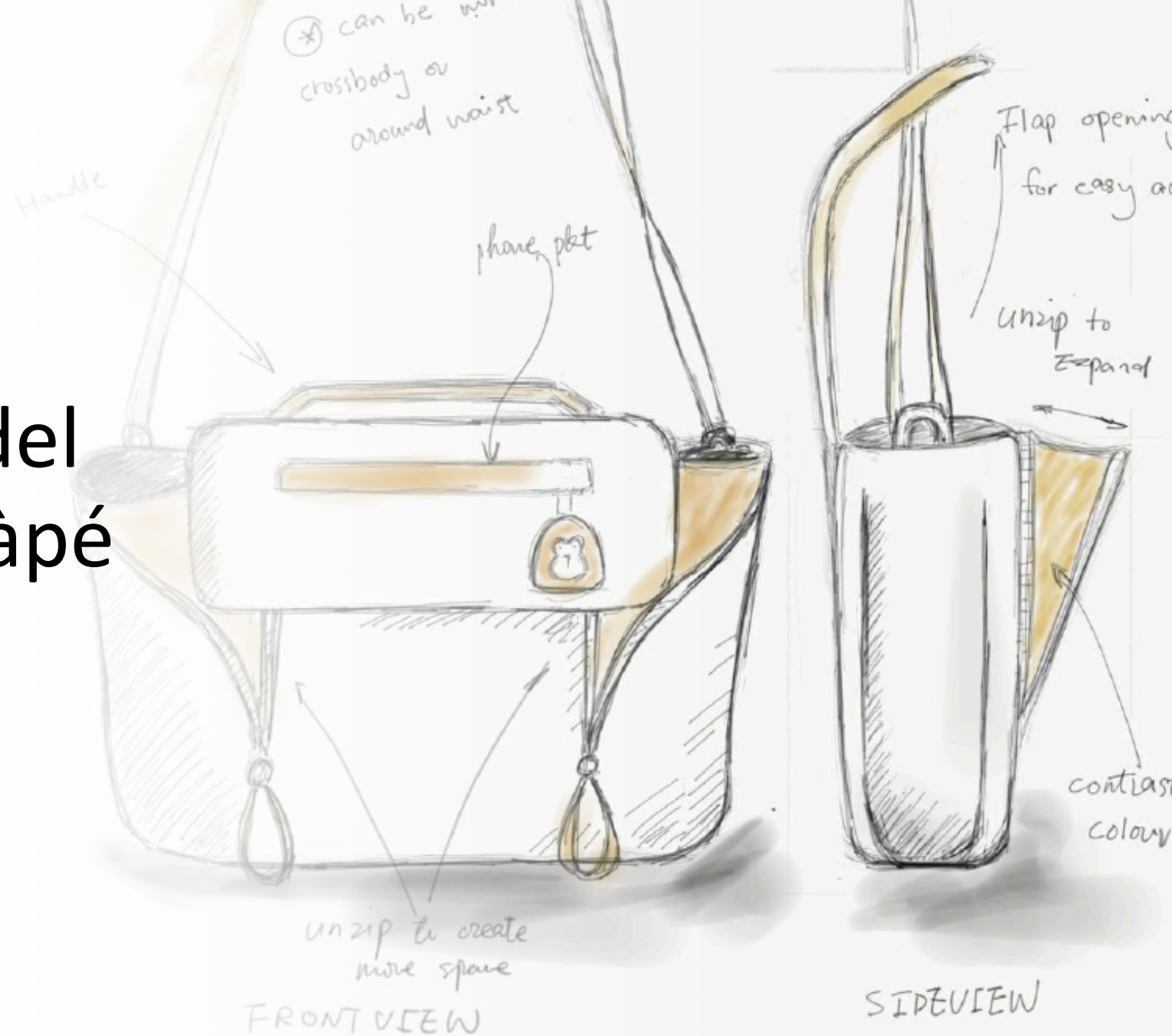


Marketing Mix Model presentation for Mápé

Miao Yu





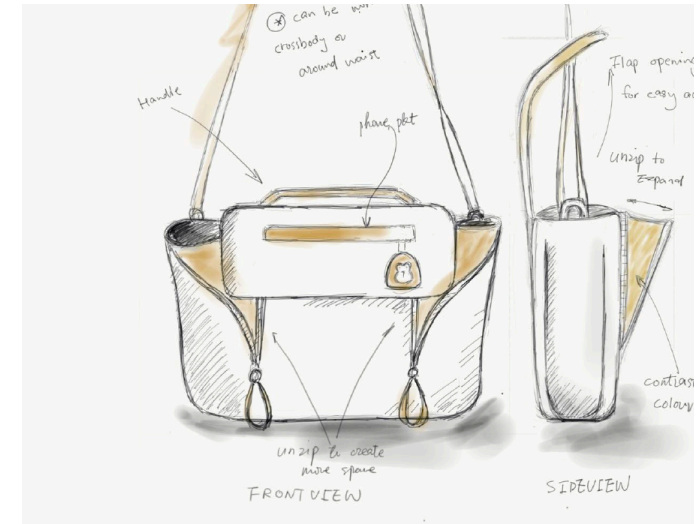
Content

- Model Overview
- Model Fit
- Marketing Contribution Decomposition
- ROI Summary
- Optimization

About Mápé

Mápé is a leather good fashion design company launched in Oct, 2013 in New York where it garnered immediate attention with press coverage such as New York Times and V magazine and Colette Paris being one of its first buyer.

Mápé symbolizes innovation and authenticity. The vision is to design simple yet stylish handbags. It's positioned as a middle class fashion brand targeted white-collar females.





