

## Media Spend ROI Case Study

# How do we demonstrate ROI to advertisers?

### Situation.

A media company was looking for a way to arm its sales team with analytics beyond show ratings to help sell ad space. Advertisers wanted to know how choosing a particular media platform would impact the advertiser's goals. The analytics team set out to find a way to accelerate its ability to generate reports to help the sales team win more advertisers.

### Insight.

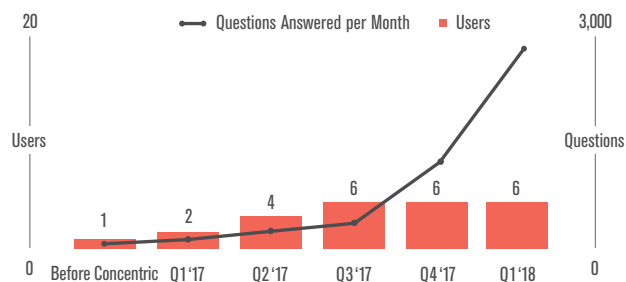


The analytics team realized they needed to find a way to demonstrate ROI upfront by accurately forecasting the impact of media plan decisions.

### Question.

#### What if we deliver ROI forecasts?

The team first ran tests in 11 markets. The Concentric Market® model proved to be 93% accurate in forecasting campaign impact. The team then automated its analytics process, and went from 10 to 1000+ ROI evaluations a year.



### Impact.

**Generated \$7M in incremental profit YOY and increased TV advertising market share by 12%.**

*"We have been impressed by Concentric Market's ability to not only measure media channel ROI, but also simulate future outcomes."*

Media Agency CEO

## Marketing Mix Case Study

# How do we optimize our marketing investment?

### Situation.

With the rise of electric cars, an automotive company was launching a new alt-fuel vehicle. This was different than previous launches, because they would be creating a new car category using hydrogen batteries. Historically, marketing had invested heavily in TV. The Chief Research Officer wanted to evaluate if this would still work for the new launch, or if there was a more efficient approach to consider.

### Insight.

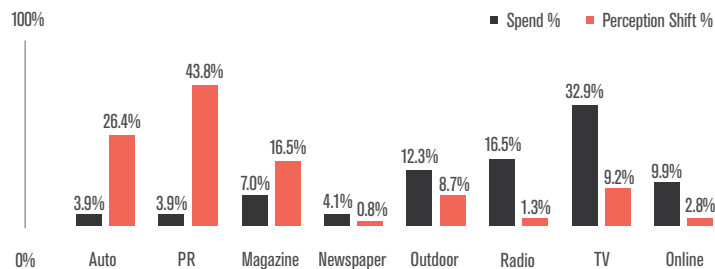
Concentric Market® revealed that lifting awareness and perceptions in the alt-fuel market would have the highest impact on sales.



### Question.

#### What if we change our marketing mix?

The Concentric Market® model forecasted that sales targets would be met with a lower marketing budget if the marketing budget was reallocated to PR and autoshow.



### Impact.

**Reduced marketing costs by 60% and exceeded launch sales goals.**

*“We have been impressed by Concentric Market’s ability to not only measure media channel ROI, but also simulate future outcomes.”*

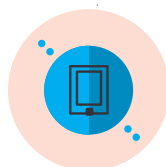
Media Agency CEO

## Competitive Gaming Case Study

# What strategy wins the most market share?

### Situation.

Two wireless companies had merged and were shrinking in market share. Forecasting indicated that the decline would continue unless the company released a new, unified brand position. Before launch, the executive team needed to evaluate which position would deliver the highest ROI.



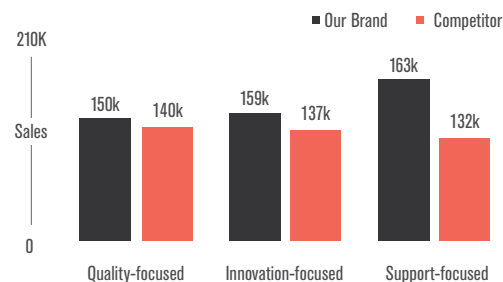
### Insight.

First, the team needed to understand the level of perception and consideration change required to achieve the desired lift. Concentric Market® revealed that 100% convergence on perception and consideration was essential to deliver ROI for the rebranding initiative.

