

Media Mix Optimization

Measuring Market Mix Effectiveness for a Casual Fine Dining Restaurant Chain



How Effective is Media and How can be Optimized Across Markets?

Business Question

- ✔ What is the impact of media on sales and on traffic?
- ✔ Does ROI of media tactics vary by DMAs?
- ✔ How can the current media spend be optimized?
- ✔ Which media tactics and markets should be prioritized?
- ✔ How do exogenous factors impact Sales?

Solution

- Contribution of media tactics to sales using fixed effects panel regression at DMA level.
- Media mix optimized by reallocating spends across tactics/DMA, resulting in increased sales.
- Market segments identified to prioritize media investments.
- Understanding adverse impact of exogenous factors like inflation, seasonal disturbances and spatial metrics on sales and traffic
- Tableau simulator created for “What-If” scenarios.



Optimized Media Spend + Targeted Segments = Lift in Sales



Result

Increased revenue by targeting the right segment with the right media mix at the right time.