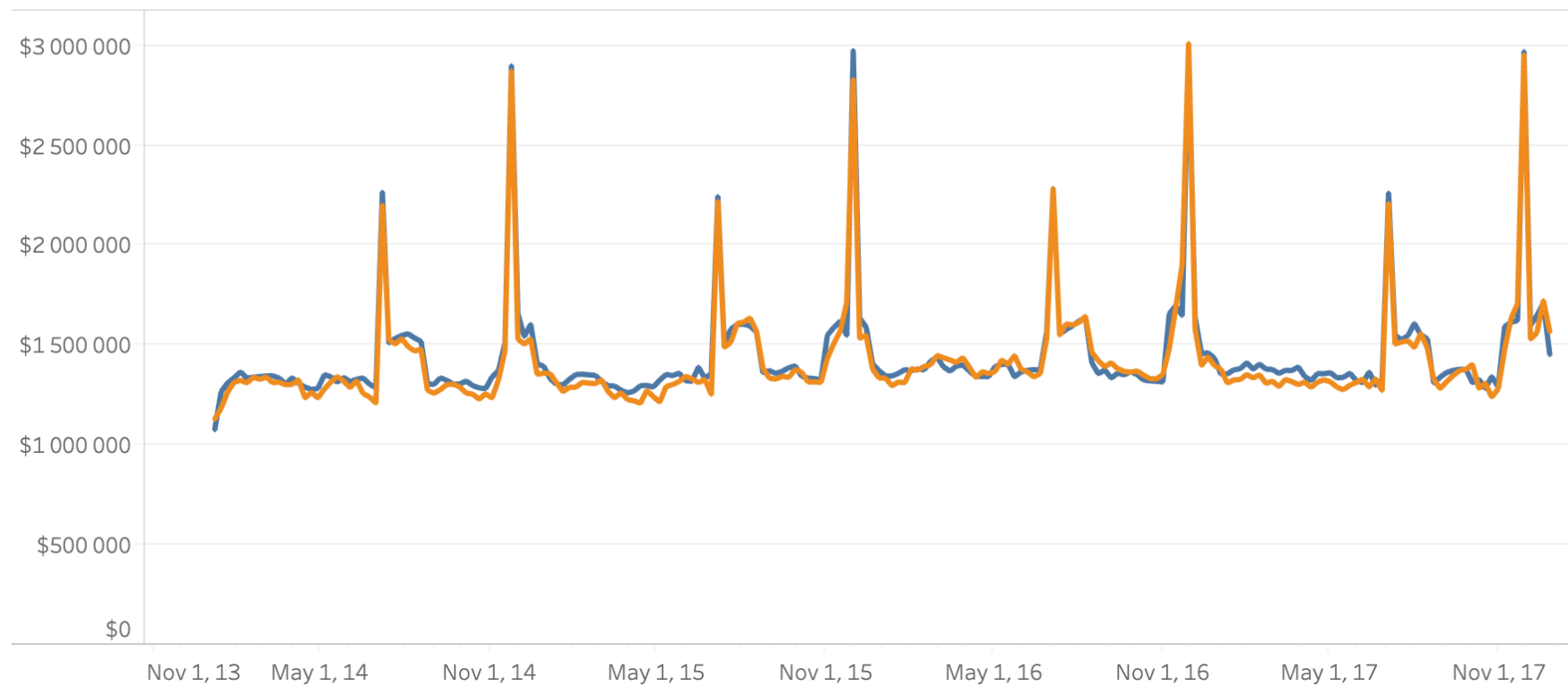
Model Overview

- Sales = Intercept (sales base)
+Black_Friday+July_4th+Sales_Event
+CCI
+National_TV + Paid_Search + Wechat + Display + Magazine + Facebook
- **Questions answered:**
 1. What will be the impact from different media channels on our sales?
 2. What are the ROI for each channel?
 3. What will be the optimal spend and mix of marketing investments?

