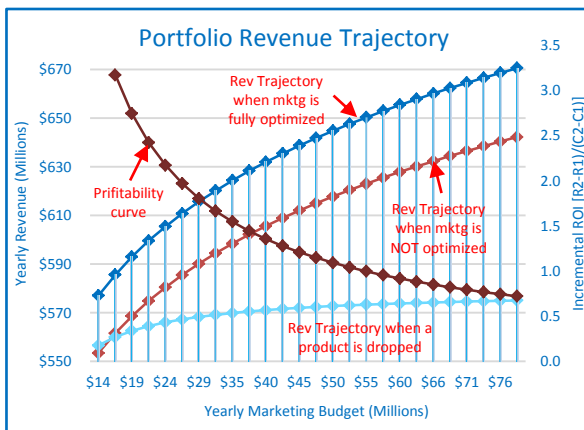
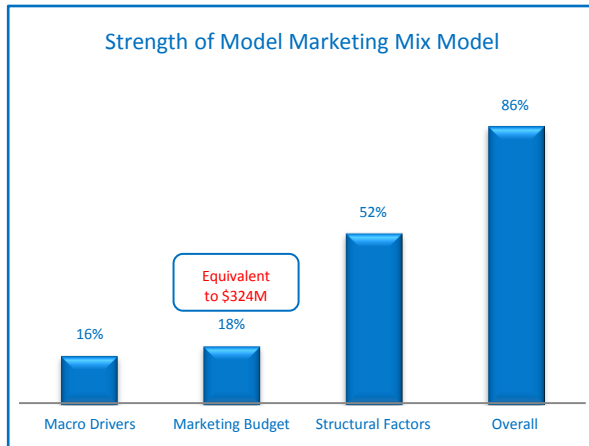


## STRATEGIC MODELING FOR A FORWARD LOOK AT CONSUMER RESPONSE



### QUESTIONS WE HELP ANSWER

- How do different levers impact the brand's new and existing sales?
- What is the optimal marketing/ media budget for each product line?
- How do different programs interact with each other and influence marketing ROI?
- What is the optimal marketing mix?

**ANALYTIC MIX** combines historical and ongoing information to develop a backward-looking & forward-moving solution to help decision makers adjust their budget decisions quickly. Our robust structural solution includes disparate data assets such as:

- Brand and category sales
- Competitive information
- Planned and actual media spend
- Pricing & promotions: price, feature, display, etc.
- Macroeconomic variables
- Brand tracking information
- Creative messaging

### Audience Segments

- General audience, Hispanic, regional: DMA/ MSA

### Reporting/ Frequency

- PowerPoint executive summary
- Portable dashboard with online accessibility feature
- MS-Excel based data delivery (optional)
- Dynamic optimization, weekly or bi-weekly

### Metrics & Analyses

- Brand KPI optimization: sales units, revenue, brand health metrics (brand awareness, consideration, etc.)
- Media includes above-the-line national and local TV, print, radio, social, OOH, mobile, search, and below-the-line sponsorship, events, promotions, direct mail, email, etc.
- Diminishing return curves by channel and segment

### About Analytic Mix

Analytic Mix is a leading Silicon Valley media analytics firm. We combine rigorous data science, powerful algorithms and a consultative approach to help you improve the efficacy and quality of media buys and campaigns across all media, including TV, digital, mobile, OOH, direct mail, email, and sponsorships. Our custom attribution algorithms help advertisers and agencies maximize brand KPIs and improve media ROI across retail, pharma, auto, beauty, CPG, insurance, and ecommerce verticals.

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