

Use Case

Triangulation saved the ROI of this D2C



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Challenge

The client, Movie.2, is a D2C media company whose subscriptions suffered a decrease of more than 10% in 2022 compared to 2021. We teamed up with them to understand the causes behind this decline and ensure that they can take the right steps to reverse it and get back on track with their subscriptions. To address this issue and provide them with the optimal media budget allocation, we needed to start by understanding the effect of their media activities on their subscription -be it direct or indirect impact- and we had to identify the key drivers for their customers' subscriptions. We also had to account for their Return on Advertisement Spend (ROAS), and CPA, as well as isolate the saturation level for every marketing channel. Through this approach, we were able to provide our client with recommendations they needed to optimize their marketing budget, reverse the trend of subscriptions decrease, and increase their revenue by more than 11%.

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The Solution

Modeling



Metrics Used

- Group-based Pair Search Cost
- By-Group Pair Search Cost
- Group-based Pair Search Impedance
- Group-based Impedance
- Impedance Impedance
- Pairwise Impedance
- Cost Impedance
- By-Group Cost

The Solution

The Most Used Transformations

Address - We used address to describe the geographic location and effect of advertising on the number of subscribers.

Increasing Return (IR) - We used IR to model the substitution effect of radio channels and coverage.

Region Size - We used IR to account for the different types of major media markets and other statistical considerations.

Age - We used IR to split the data into multiple periods to measure the impact of a change in a strategy on the number of the first subscribers through some radio channels.

Log - We used IR when we needed one leading variable to be correlated with the values of another lagging variable or vice versa. In other words, we used IR when we needed to shift the variable to get its possible delayed effect. For example, at the time when a Free Step campaign was running, we could see a significant increase of subscriptions that only lasted for a few weeks. For this purpose, we included the Free Step variable to capture the increase of demand and a lagged version, with the decrease of subscriptions few weeks following the promo campaign.



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