



Introducing PoleStar, an advanced media budget optimization tool that uses analytical models to identify optimal media budget allocation across countries, brands, products, and channels. PoleStar gives you actionable insights to drive dramatic improvements in the overall return on your organization's marketing investment.

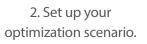
Solving for some of the toughest marketing problems in the digital economy, PoleStar helps you to better understand your media mix opportunity, including:

- ✓ Expected return on investment for varying scenarios and levels of spend
- ✓ Most efficient level of gross rating points per week
- ✓ Whether to use a continuity, drip, or burst strategy for your campaign for best results
- ✓ Likelihood of profit and sales targets being achieved
- Allocation of budget between brands and sub-brands, campaigns and supporting core products, and between media channels

PoleStar considers your individual optimization goals, such as maximizing revenues, hitting a volume target, driving longer term equity, and strategic considerations.

HOW IT WORKS

1. Login with your user ID and password.



3. Input your own data or use built-in benchmarks.

4. Optimize your media plan!

		17/1000	MEP				© PuleStar 1	MEP			(8) Pola Star	MEP	3 Pendus
			Scenario Setup ®					Scena	Campaign	n Savo 🛞 Cancal 🤅			1
	MEP	ACH BON	Market	Brand	Product	Campaign	Chan	Market	Campaign Name Campaign A	Direct & Halo Effects Protoz A (Direct	Cet Default Data		January February March April May June July August Soperate
	MARKETING EFFECTIVENESS PLATFORM	V W PAN	Dormark 👸	Coce Colo 💮	Product A 🛞	Comparign A 🛞	Crona	Dennak	Media Response Parameters	Product B (Help	~	Corea Colu	
	User name: Admin	1.110 - 2	UK	Diet Coke	Product 8	Campaign 8	Desct M	UK	Product A		Salas uptiti (%) "Bada spend (00%)	Eampaign A Online Display	
	Password:	A Start	115	Coke Zero	۲	۲	Door Dro	US	Protect/D Direct Mult		308.3	Crime Search COH TV	
	•	the start of	Oermany	Fanta			E-mails	Germany	E-main Codex Depity Q E Code	200 00 0		TV:tponsintip Vitil	
	Leg In 💿	C. S	China	Sprile			Online D	China	000 W 9	20 10 0		Carpoop 6 001	
Paris,	🚊 Consol.com.comment?	Contraction of the local division of the loc	۲	۲			Online S	4	TV Second St D		* 201 NO. 00. 00.	Det Cate Cose Arm	
100	-	T					OOH		va 2 4	177 - 68 - 6		⊙ ram	

CASE STUDY

CLIENT PROFILE:

Major U.S. furniture and appliances retailer.

CHALLENGE:

Despite increasing their media budget, this retail organization was facing declining sales for five straight quarters. They turned to Cardinal Path to help explain what was driving this decline and for help improving media performance across online and offline channels.

SOLUTION:

Cardinal Path worked to get a better understanding of their business, built a comprehensive media mix model to measure the effects of marketing, operational, and external factors on sales. The results were integrated into PoleStar, to determine budget allocation across all marketing vehicles to maximize revenue. Using PoleStar, we were able to: Using PoleStar, we were able to:

- ✓ Deliver ten actionable insights and recommendations to improve ROI and increase revenue...without spending any additional budget.
- ✓ Measure the impact of marketing, finding that it attributed to 22.5% of total sales.
- ✓ Determine an optimal marketing mix that would drive 33% more incremental revenue with a 26% decrease in media spend, and deliver an 80% improvement in Marketing ROI.
- ✓ Determine a projected ROI of 306 to 1 for this project.

Learn more!

Contact us to find out about how Cardinal Path's PoleStar solution can optimize your media spend, and deliver significant marketing lift.

We'll show you how. Contact us today:

773.644.6480 info@cardinalpath.com www.cardinalpath.com

Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.

© 2017 Cardinal Path, LLC, All Rights Reserved. Proprietary and Confidential. | cardinalpath.com