optimiseQED Factsheet

What is optimiseQED?

optimiseQED uses the outcome model of strataQED and allows you to forecast the impact of your marketing and media plans and optimise your media spend over time and by cross section. optimiseQED can be used independently or as a separate module within the strataQED platform.

How does it work?

optimiseQED runs a mathematical optimisation to find the best budget allocation over time and between cross sections, such as different geographies, stores or customer segments. The optimisations can be made more realistic by adding business constraints to reflect budget that has already been committed or industry norms (e.g. min & max level of GRPs)

Inputs required
- Marketing mix model(s) from strataQED
- Media and marketing plans if available
- Spend constraints
  - i.e. has some budget already been committed or are there industry norms (e.g. min & max level of GRPs)

Typical outputs
- Forecast of the impact of media and marketing plans
- Comparison of the likely outcome of different marketing plans
- Optimal budget allocation over time and between cross sections
- Amount of marketing spend required to optimise profit
- The budget level required to meet your sales target

Who is it for?

optimiseQED is for any business that wants to:
- Ensure that its media and marketing budget is being allocated in the best way possible, given current business constraints
- Determine if the marketing plan will achieve the targeted level of sales, and if not, is the target achievable and how much additional budget is required

Case Study Example

A global consumer electronics client wanted to implement a culture of marketing accountability across a large range of local operations. Local teams were working independently with no cross-border alignment which lead to a huge variation in methodologies.

The Results

An internal capability using ScanmarQED tools was developed jointly by the client, a major consulting organisation and ScanmarQED. A global centre of excellence was established in the Client's HQ for modelling and analysis, whilst forecasting and optimisation solutions were deployed to 14 countries.

The HQ analytical team comprising 10 members quickly became proficient in analytics. Analysis across 14 countries is updated every 6 months. Individual countries have adopted revised marketing plans (developed using a consistent methodology) that deliver improved marketing ROI. Accountability is now a key criteria used to evaluate all core marketing efforts.