

## What is strataQED?

strataQED is used to create marketing mix models to analyse past performance and forecast future marketing plans. With the added benefit of time series cross-sectional modelling, the user can model regional, customer segment or retailer-level data. Models can be built manually or using the automated Genetic Algorithm to search for a model.

## How does it work?

Import your data, categorise each series (for example, is a variable an advertising or pricing series? Should it have a positive or negative effect on sales?) and you're ready to start modelling. We suggest charting your data first to sense check it and draw up some hypotheses, but this is easily done within strataQED. You can very quickly start to understand what are the key drivers of your sales, determine if the effectiveness varies by region and quantify your return on investment. What's more, everything is done with the click of a mouse.

## Inputs required

- Time series (or time series cross-sectional) data for the KPIs to be modelled and the factors that you believe might influence those KPIs, both internal and external
- Value to the client of a single unit of the KPI, the profit margin and marketing spend

## Typical outputs

- Identification of the key drivers of sales, or other KPI
- Contribution from each media and marketing channel
- Average and marginal ROI for each activity
- Response curve for each media and promotional channel
- Differences in responsiveness / ROI by cross section

## Who is it for?

strataQED is for anyone who wants to understand what is driving their business, be it sales, website visits or brand awareness. Often used by the Insight team, the individuals using strataQED should have a good understanding of the business and the marketing challenges being faced. Previous experience of modelling or statistics is not required. The information provided when categorising data will prevent you from returning a model that doesn't make common sense and there is a traffic light system to guide the user through the statistics.

## Case Study Example

A European retailer wanted to determine the effectiveness of their marketing budget for each of their retail chains and understand if the ROI varied by region. They wanted to be able to quickly analyse their data and generate new insights. They developed an internal capability that utilised ScanmarQED's modelling and optimisation tools.

## The Results

We trained the team to become proficient in modelling and understanding their key marketing challenges. They quickly built a set of models for their retail chains, determined how the effectiveness of marketing activities varied by region and identified how best to allocate their marketing budget.

