



**PINKO:
MEASURING THE
INCREMENTAL
IMPACT OF
MARKETING ON SALES
THROUGH
MARKETING MIX
MODELING
STORES.**



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CASE STUDY PINKO

Main Challenge

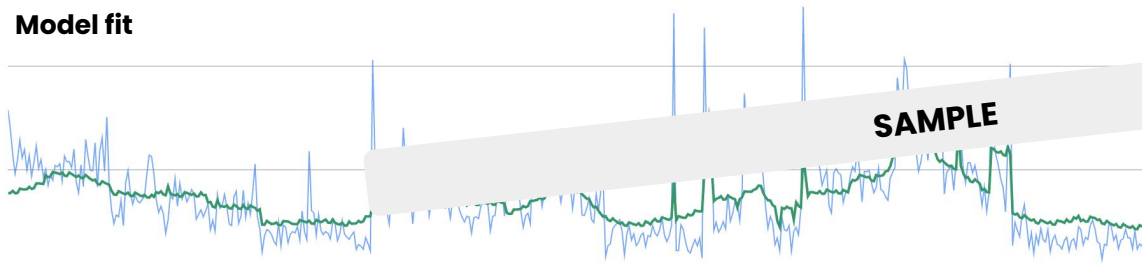
Pinko struggled to **understand the impact of its many marketing channels on omni-channel sales** and needed guidance on how to efficiently **allocate marketing budget** across different channels.

How To

We have been partnering with Pinko to implement a **Marketing Mix Model (MMM)**, an advanced measurement tool that uses data to define the impact of different marketing levers.

Based on online and offline investment history combined with key brand activations, we developed statistical models to **analyze omnichannel sales in Italy** and quantify the impact of each factor. We then conducted a **GeoLift test** to validate the estimates and enrich the overall view.

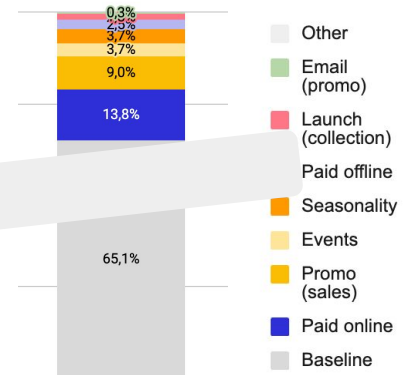
Model fit



Key Wins

- **Brand Awareness ROI:** Measured the direct contribution of brand awareness campaigns to omnichannel sales, helping to assess their effectiveness.
- **Optimized Budget Allocation:** Identified the most impactful marketing channels, allowing to optimize spending and maximize ROI across all channels.

Channel attribution

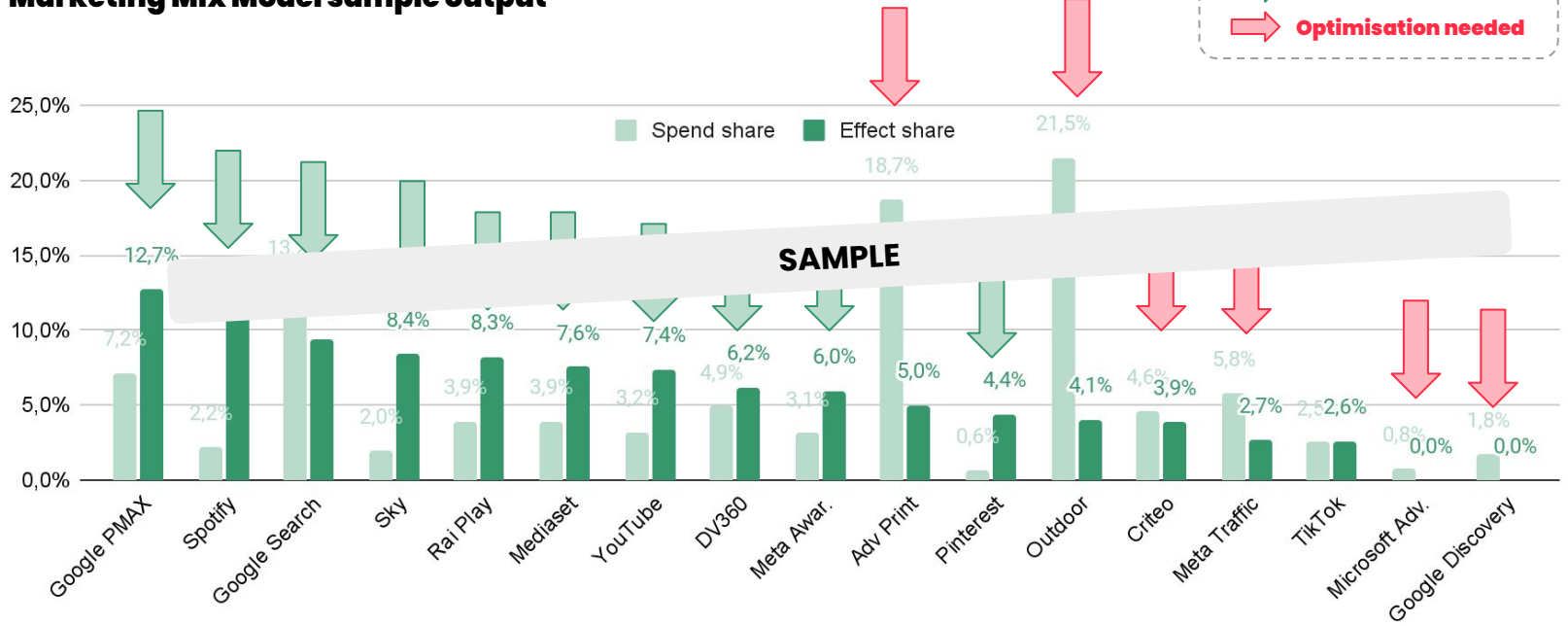


CASE STUDY

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Marketing Mix Model sample output

➔ **Good performances**
➔ **Optimisation needed**



- Spend share (% spending on total marketing investments)
- Effect share (% revenue attributed on total)

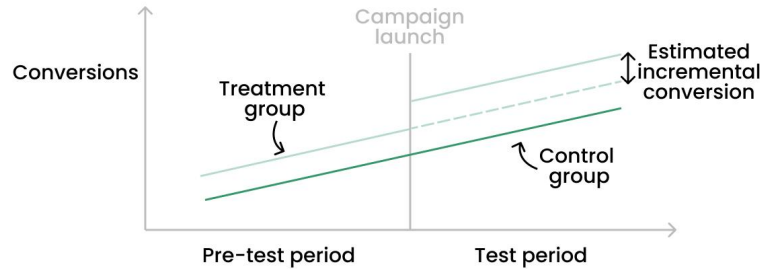
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GeoLift sample output

To test the incremental impact of a specific awareness channel, we built a **GeoLift test**.

We advised the brand on the best way to set up the test, including the necessary budget and the regions to be included in the test group, and helped **measure the actual lift** determined by exposure to the campaign.



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