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USE CASE

Budget Optimisation across Countries,
Products and Channels

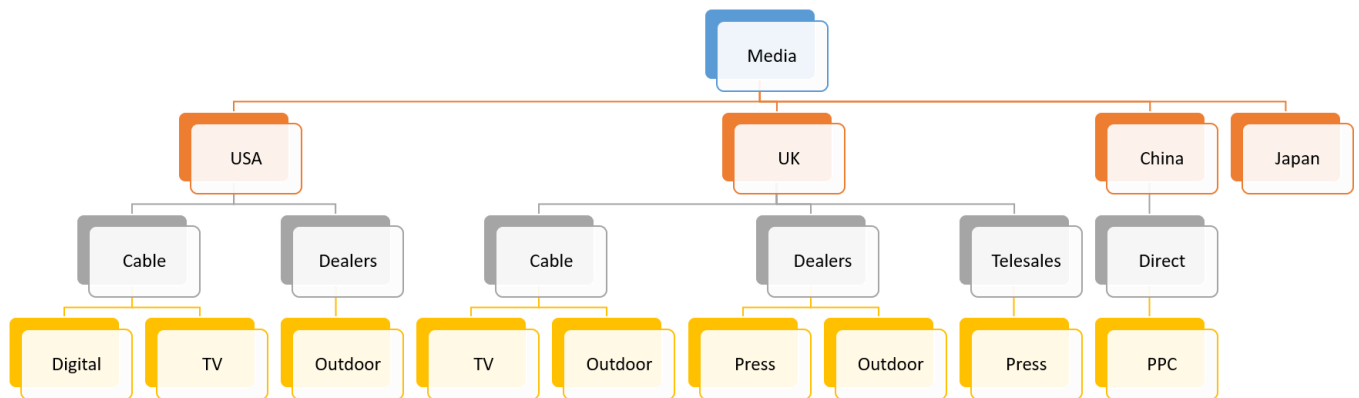




CHALLENGE

A big global broadcaster performed a large marketing effectiveness project covering all their products and wanted to use the modelling results to optimise the total budget across the different products and the different channels while taking into consideration the direct and halo impact of every single campaign deployed through a variety of channels on the performance of each product.

How much budget to spend on every Country & Every Media Channel?



SOLUTION

Mass Analytics developed a stand-alone sophisticated optimiser; MassTer Insight that allowed the client to use the modelling results to optimise across products, channels, variables and periods while taking into consideration the seasonality generated period on period. Constraints like minimum, maximum, and fixed budget are possible to set for specific periods and specific channels.

The screenshot shows the 'Settings' dialog box in the foreground. It has tabs for 'Seasonality', 'Setup', and 'Run'. The 'Seasonality Index' table is as follows:

Month	Seasonality Index	IN/OUT
Jan	1	●
Feb	1	●
Mar	1	●
Apr	1	●
May	1	●
Jun	1	●
Jul	1	●
Aug	1	●
Sep	1	●
Oct	1	●
Nov	1	●
Dec	1	●

The main dashboard shows a 'Report: Constrained' section with 'LOAD', 'SAVE', and 'REMOVE' buttons. Below it are 'Settings' (gear icon), 'UPDATE', 'Budget Range' (90,000), 'Resolution' (2.00%), 'Reference Date' (04-Jan-15), 'Buckets Type' (Monthly), and '# Buckets' (12). On the right, there's a 'RUN' button and radio buttons for 'Maximum Budget' (50,000) and 'Minimum Target' (181,790). A table below lists channels with their budgets:

Name	Min Budget	Max Budget	Set Bud
TV	0		
Instagram	0		
Radio	0		
Facebook	0		
Press	0		

At the bottom, there's a 'Periodicity: Monthly' dropdown and an 'UPDATE' button. Below that is a 'Budget(\$)' table with columns for Total, Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.

Names	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TV	40,517	10,185	6,456	0	0	6,449	0	0	6,343	0	6,536	4,549	0
Instagram	3,502	649	574	0	0	574	0	0	574	0	639	492	0
Radio	3,410	633	537	0	0	537	0	0	537	0	633	533	0
Facebook	2,381	431	388	0	0	388	0	0	388	0	427	359	0
Press	190	43	28	0	0	28	0	0	28	0	35	26	0
—Total	50,000	11,941	7,983	0	0	7,977	0	0	7,870	0	8,270	5,959	0

RESULTS

MassTer Insight allowed the client to get tailored optimisation results using the two optimisation approaches: Maximum Budget or Minimum Target. Thanks to MassTer Insight, the client was able to create monthly/quarterly reports, visualise the bucketed solution by period, and adjust the optimisation constraints when needed to maximise overall performance.

The screenshot shows the 'Project' view in MassTer. The 'Configuration' sidebar on the left has 'Optimisation' selected. The 'Select Free:' section has radio buttons for 'Channel' and 'Variable'. The 'Report: Constrained' section has 'LOAD', 'SAVE', and 'REMOVE' buttons. Below it are 'Settings' (gear icon), 'UPDATE', 'Budget Range' (90,000), 'Resolution' (2.00%), 'Reference Date' (04-Jan-15), 'Buckets Type' (Monthly), and '# Buckets' (12). On the right, there's a 'RUN' button and radio buttons for 'Maximum Budget' (50,000) and 'Minimum Target' (181,790). A table below lists channels with their budgets:

Name	Min Budget	Max Budget	Set Bud
TV	0		
Instagram	0		
Radio	0		
Facebook	0		
Press	0		

At the bottom, there's a 'Results' section with 'Tree View' and 'Bucketed Results' tabs. The 'Set Hierarchy' dropdowns are set to 'Channel', 'Model', and 'Variable'. Below that is a 'Bucketed Results' table:

Name	Budget(\$)	Revenue(\$)
TV	24,809	58,918
New York	17,230	48,895
New Jersey	3,417	15,499
Washington	7,197	12,468
Instagram	6,615	20,719
New York	2,224	2,590
New Jersey	1,112	2,492
Washington	0	0
Radio	1,112	98
New York	2,633	3,278
New Jersey	2,633	3,278
Washington	0	0

INSIGHT (DEMO)

Our solution, MassTer Insight allowed the Big Global broadcaster to look at the breakdown of the optimal solution by channel, Model or variable and interpret the results in order to opt for the best budget allocation that allows them to reach their target. The flexibility of the MassTer Insight allowed them to update the optimisation reports with the latest campaign and constraints helping them increase efficiency by 20%.

