



MARKETING ANALYTICS HARNESSING BIG DATA

Business today has a vast and growing pool of data at its disposal about brand, about marketing, about customers. Are you using it for support? Or for illumination?

Prophet's Marketing Analytics approach is designed to help you harness data's power as a creative force that spurs breakthrough thinking. It's not merely about putting data in a tool that calculates "optimal" actions by the numbers. It's about applying a more expansive lens to the data to yield deeper insights, more effective decisions, and, ultimately, business growth you can bank on.

It's Marketing Analytics for a new era. As only Prophet is uniquely qualified to deliver.

Prophet's Marketing Analytics capabilities are rooted in our deep expertise in devising brand and marketing strategies that help transform businesses and fuel growth. We are known for our collaborative approach. For the way we escort our clients from the beginning to the end of the path we've charted together. And for our total investment in their success.

The Prophet Difference

You may need to assess advertising's impact through marketing mix modeling. Understand how to more effectively allocate spend across your brand portfolio. Or prioritize which geographies and categories to invest in. Our Marketing Analytics approach is built around models that better respond to marketers' needs and better reflect customer behaviors. Consider the advantages of our different perspectives:

WE CONSIDER THE INTERACTION WITHIN BRAND ECOSYSTEMS, NOT SINGLE BRANDS IN SILOS.

OUR MODELS REFLECT THE NEED FOR ADEQUATE BRAND SUPPORT, NEVER WRONGLY ASSUMING A BRAND CAN THRIVE WITHOUT IT.

WE OPTIMIZE AGAINST ROI AND/OR BRAND VALUE, VERSUS VIEWING BRANDS ONLY AS AN INPUT TO DECISIONS.

SINCE ONE SIZE DOES NOT FIT ALL, WE BUILD INDUSTRY-SPECIFIC "SYSTEM MODELS" TO REFLECT THE UNIQUE CHARACTERISTICS OF DIFFERENT INDUSTRIES.

WE CONSIDER THE LONG-TERM IMPACT OF CHANGES IN SPEND AND RECOGNIZE THE IMPORTANCE OF PRODUCT LIFECYCLES.

WE COMBINE DIGITAL AND NON-DIGITAL MARKETING ACTIVITIES, APPLYING A TRUE 21ST CENTURY LENS ON TODAY'S BRAND AND MARKETING CHALLENGES, GOING FAR BEYOND STANDARD GRP ADSTOCK MODELS.

Out of the vacuum

There's little value to you if we crunch numbers in a vacuum only to emerge with recommendations that are hard to understand and harder still to act on.

From beginning to end, we collaborate with you to ensure we focus on those inputs that create the most meaningful outputs. It begins with data storm and validation sessions to ensure readiness for modeling. Our joint model reviews and scenario workshops apply Prophet's unique tools for creative thinking so that, together, we combine insights with customer research techniques to further specify improvement areas.

When it comes time to present the findings and their implications, we use advanced visualization techniques to bring the results to life for your team, making the recommendations clear, powerful, and, most importantly, actionable. And we're both able and ready to help you put them into play.

Learn more

Are you ready to unleash the creative force of Analytics for your business? Learn more about our offerings below or set up a discussion by contacting practice leader and Senior Partner James Walker at jmwalker@prophet.com.

MARKETING MIX MODELING

BRAND PORTFOLIO SPEND OPTIMIZATION

COUNTRY & CATEGORY PRIORITIZATION

MARCOM BUDGET ALLOCATION

MARKETING SIMULATORS

MARKETING ACCOUNTABILITY

CASE STUDY



Nationwide
On Your Side

Analytics have been a critical component of Prophet's relationship with Nationwide Insurance. Overall, the aim has been to improve marketing effectiveness. In addition to assessing the state of its data and processes, analytics encompassed modeling the impact of such key drivers as pricing, distribution, market characteristics, and advertising investments on business outcomes.

Data was also gathered across its media budgets to weigh the impact and effectiveness of various media combinations in acquiring customers. The upshot? The insights have equipped the company to better shape its direction, align behind it, and become smarter marketers.

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