POLESTAR MEDIA BUDGET OPTIMIZATION

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.
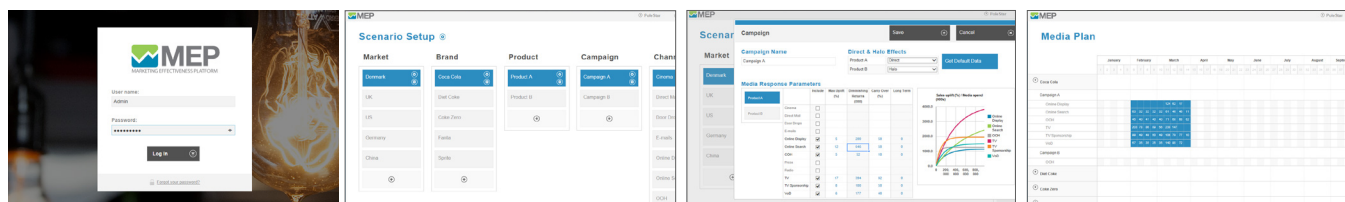
HOW IT WORKS

1. Login with your user ID and password.

2. Set up your optimization scenario.

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

4. Optimize your media plan!

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:

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- ✓ 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:

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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.