

Vodafone improved efficiency of multi-million pound marketing budget by 10% with dataxu's ClearSight™ Market Pulse technology

Challenge

Vodafone 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 dataxu solution

Vodafone partnered with dataxu to identify the causal relationship between marketing investments and sales via dataxu's ClearSight™ 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 ClearSight™ data management and analytics capabilities. The proprietary combination formed the technology solution required to address Vodafone's complex challenge.

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

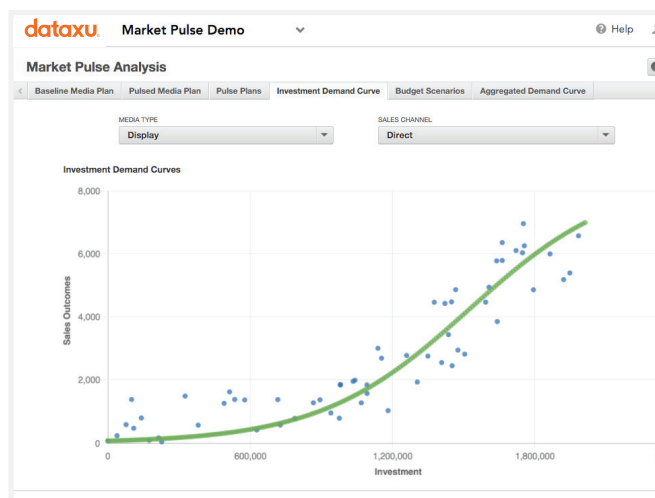
"dataxu enables us to truly understand marketing ROI. Their ClearSight™ Market Pulse solution goes beyond traditional econometrics and digital attribution and gives us a more scientific and rigorous approach to marketing investment than we've had.

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

-Head of Brand Strategy, Insight and Operations, Vodafone UK

Results

- Vodafone optimized its multi-million pound media budget with Market Pulse to improve the efficiency of its marketing investments by 10%.
- Vodafone 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 dataxu

dataxu® helps marketing professionals use data to improve their advertising. Our software empowers you to connect with real people across all channels, including TV, capturing consumers' attention when and where it matters most. With 14 offices around the world, we're here to help power your business forward. Discover what you + our software can do at www.dataxu.com.

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