



# MARKETING RETAIL ATTRIBUTION CASE STUDY

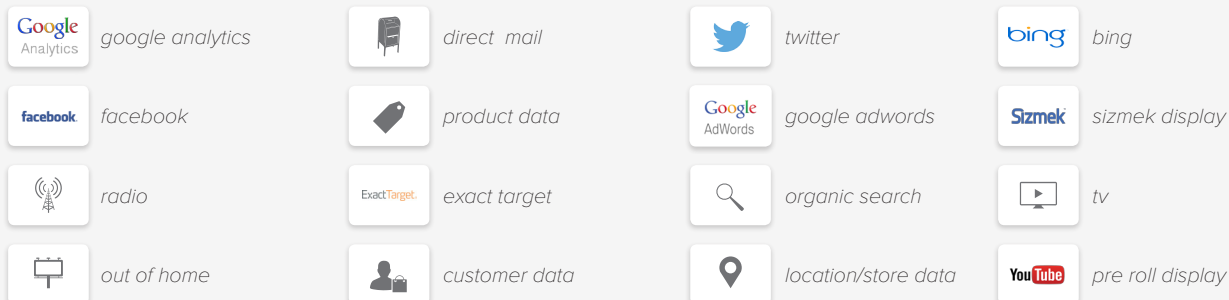
## CLIENT

Leading nationwide, omni-channel jewelry retailer investing in a wide range of marketing channels, both online and offline, to support in-store and ecommerce sales.

## CHALLENGE

Lack of knowledge of the optimal media mix to improve efficiency in marketing spend, and desire to deepen the understanding of how online marketing initiatives are driving in-store point of sale activity.

## DATA POINTS

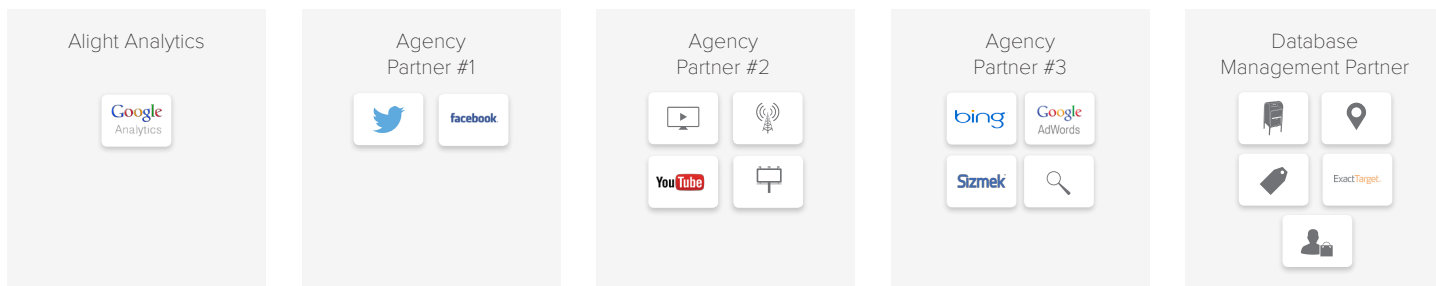


## SOLUTION

Omni-channel attribution model designed to calculate and predict media mix impact for both ecommerce and in-store sales.

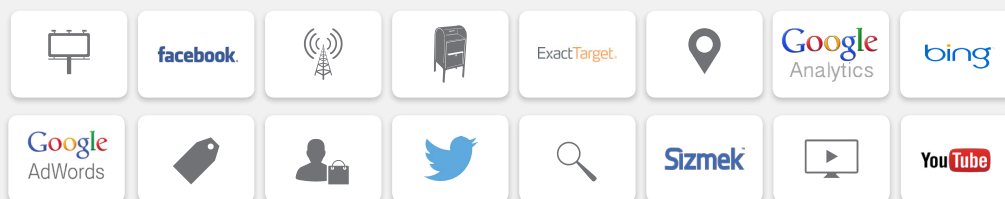
## challenge

Omni-channel retailers with multi-channel media are challenged with understanding the true path to purchase. Our client began to ask questions they couldn't answer in their fragmented ecosystem, such as "How do we allocate budget across various channels to reach company revenue objectives?" "How can we improve the connection between our offline tactics, online e-commerce efforts, and in-store retail activity?" Because there were so many tactics deployed at once, it was difficult to determine which tactics were driving revenue, and how the tactics were impacting one another.



Our client previously attempted media mix modeling, but with varying results. Their biggest problem: marketing performance data lived in silos across multiple agency partners and among internal stakeholders. This data was hard to connect, and in cases when it did, it didn't seem to fit together in a way that made for sound analysis.

## solution



First, we broke down the data silos. They needed a “single source of truth” to form the base of their analysis. Alight developed a metrics map, identifying all the data sources, owners and related metrics. Partnering with internal stakeholders and external agencies, Alight gained access to all relevant data sources and began to integrate current and historical data into ChannelMix, our marketing data aggregation platform. ChannelMix is designed to automatically integrate and consolidate all of the mediums required for measuring performance: website, Display, Direct mail, OOH, Radio, TV, Email, Google Analytics (organic visits, social visits), Paid search, Social media, video (pre-roll), and point of sale data (customer, store, product) were aggregated and cleansed, then continually updated nightly.

