

Commercial Mix Modelling

A complete view of your marketing performance

With increasing budget constraints and consumers' ever-evolving behaviours, many organisations are facing more unprecedented market challenges than ever before. The increasingly fast-paced and complex nature of the marketing landscape makes understanding exactly what drives your business' performance critical, yet more difficult. That's where CACI's Commercial Mix Modelling solution can help.

As your solution to gaining an intricate understanding of the impact of your marketing, media and business investments, we take your marketing and media measurement and optimisation to the next level by going beyond the basics in this unique approach.

We combine:



Media Mix Modelling



Digital attribution



Performance forecasting



Econometric impact assessment



Analysis of performance at an audience segment and location level

CACI's Commercial Mix Modelling enables you to not only analyse the drivers of historical performance, but also look ahead with scenario forecasting, optimise media impact and activate insights based on recommendations.

Our innovative approach will ensure you better understand your commercial performance at an audience segment, location and channel level, providing an unrivalled view of performance drivers and the necessary actions to take to drive efficiency, effectiveness and increased ROI.

Proprietary data assets

with robust coverage spanning consumer, geolocation and transactional data attributes.

Segment-level forecasting & Predictive analysis

based on consumer sub-segments across archetypes and geographies/locations.



Modelling and scenario planning

to assess impact of media on consumer behaviours and spending preferences.

Optimisation tools

guiding the ongoing improvements of media and marketing investment, increasing ROI.

With our unique approach, you'll receive valuable insights you can trust to drive fundamental business decisions. It's not a one-size-fits-all approach; the output is built specifically for your organisation, based on your needs. Combined with transparency throughout the project, providing a clear overview of how the results were derived, you can be confident in its accuracy.

Why do you need CACI's Commercial Mix Modelling solution?

As an independent partner, through working with CACI you can trust that the data we share is balanced.

The Commercial Mix Modelling solution therefore ensures you can navigate any strategic challenges with ease, answering key questions that drive business decisions, including:



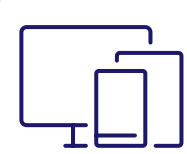
How do I maximise ROI?

How do I effectively distribute my budget for each customer segment?



How are key locations impacted by media investment?

How well is each channel performing?



How are external factors impacting my commercial performance?

Find out how you can improve your marketing and media performance by **getting in touch with us today.**

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