

“ohal led us to understand the effects of price and advertising upon sales and caused us to make important policy changes that led to more profitable marketing”

services

marketing ROI

media

consultancy

FAQs

Can ohal improve the effectiveness of my marketing spend?

Accountability is an essential part of commercial responsibility and ohal quantifies the marginal contribution to the bottom line. We use these results to help you make your budget work harder and achieve maximum return per pound spend.

To plan effectively and realistically it is vital to understand the role each marketing activity plays in influencing consumer purchasing behaviour.

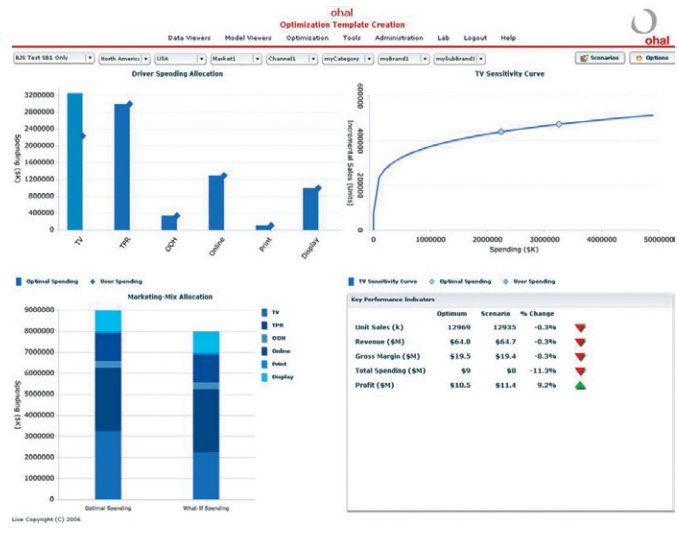
Econometric/marketing mix modelling enables us to disentangle these effects even when several activities happen simultaneously. We provide clients with information on the key drivers, including those outside the client's influence such as seasonality and competitive activity

- Their sales impact
- Their interactions
- Their ROI

The cost and return of each marketing activity can be compared against each other, across brands, regions and store types, and by customer segmentation.

Depending on the market and client needs, we analyse sales value or volume, footfall, enquiries, applications, internet subscriptions, impressions, awareness, usage, basket size, transaction value, number of transactions and account openings.

Future marketing investment allocation and brand plans can subsequently drive greater response and they are no longer a straight bottom-line addition. Turn this understanding into action with ohal's simulation package or through specific consultancy.



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- » media
- » consultancy
- » FAQs

» **Back to top**