

Case Study: Media Budget Optimisation

Optimise Online and Offline media to maximise Revenue

Challenge

Evaluate the effectiveness of online and offline media for a leading online company to optimise the offline and online media budget across 4 countries and maximise revenue

Question: How much to invest in online and offline media to maximise revenue across countries?

Data

- Revenue
- Media (offline and online)
- Macro economic factors
- Website changes
- Field sales/Telesales

Solution

Create Models to understand the contribution of each media channel: offline media (TV, radio, print, outdoor) and online media (search, display) and use the results to optimally allocate media across channels and countries

Result

- Controlling for all other factors, search is measured to be more effective than display advertising.
- ROI analysis and budget optimisation led to **6%* incremental revenue** (for the same spend) within the 4 markets