Due to the localized nature of the retailer’s business, we suggested that all channel data be rooted to the DMA level. While building blocks this small were necessary to provide clear comparisons between test and control markets, it widened the dataset to an extent beyond which their previous options for collection, transformation, and analysis were viable. This was a second area where ChannelMix was the star, as it’s able to accommodate an irregularly sized data set. The proper storage and accessibility of data broken down to miniscule geographical units was as important to this venture as the analysis that would later take place.

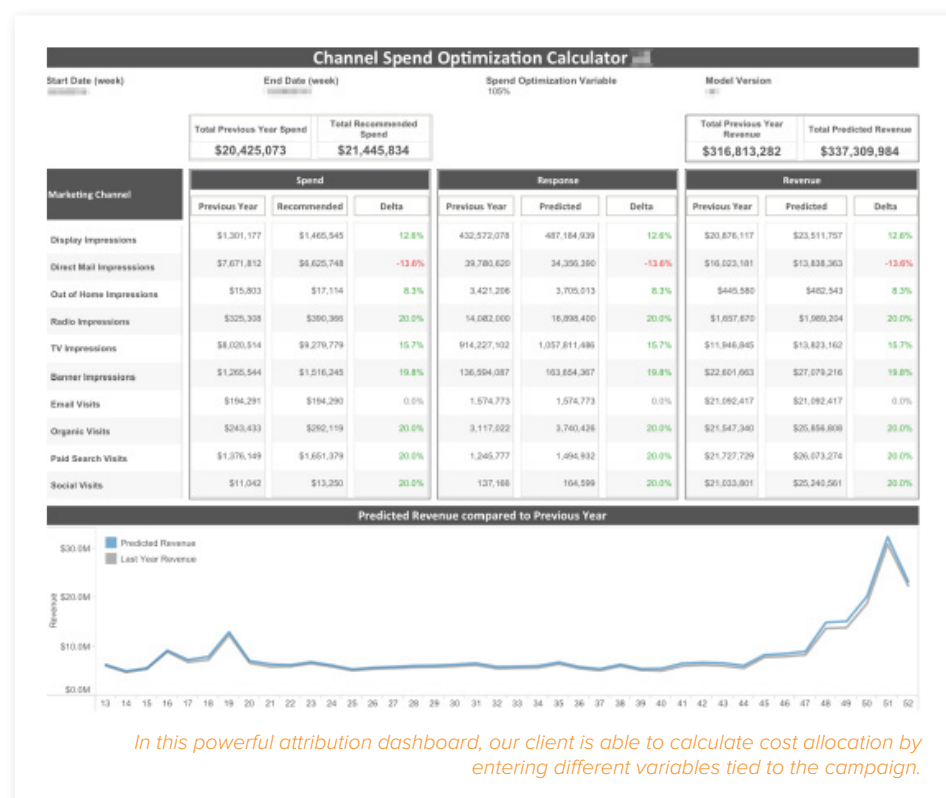
Once the marketing performance data was collected and cleansed, the analysis and modeling work began, led by Alight’s data science team. Using the statistical modeling tools R and SAS, as well as attribution-

focused modeling techniques, Alight was able to identify the necessary variables core to a custom multi-channel attribution model. Many factors were considered: the value of the awareness each channel creates, how different channels perform at varying times of the year (holidays in particular) and how channels work together to drive a symbiotic impact (e. g. television’s impact on organic search).

Because of the complexity of the data, the number of parties involved, and the challenge of applying a working statistical model to live data in the hopes of predicting

different outcomes based on ‘what-if’ scenarios entered by the client, the process was collaborative, offering learnings from the modeling work before it was completed.

The output from the model and its subsequent tests and iterations came in the form of a dynamic, interactive dashboard, which provides the client insight into recommended spend for each channel, expected response from each channel, and the expected revenue, all of which come together based on varying inputs such as time, campaign length, expected budget, and revenue targets.





## implications

So, what does the client get out of all of this?



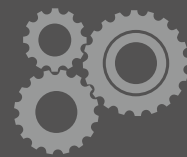
### EXECUTABLE DATASET

Of most value is the data itself. Key decision data, now customized for this client's marketing execution, is flowing into ChannelMix from multiple parties in a format ready for analysis. It's making our client smarter: not only is it instrumental in supporting the continued evolution of this project, but it's ready and available to inform any other types of analysis or predictive modeling the client may choose.



### CUTTING-EDGE TOOLS

The dashboard that was created allows for the client to understand not only the recommended budget by channel for any time period, but also the 'marching orders' for the team executing against that budget. For example, the client can now provide direction to the online display media team on what their budget is, how many impressions that budget needs to produce, and the expected revenue based on those impressions.



### A NEW WAY TO THINK

Our analysis has challenged the client to think about their marketing channels in a way that is different than how they've typically done so in the past. It's driven fresh, healthy discussion around how they are executing their marketing plan, and the results produced.

“It's enhancing the sales forecasting model. It's accounting for the impact of marketing to overall business performance.”

ZACK PIKE

Director of Client Solutions  
Alight Analytics

