

Case Study: Improved allocation of the media budget

Optimising the budget to maximise revenue and visitors to website

Challenge

A leading online company (brings together Searchers & Sellers) needed to understand the full impact of its media and optimise its budget

Data

Data used:

- Search & Display
- Media (offline and online)
- Promotions
- Subscriptions & visits to website

Solution

Through econometric modelling identified the ROI and marginal ROI (diminishing returns) of each media as well as the contribution from non-media related factors such as macro-economic influences

Result

Learning:

- Search more effective than Display and TV
- Increasing budget by 30% or more would result in diminishing returns

Pay-off:

- Optimising the media budget, the delivered extra £6m Total Revenue

Direct effects & indirect 'halo' effects from advertising