### Question.

#### What message will lift sales?

Concentric Market® simulated three different perception shifts: (1) quality-focused; (2) innovation-focused; and (3) support-focused. It became clear that a rebrand focusing on support would raise perceptions among the ideal consumer segment, increase sales, and negatively impact the competition.



### Impact.

**Wireless provider reversed market share decline, and grew from 21M to 30M subscribers.**

*“Concentric shines in simulating events that never happened in real life, such as a new competitor entering the market.”*

Director, Analytics and Insight

## Pricing Analysis Case Study

# What happens to sales if pricing changes?

### Situation.

A large appliance manufacturer was faced with a variety of market dynamics that were putting their business at risk. Overseas competitors with lower priced products were gaining market share, key retail stores were closing, and new government policies were charging tariffs on materials. The company needed the optimal strategy to respond to these market changes, protect market share, and meet sales forecasts.



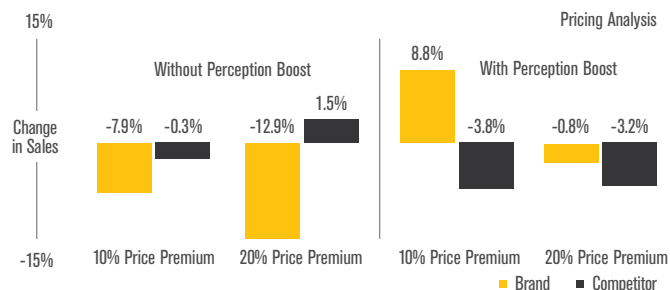
### Insight.

The team used Concentric Market® and found that improving online ratings and increasing sales associate recommendations would improve perceptions and boost sales in the short-term.

### Question.

#### What if we change our pricing?

The team needed to decide whether they should adjust their pricing to respond to competitor discounts. They identified that if they boosted perceptions they could maintain a 10% price premium and gain market share from a key competitor.



### Impact.

**Grew market share at the expense of all other competitors, despite market conditions.**

*“What I like best about Concentric Market is being able to break down the siloes between separate sets of data that often can’t talk to each other. Not to mention, they have wonderful customer support.”*

Senior Analyst

## Product Launch Case Study

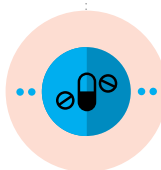
# What is the optimal product launch strategy?

### Situation.

A pharmaceutical company was transitioning one of its products from prescription to OTC. The marketing team was experienced with Rx launches, but had never launched a product in consumer retail. The category was also heavily crowded. The marketing team wanted to test their current marketing plan to ensure they would meet the minimum sales targets.

### Insight.

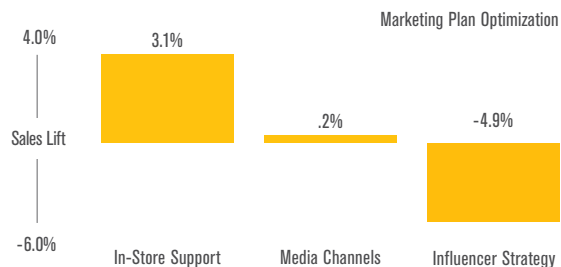
Based on the current marketing plan that included traditional Rx tactics, Concentric Market® revealed they would significantly miss their sales target unless they adjusted their marketing mix.



### Question.

#### What if we change our marketing mix?

The team used Concentric Market® to test different strategy that were more commonly used in CPG marketing. They found that shifting their investment from an influencer strategy to in-store support would enable them to meet their goal.



### Impact.

**Launch program was the highest grossing prescription to OTC in company history.**

*“Concentric shines in simulating events that have never happened in real life, such as a new competitor entering the market.”*

Director, Analytics and Insight

## ROI Analysis Case Study

# What is the optimal investment strategy?

### Situation.

A broadcast company saw that TV was losing market share to digital. In the next 5 years, digital was expected to comprise 50% of the market. The CFO wanted to find a way to win back share by improving content. The CFO was looking for a way to identify which shows to produce in order to increase advertiser revenue.

