

levi MROI

Predict and measure marketing
ROI across all channels



Microsoft
Solutions Partner

levi MROI

Dashboard

Allocations and Attributions

Business Context

Budget Planning

Comparative View

Processing Jobs

File Sharing

Files

Upload

Support

Logout

Allocations and Attributions

Attributions Results

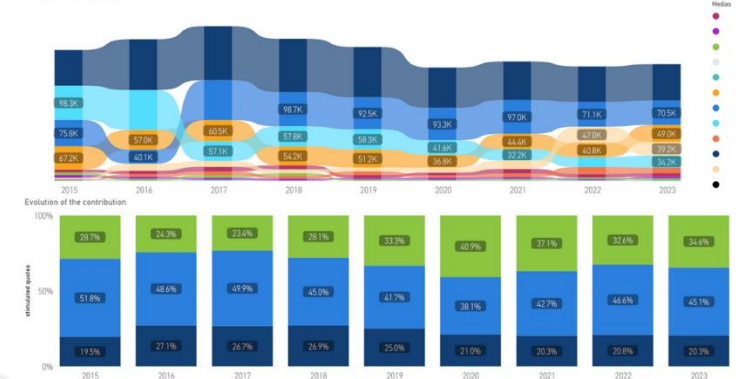
Results of last budget allocations and generated attributions, the level of investment made by channel and media as well as the performance of the various marketing efforts.

Stimulated Quotes Share's evolution

Please select a job name

All

Share of Stimulated Quotes



* This contribution is excluding initiatives coming from halo effect, exclusive agents and competition.

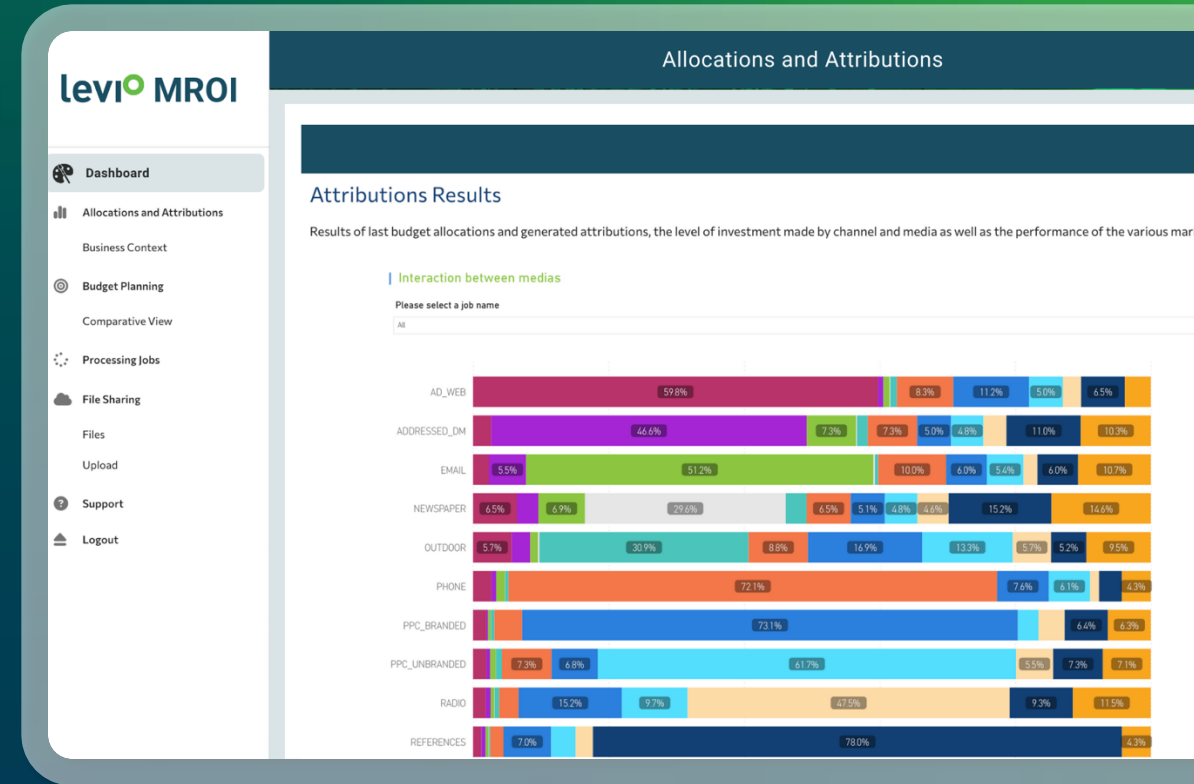
EXECUTIVE DECISION-MAKING & PREDICTION

MROI is an AI-powered solution that helps marketing executives plan and optimize their marketing budget accurately and efficiently.

