Tiger Analytics helped a large CPG brand redefine paid search and media activation with data science and Machine Learning

Tiger Analytics implemented the right solution for effective paid search and media measurement strategies. It helped measure incremental online and B&M sales performance so the client could shift to more profitable SKUs. The solution also offered a single, comprehensive view of all omnichannel sales and media activities.

The Background

Our client is a Fortune 100 CPG company based in the US, serving customers globally. Their teams depended on the retail media partner's various measurement methodologies, reports, and recommendations to measure and optimize performance. So, there was a need for an advanced analytics-based activation performance measurement and planning tool. It would help understand how to improve sales and competitiveness in the online and B&M channels.

Key Challenges

\ **Simplistic approach:** The current approach was imprecise due to its oversimplification of problems. Hence, it was unsuitable for continuous and ongoing activations.

\ **Unaccounted external factors:** Competitor tactics, seasonality/trends, and external factors like COVID-related supply issues played influential roles. It ended up shaping market dynamics and business performance.

\ **Limited actionability:** The system lacked a 'source of truth' for accurate analytics. This led to inefficiencies in optimizing media spending.

\ **Time and effort intensive:** Manual data inputs and transformation in Excel were prone to errors. It required dedicated resources to analyze regularly.

Our Solution

Tiger Analytics leveraged a DS and ML model to help understand and measure paid search and media activations, consequently improving omnichannel sales.

The team initiated the solution with the **Data Foundation** step, automating data ingestion from more than 10 data sources. The next phase was **Activation Performance Viz**, focusing on providing Lift and ROI details at the product level for better search and media planning decisions.

It was followed by the **Scenario Planner**, as the team designed a tool to simulate and compare various media activation plans, helping select the best SKU-placement combinations.

Finally, the team introduced the **Spend Optimizer**, a tool to automatically select placements for specific SKUs and distribute spending to maximize sales within the given constraints.

Solution Architecture
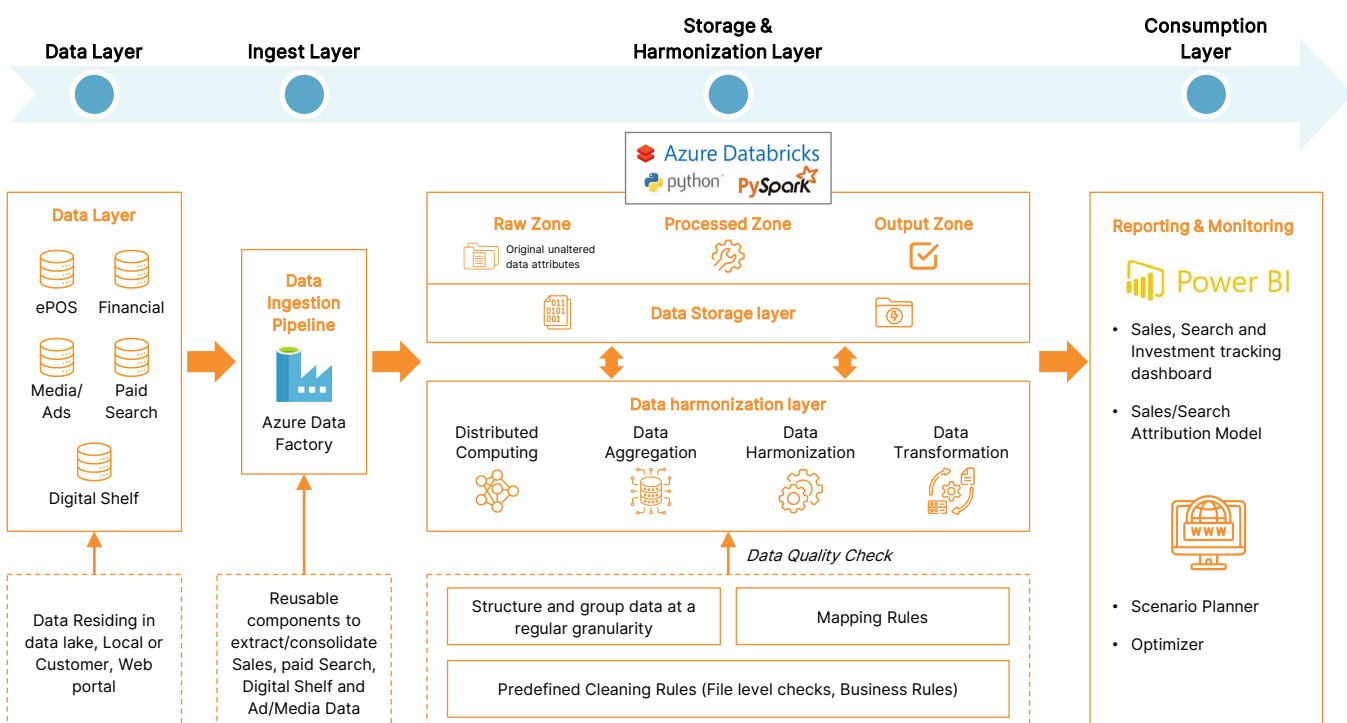
Value Delivered

There was a bigger shift to more profitable SKUs due to the incremental performance of paid search and media on online/B&M sales.

The targeted budgeting strategy exceeded iROAS goals.

A one-stop shop view was created to stay on top of omnichannel sales and media activities.

Scaling became faster thanks to highly reusable solution components.

About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.
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