS Analytics is a technology company that specializes in developing end-to-end analytical solutions to help marketers better understand the levers of their business & adopt data driven decision making.

With an experience exceeding 20 years across different industries in the field of Marketing effectiveness and Software Solution development, we bring to you the best of our tools and expertise to help you optimize your marketing budget to achieve maximum ROI.