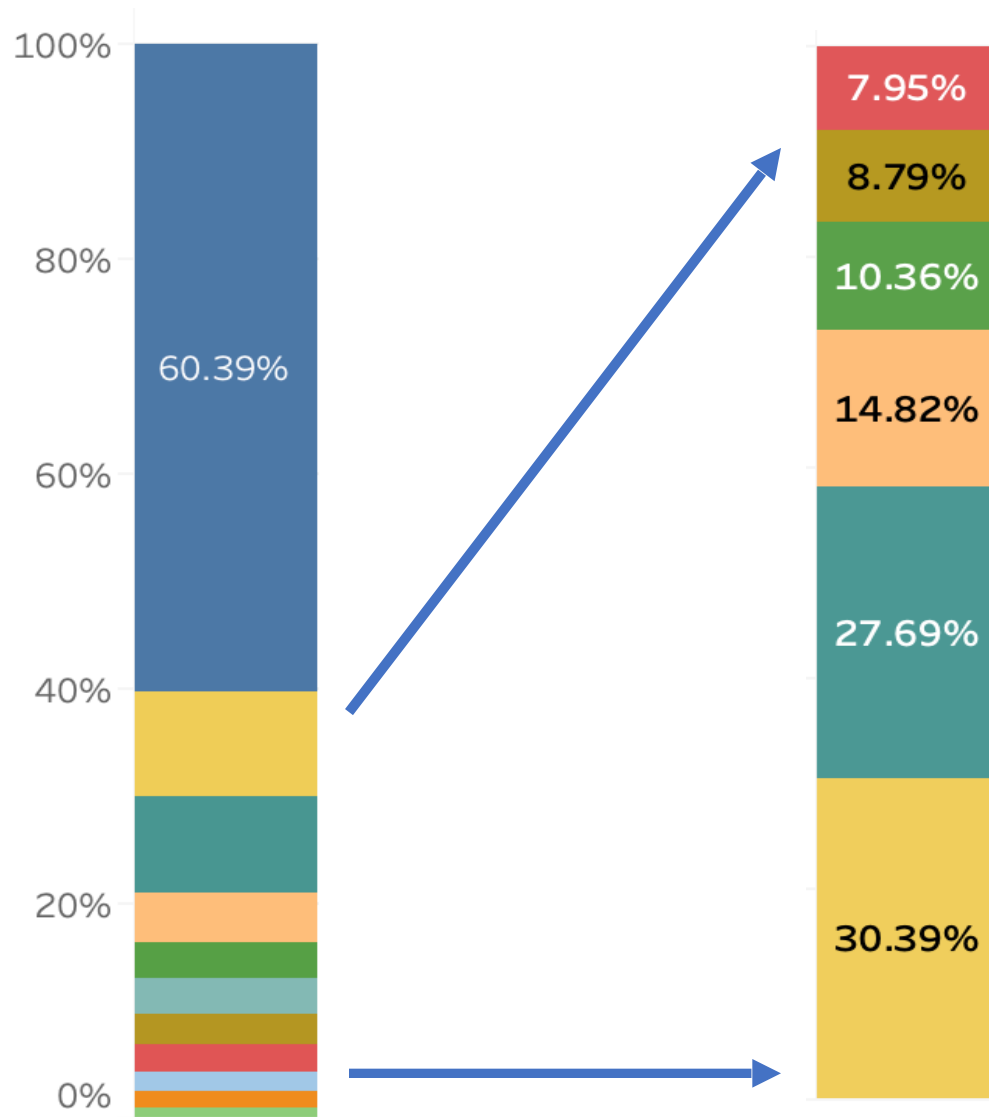
Model Fit

The model is statistically fit with 96% R square.

Actual Sales VS Model Sales



Marketing Contribution Decomposition



