

Use Case

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# Optimizing Seasonal Media Spend for an Amusement Park

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**MASS**  
ANALYTICS

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# Challenge

MASS Analytics partnered with a leading advertiser in the entertainment industry to help them account for the correlation between media and seasonality in their event sales. Being related to a seasonal event, the sales of the product are mainly concentrated around 2 months per year with a very low level of sales during other periods. In addition to the limited execution period, the sales of the product were null during COVID

Specific media campaign categories were associated with the product and exclusively run over the sales

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