

# CONSUMER MIX MODEL



Consumer Mix Model evaluates how consumers respond to different elements of marketing by analysing their impact on purchasing behaviour.



## IT HELPS YOU TO



**UNDERSTAND**  
your consumers' responses.



**OPTIMISE**  
your marketing mix for better returns.



**CALCULATE YOUR ROI**  
based on actual purchase behaviour.

## BENEFITS



**OPTIMISE FUTURE CAMPAIGNS**  
by making informed decisions based on past performance.



**MAXIMISE ROI**  
of your marketing spend to drive either better sales performance or improved profitability.



**DEMONSTRATE CAUSALITY**  
between exposure on digital media and actual purchase at respondent level.



**FAST DELIVERY TIME**  
giving you the agility to make changes quickly for upcoming campaigns.

## QUESTIONS



What was the campaign ROI by medium and platform?



How did our Consumer objectives perform?



What is the optimum reach and frequency?



How did Above- and Below-the-Line elements perform?

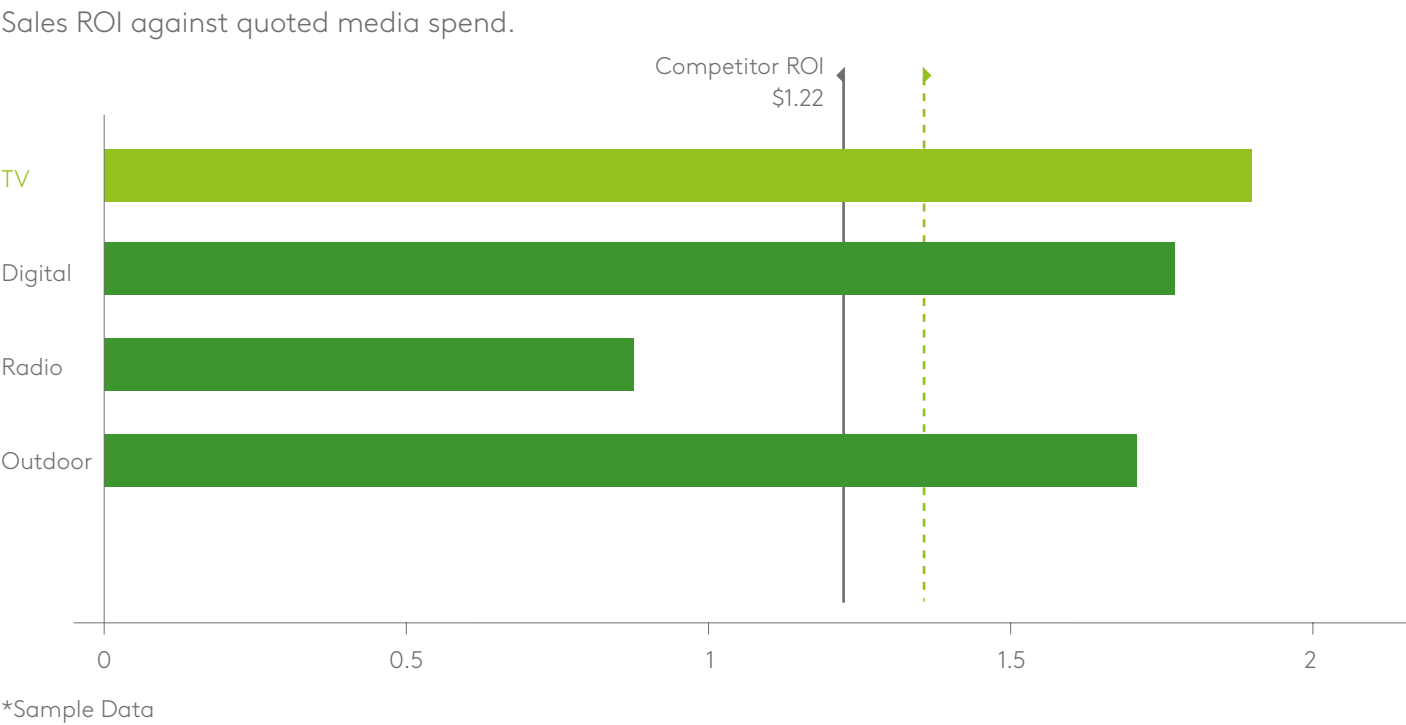


What were the synergies and incremental reach?

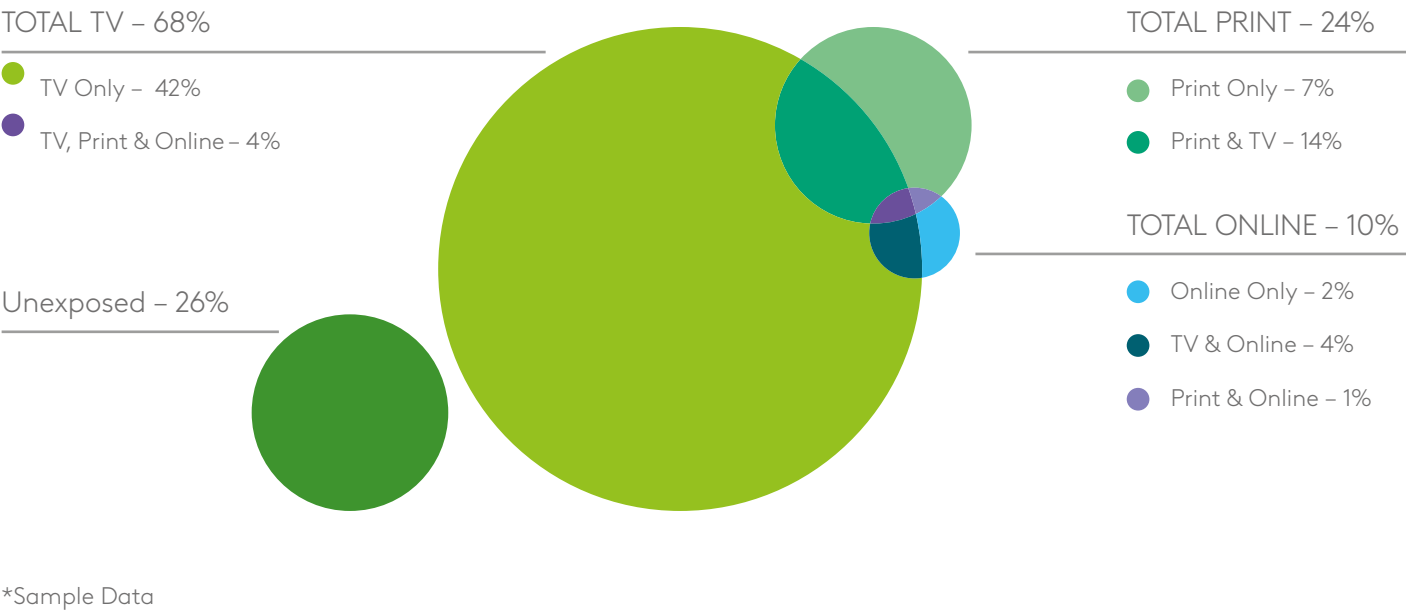


What do we need to do differently next time?

## WHAT WAS THE CAMPAIGN ROI BY MEDIUM AND PLATFORM?



## SYNERGIES AND INCREMENTAL REACH



## WHICH ELEMENTS OF YOUR MARKETING MIX ARE MOST EFFECTIVE?

Consumer Mix Model sits within the Media capability. To find out more about this and our other capabilities please contact your Kantar Worldpanel representative.