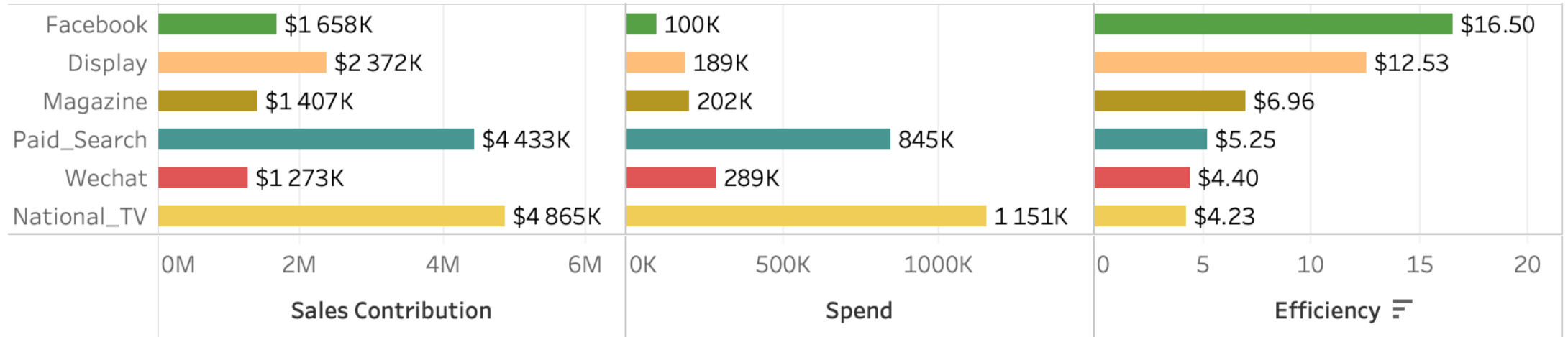
National TV contributed the highest sales which is around 30%.

Paid search and Display brought the highest sales among online channels which are respectively 27% and 15%.

