Case Snippets leveraging TA's Marketing Mix Analytics and Optimization Solution

Business Problem	TA's Solution	Value Delivered
Marketing Mix Solution for Leading US Pharma and Personal Care Co.	Leveraged our Market Mix solution to quantify the impact of ads and promotions on sales of 25 products from 10 brands across 6 categories	Solution drove **$ 1 Billion** of marketing spend across online and offline channels
Marketing Mix Analysis for a Leading Wine Retailer	Leveraged TA's Market Mix solution to provide a scientific approach to measure and analyze the impact of various marketing activities on Sales, to support Marketing spend decisions for 2019	Identified close to **$20 Million** of marketing spend across markets and channels for potential reallocation
Marketing Attribution Solution for a Leading US-based Women Apparel Brand	Developed a full suite marketing attribution solution to quantify the impact of advertising and promotions on sales and traffic using TA's Market Mix solution	Model based allocation of **~90M** marketing budget across marketing channels helped in capturing **~2B** in sales

Microsoft Solutions Partner

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