

Use Case

# Behind The Scenes Of Optimization

---



**MASS**  
ANALYTICS

[www.mass-analytics.com](http://www.mass-analytics.com)



The Challenge

1

Proposed Approach

2

Results & Insights

7

About Us

8

# The Challenge

Mass Analytics collaborated with a major personal hygiene brand, to measure the effectiveness of their marketing activities and improve their MROI. Modeling was done at a product group level, and across a number of different regions. The challenge we faced here stemmed from the product substitution strategy that the client was following. Consequently, all the related metrics we needed were

[Read More](#)



To know more about our offered solution, subscribe and download a full version of this Use Case for FREE!

Download

[mass-analytics.com](https://mass-analytics.com)