- Wechat
- Magazine
- Facebook
- Display
- Paid_Search
- National_TV

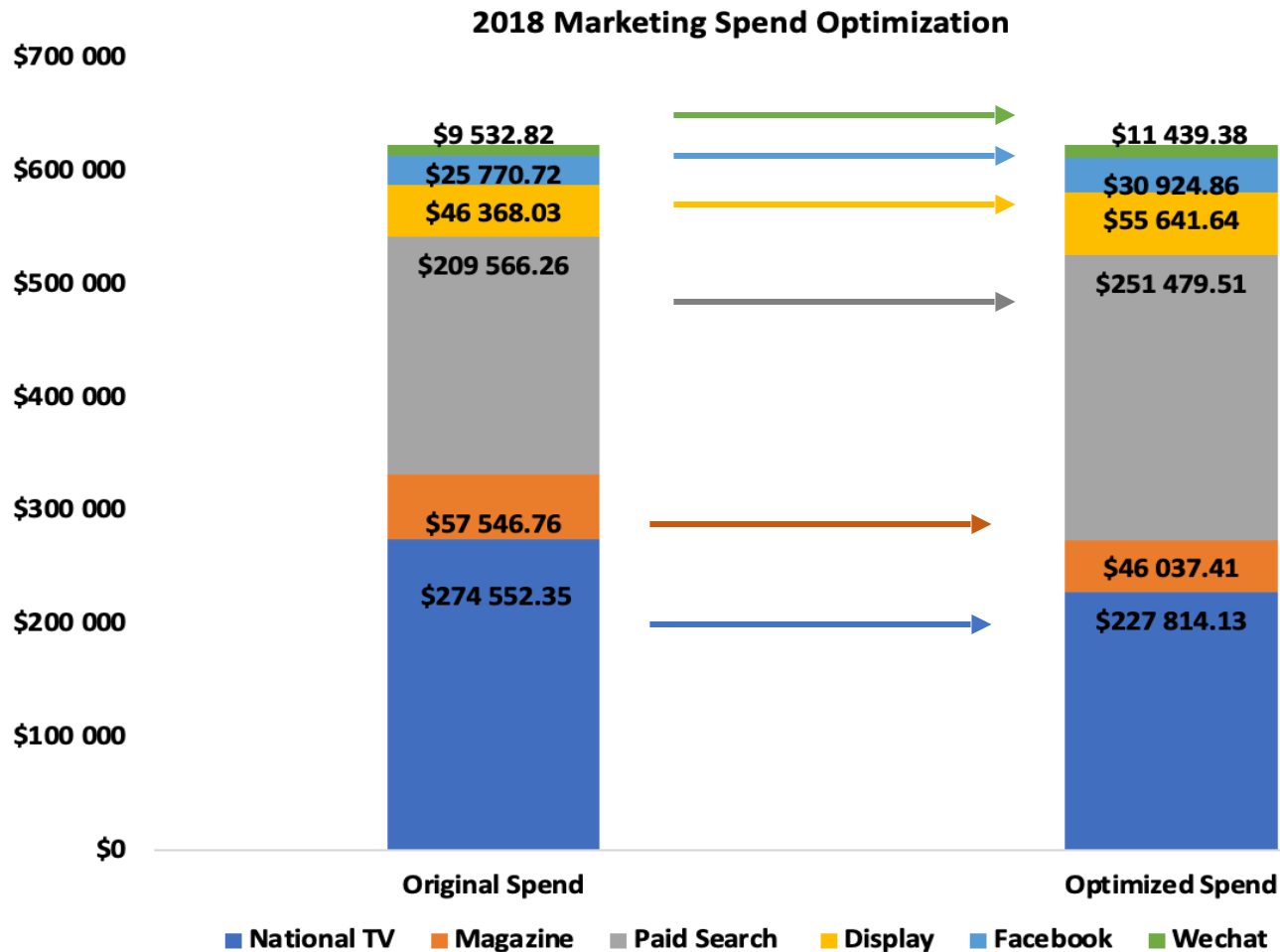
Channel ROI Summary

The most efficient channels are Facebook and Display with the top 2 ROI of \$16.5 and \$12.53.



Spending Optimization

Optimizing the media spend in 2018 could raise overall ROI from \$6.44 to \$7.03



Total Revenue \$0.36M

Original Revenue: \$4,012,502
Optimized Revenue: \$4,380,145

Overall ROI \$0.59

Original ROI: \$6.44
Optimized ROI: \$7.03