

## VODAFONE UK IMPROVED EFFICIENCY OF MULTI-MILLION POUND MARKETING BUDGET BY 10% WITH DATA XU'S MARKET PULSE TECH

### CHALLENGE

Vodafone UK needed to prove the value of its marketing investments by demonstrating a causal relationship between its marketing efforts (such as TV, search and display) and online and offline sales.

### THE DATA XU SOLUTION

Vodafone UK partnered with DataXu to identify the causal relationship between marketing investments and sales via DataXu's Market Pulse technology.

The results of thousands of simultaneous "media mix experiments" created by DataXu's proprietary pulse generator were combined with DataXu's best-in-class Marketing Intelligence Center (MIC) data management and analytics capabilities. The proprietary combination formed the technology solution required to address Vodafone UK's complex challenge.

Through the partnership, Vodafone successfully identified optimal investment levels by channel and geographic region.

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***"DataXu enables us to truly understand marketing ROI. Their solution goes beyond traditional econometrics and digital attribution and gives us a more scientific and rigorous approach to marketing investment than we've had."***

***"We are now in a position to prove beyond a shadow of a doubt the ROI from Vodafone's marketing activity."***

*-David Still, Head of Brand Strategy, Insight and Operations, Vodafone UK*

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### RESULTS

- Vodafone UK optimized its multi-million pound media budget with Market Pulse to improve the efficiency of its marketing investments by 10%.
- Vodafone UK significantly increased its sales revenue without increasing its overall marketing budget.
- Vodafone's team now reallocates budget between channels and geographic regions based on data.

### 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.