Based on business goals, past performance, and market trends, MROI maximizes the ROI of marketing campaigns and helps you achieve your growth goals.

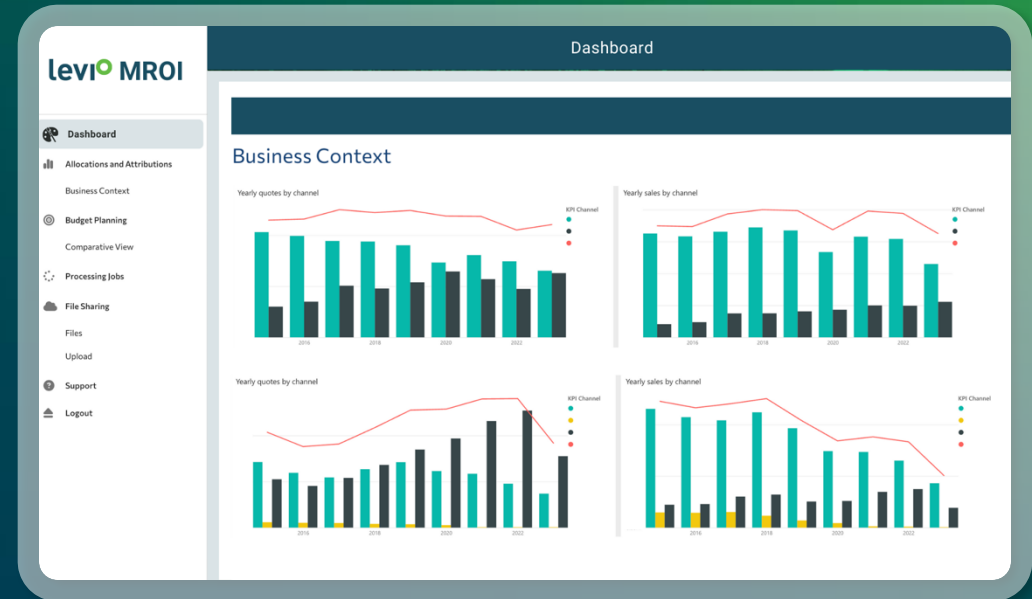
With MROI you can:

- Make informed marketing decisions.
- Optimize your advertising investments.
- Achieve your growth goals with confidence and efficiency.



HUNDREDS OF MILLIONS (\$)

of marketing spend analyzed by
businesses using Levio MROI.



KEY FEATURES



PREDICTION AND BUDGETING

Simulate different investment scenarios over time and by channel to find the perfect balance. MROI helps to effectively allocate your budgets to meet and exceed your sales goals.



EVALUATION OF MARKETING CHANNELS

Identify which channels are performing best and which ones need adjustments. With detailed analysis, you can focus your efforts where it matters most and maximize your results.



MARKETING IMPACT ON SALES

Accurately see how each campaign affects your bottom line. MROI allows you to measure and anticipate how your marketing efforts directly influence your sales, for informed and strategic decisions.

HOW LEVIO MROI WORKS

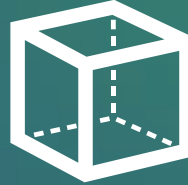
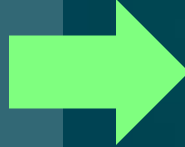


COLLECTING

Data collection in a Marketing Mix Modeling framework with cofactors to identify causality.

Data collected

- Online Media
- Traditional Media
- Sales
- Cofactors (e.g., geography, demographics, seasonality, etc.)



MODELING

Combination of different statistical and artificial intelligence approaches for maximum accuracy while maintaining simplicity of interpretation.

- Statistical approaches
- Machine Learning
- Explainable artificial intelligence



OPTIMIZATION

Calculation of the ROI per channel, including synergy between channels.

Creation of predictive scenarios to plan your campaigns according to your objectives.

Scenario criteria/objectives:

- Staying on budget
- Sales target
- Profitability criterion
- Channel usage requirements

MICROSOFT ECOSYSTEM

Levio MROI uses:

- OneLake (Microsoft Fabric)
- Azure Container Registry (ACR)
- Azure Container Apps (ACA)
- Azure Machine Learning (Azure ML)
- Azure Data Factory (ADF)
- Azure Active Directory (Azure AD)
- Azure Static Web Apps
- Power BI (Microsoft Fabric)



TO TRY LEVIO MROI

Levio MROI is customizable for each organization that uses it, offering relevant analytics, accurate predictions, and strategic recommendations tailored to your context.

Talk to our experts to learn more about Levio MROI, including:

- Detailed functionalities
- Demo
- Pricing



CONTACT

Contact us here:

<https://levioconsulting.com/contact-us/>

Contact us



Levio

BUSINESS +
TECHNOLOGY

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