

Client Landscape

Challenges our
customers are
facing ..

Significant change in **consumer behavior**






Growth in **Digital channels** and emergence of **D2C**

Regulatory restrictions limiting pricing and marketing
programs

Multiple brands, categories and products in the portfolio
with varied marketing and promo activities

Analyzing impact across **different market sizes**

Organizations are looking for a new generation solution to edge out competition..

	CURRENT STATE	FUTURE STATE
	Data <ul style="list-style-type: none">✗ Data residing outside, non-integrated and unharmonized✗ Can not be used for any other requirement	<ul style="list-style-type: none">✓ Harmonized data available in Client Env available or other use-cases
	Process <ul style="list-style-type: none">✗ Once a year, adhoc process✗ On request models are generated	<ul style="list-style-type: none">✓ Always on process✓ Models refreshed as soon as data is available✓ Active business engagement
	Analysis <ul style="list-style-type: none">✗ Adhoc analysis✗ Reactive to business needs✗ Black Box✓ Portal and PPT based	<ul style="list-style-type: none">✓ Always on set-up✓ Data driven with proactive risk identification✓ Tool driven and supported by Insights✓ Reduced time to insight✓ Open Box
	Reporting <ul style="list-style-type: none">✗ Reporting limited to model findings✗ Not predictive enough	<ul style="list-style-type: none">✓ Focus on being predictive✓ User centric design
	Capability <ul style="list-style-type: none">✗ Unable to evolve rapidly to meet the needs of the business	<ul style="list-style-type: none">✓ Ability to experiment and evolve the solution to meet future needs✓ Ability to leverage models developed in other aspects of the business

Leading to Business Insights that is..



..Which help answer key business questions

BUDGET & FINANCIAL

- **Optimal Marketing plan** to maximize profits given a fixed budget
- **Allocation of marketing budget** across different tactics and campaigns for best **MROI**
- Which geographies, channels, consumer segments, have the **largest lift and MROI**?

COMPETITIVE

- Which **competitor's** advertising campaigns are having the largest **negative impact** on sales?
- Which **Competitive media** has the most **negative** impact
- Most effective plan to counter competitors media plans



MARKETING & MEDIA

- Most **sales effective and efficient** marketing tactic for a given demographic segment
- **Drill deeper into MROI** for a given Campaign
- What's the difference in MROI for Network TV advertising and Cable TV advertising?
- **Year-Over-Year net change** on sales from changes in the Marketing Mix?

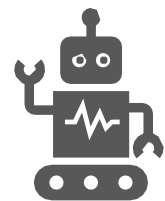
DIGITAL

- Identification of **emerging Digital channels**
- How do **Influencers** impact brand?
- How will **e-commerce** shopping change consumer interaction with brands?
- Understanding the **consumer Digital journey**

Introducing TA's Market Mix solution to help client navigate the gap



TA's Market Mix solution comprises of a combination of **advanced analytics assets, domain expertise & data science skills**. It is aimed at helping organization focus on the **Art of Business** while we enable **Smart Insights** to help drive more value from various marketing initiatives thereby increasing Return on Investment



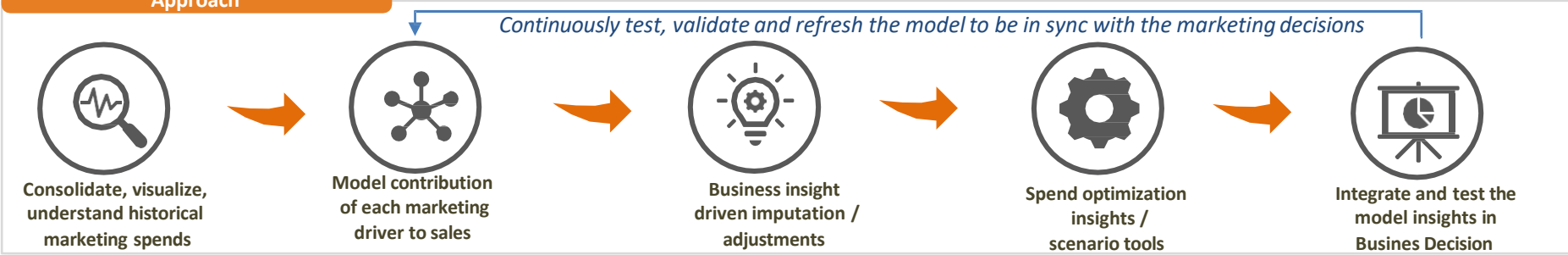
Industrialized solution designed to enable **automation, reusability and standardization** for **accelerated** and risk optimized realization of program goals

Pre-built Accelerators and Templates
Accelerate manual and tedious tasks to jump start the journey

Customizable reports and dashboards
Foundational deliverables, customizable for easy reuse enabling high deliverable velocity

Best Practices and frameworks
Modular architecture, easily integrable to existing system and expandable for future

Comprehensive Market Mix Approach



Key Highlights of Our Marketing Mix Solution