### Insight.

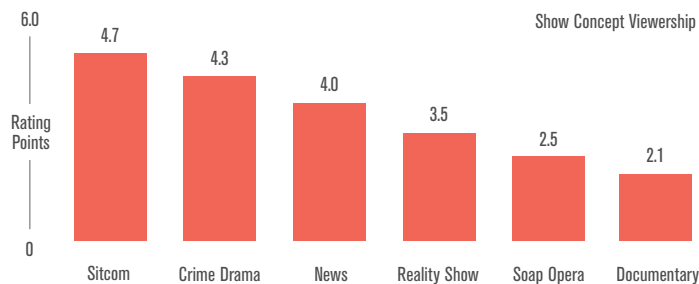
Concentric Market® demonstrated why some shows performed better than others by deconstructing show attributes that drove viewership (and ad dollars). Caliber of content and cast were shown to be important attributes to success.



### Question.

#### What show concept will deliver the highest ratings?

With this intelligence, Concentric Market® was used for rapid what-if forecasting to determine the best programming ideas to invest in and attract more viewers.



### Impact.

The new show concept was selected with confidence, had 42% higher ratings, and the company doubled ad rates.

*"Concentric Market is the best business software I've ever seen in my 35 years in business!"*

VP Global Business Management

## Product Innovation Case Study

# How do we improve our product experience to deliver growth?

### Situation.

A streaming provider experienced a backlash after making a substantial change in its business model. Growth was still high, but subscriber longevity was too short to have a viable long-term business model. The CFO needed to understand how to improve the subscriber experience in order to meet the CEO's growth goals.

### Insight.

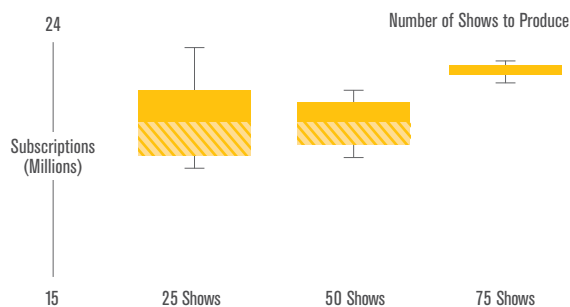
Concentric Market® was used to map the product offering attributes that had the greatest impact on sales based on the current offering and found their content experience was underperforming.



### Question.

#### What if we invested in more content?

The Concentric Market® model forecasted that investing in original content production would allow them to achieve their growth goals and they needed precisely 80 original shows by 2018 to beat the competition.



### Impact.

**Met aggressive subscriber growth goals.**

*"We need more than insight. We need to turn insight into daily action. Concentric helps us deliver on those needs."*

President

## Marketing Investment Case Study

# How much budget do we need to reach our goal?

### Situation.

A health products company had to meet aggressive one-year goals for a product launch. Historically, selling was through professional channels. But this launch would expand distribution to traditional retail. The team was concerned that retail distribution would negatively effect its existing professional channel. The board wanted to see a business case for optimal investment strategy to minimize risk.



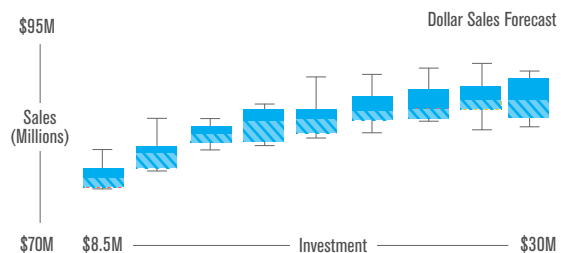
### Insight.

Concentric Market® evaluated retail distribution levels, pricing, advertising, and messaging to see impact against professional channel sales. This showed that distribution levels exceeding 85% of available retail locations would jeopardize professional channel sales.

### Question.

#### What if we increase our investment?

Assuming less than 85% distribution, Concentric Market® was used to forecast sales for multiple investment scenarios to identify where there would be the least variability. The model revealed that with increased investment, risk of missing the sales target would be reduced.



### Impact.

The board approved the strategy, and the sales forecast was 99% accurate for two years in a row.

*"By bringing our teams' collective body of knowledge into one decision-making tool, Concentric Market enables us to test what-if scenarios our current econometric models simply don't address."*

Senior Research Manager