

UNPRECEDENTED MARKETING ROI FOR A MAJOR CPG COMPANY

CHALLENGE

Shopper marketing is a precision science. Every dollar needs to reach the right shoppers with the specific product from a particular store location. To achieve this goal, brands run hundreds of precisely targeted campaigns, with strict demographic and geographic criteria. Traditional campaign management is notoriously resource-intensive and expensive, optimization is highly manual, and speed-to-market drags due to complex forecasting and set-up.

One CPG company's shopper marketing team partnered directly with DataXu to realize substantial efficiency gains across all facets of campaign management and optimization.

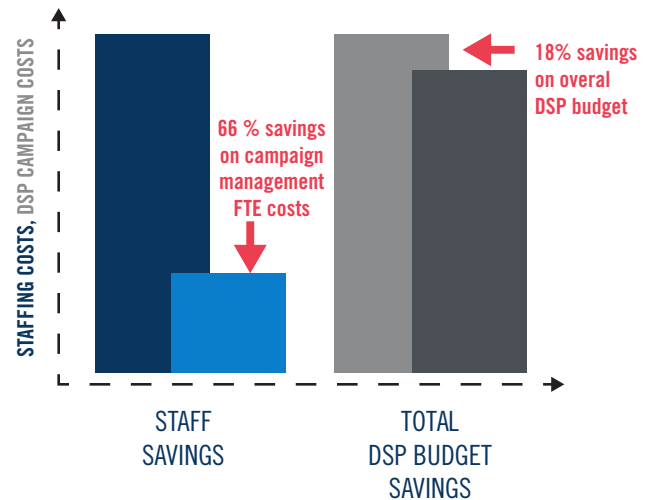
THE DATA XU SOLUTION

The DataXu Platform offered the tools to shift resources away from low-value campaign management tasks toward high impact creative and strategic work, while enabling faster, more effective execution for multiple brands. DataXu's transparent pricing model also revealed true campaign costs, empowering the team to maximize each budget dollar. Tools included:

- Forecasting
- Zip-code level targeting
- Full-range of data and contextual targeting
- Frequency controls
- Automated, algorithmic optimization
- Integration with validation partners
- Actionable shopper intelligence
- Bulk Workflow Features
- DataXu's expert Services team

"DataXu is a no brainer. We should have done this long ago."

- Shopper Marketing Manager



RESULTS

With the DataXu Platform, the CPG giant reduced campaign management costs by 66%, and improved return on investment by 18% overall. With these savings, the marketers have been able to fund new innovations.

Demonstrating measurable and efficient execution with DataXu helped the Shopper Marketing team win an internal innovation award, grow their presence within the marketing organization, and resulted in team member promotions.

ABOUT DATA XU

DataXu's mission is to make marketing better using data science. The world's top brands and agencies use DataXu to better understand and engage customers across all devices and media formats. Our solution provides marketers with unparalleled Media Activation, Marketing Analytics and Data Management capabilities. With sixteen offices in eleven countries, DataXu's full-stack solution is powering the digital transformation of the world's most valuable brands.